

# WHSAD Students Compete in 2nd Annual Heritage Equity Design Competition

June 23, 2017 (Brooklyn)

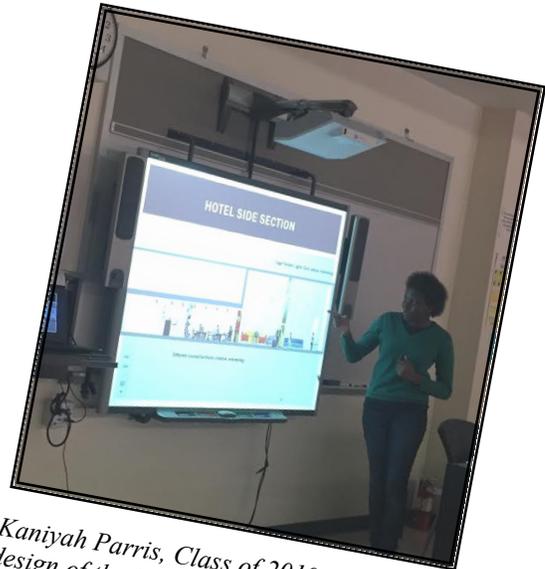
Following last year's successful design competition for the marketing center at 25 Kent, five teams of students presented their concept designs for the lobby of the Bushwick Hotel, currently being developed by Heritage Equity and Northside Development. The lobby space will not only include the hotel reception area, but also a lounge and restaurant, all of which were integral parts of the students' designs.

As part of the project this year, students visited the new offices of Gensler, the architecture firm, and the recently opened Williamsburg Hotel, seeking inspiration for their projects. Beginning in March, students met weekly with Ann-Sophie Hall, Associate at Gensler, who offered criticism, guidance, and support while they developed and rendered their designs. Ms. Hall provided valuable feedback to the students, helping them refine their ideas and create professional presentations with which to convey their plans.

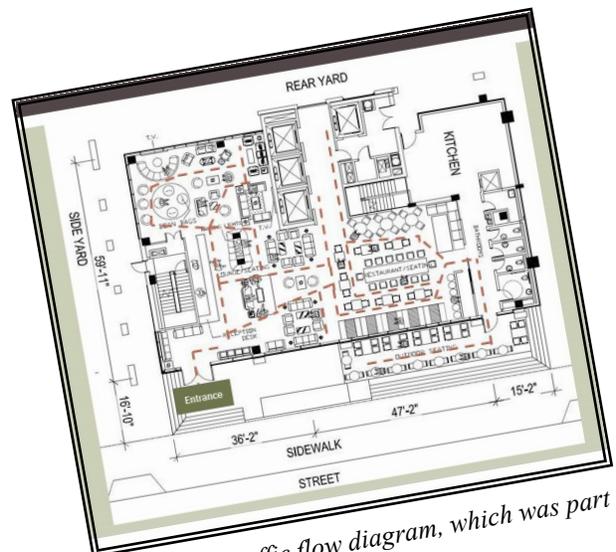
The teams presented their concepts, including floorplans, elevations, and 3-D renderings, at a competition held at the school. The judges were Toby Moskovits, Founder and CEO of Heritage Equity Partners; Joe Lauro, Principal at Gensler; Eta Strulowitz, Architect at Heritage Equity; Allen Konstam, Director of Development at Heritage Equity; and Ms. Hall.

Sophomore Kaniyah Parris, the only student to present her project solo, won the competition, and greatly impressed the judges.

Gensler Principal Joe Lauro: "I was incredibly impressed with the level of creativity and response to the project brief from a class...of mostly 9th graders. Williamsburg HS should be commended for investing and participating so powerfully in these students' futures."



*Winner Kaniyah Parris, Class of 2019, presents her side section design of the hotel lobby space.*



*Kaniyah's traffic flow diagram, which was part of her winning presentation.*

## FOR MORE INFORMATION CONTACT

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