

BETSY-CARLTON HOTEL



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Shulman though, draws influence from a variety of locations, all urban: New York and Paris—he worked briefly in both—and Tokyo,

where he studied for a year at Waseda University while taking a break from his undergraduate program at Cornell.

Shulman's main focus however is Miami Beach, a city that has been at the forefront of his academic interests and throughout his career as an architect and professor of architecture at the University of Miami. With the Nolli Map in one hand and new urbanist principles in the other, Shulman described the city as the "perfect

laboratory" for learning how to design cities as a basis for new design ideas.

A fascination with public space and private networks, as well as a deep understanding of the urban environment are at the heart of Shulman's approach to work. He talks about how we can expand, connect, and bring into the public space and exist, he said. "We always try find one of the project that achieves t

BILLBOARD BUILDING



JUGOFRESH WYNWOOD WALLS



CABANA BAY BEACH RESORT



# Shulman & Associates blends global influences and new urbanism into its Miami practice

By JASON SAYER (@ADJASONCIES) • April 20, 2017

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A fascination with public space and semi-private networks, as well as an engagement with the urban environment are defining aspects of Shulman's approach to work. "We start by thinking about how we can expand, engage, and integrate into the public space and existing networks," he said. "We always try find one or more elements of the project that achieves that."

## **Betsy-Carlton Hotel**

1440 Ocean Drive, [Miami](#)

Bridging the 1938 art deco Henry Hohauser hotel to its new addition by Shulman is a silver sphere that disguises a pedestrian connection between the two buildings. The elliptical enigma transforms one of the many circulation arteries that run through the building's site into public art. A cafe extension on the building's side has the same impact: Triangular in plan, the cafe enhances the east-west alleyway that takes pedestrians from Española Way to the ocean by utilizing a landscaped roof deck as an amphitheater for poetry, also aligning with the hotel's historic mission of cultural programming.

## **Billboard Building**

3704 Northeast 2<sup>nd</sup> Avenue, Miami

A pertinent example of Shulman's philosophy can be seen in the Billboard Building in Miami's Design District. Situated roughly 10 feet away from the elevated I-195 that

heads to [Miami Beach](#), the project sees a three-story 1920s commercial building joined to a sleek 90-foot-tall addition.

### **Cabana Bay Beach Resort**

Universal, Orlando

The 1,200-key hotel employs a post-war aesthetic prescribed by Universal Orlando Resort. “As architects, the challenge was to make the language feel new again and to avoid being purely retro,” said Shulman. A central plaza-pool deck (once a necessity for the post-war vacationing class) is enlivened by amenities such as play and picnic areas, ping pong tables, and sand pits. Children can play as parents monitor from their balconies, all of which look into the space.

### **Jugofresh Wynwood Walls**

Wynwood, Miami

Located in the warehouse complex of Wynwood Walls—an area that features a coterie of industrial buildings covered in [murals](#)—is an outlet for juice and food bar Jugofresh. Sacrificing space to the public, Shulman proposed opening up two garage doors at either end of the building to activate a plaza once blocked from the street. A folding glass wall blurs boundaries further and creates a “breezeway” that features a wall of fans—an alternative Shulman pursued to avoid air conditioning the space. Jugofresh now uses the wide floor plan to host yoga classes and other activities. Inside, almost every shade of green abounds, employing a color palette as vibrant as its exterior (which couldn’t be changed).