

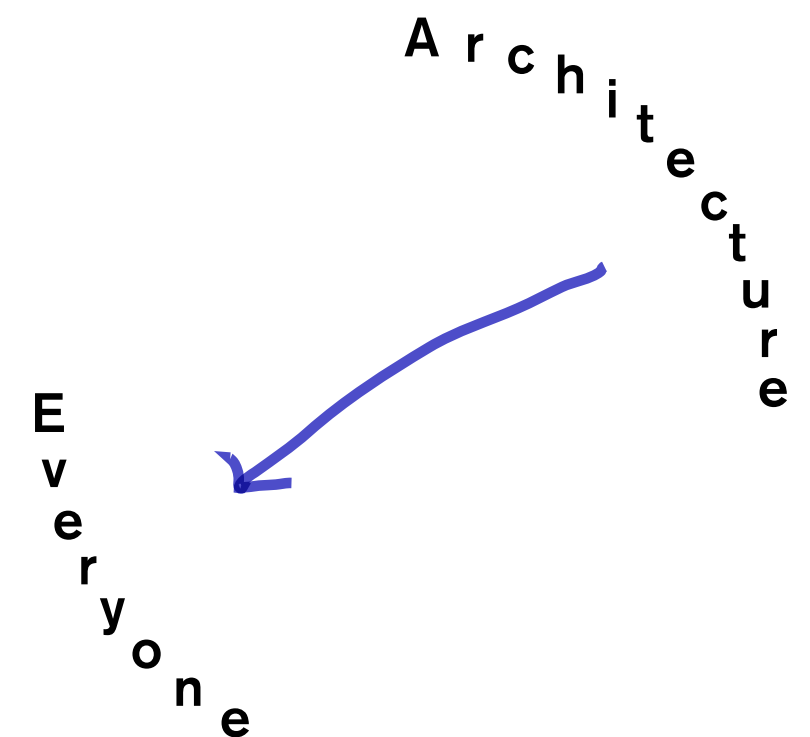
**Major**

# Table of Contents

<b>About Major</b>	<b>05</b>
<b>Buildings</b>	
Journal Squared	<b>06</b>
485 Marin	<b>12</b>
351 Marin	<b>18</b>
25 Kent	<b>22</b>
Pennovation Center	<b>30</b>
District Wharf Water Building I	<b>34</b>
<b>Interiors / Experiential</b>	
Casper Dreamery	<b>36</b>
Wendy	<b>42</b>
UNIQLO Cubes	<b>48</b>
Fire Island Pines Pavilion	<b>52</b>
Il Laboratorio del Gelato	<b>56</b>
Normal	<b>60</b>

*Note: All projects were designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich in 2008.*

Major creates architecture for everyone. We are a full-service design firm that believes thoughtfully crafted spaces make for better interactions, better homes, better cities and ultimately a better world. Major is led by Marc Kushner, co-founder of Hollwich Kushner and Architizer, who is joined by a talented team of architects and interior, graphic, product, branding, and experiential designers. Together, we work between disciplines to bring a fully integrated design approach to each of our projects.











View of Journal Squared from JFK Boulevard



Journal Squared and the Journal Square Transportation Center





Apartment Interior



Rendering of the Full Development



# 485 Marin

We designed this residential development in Jersey City as a transition between the nearby brownstones and the skyline of Manhattan. The 300,000-square-foot building is clad in the same warm red brick as its neighbors and energized through a series of bold sculptural features. A playful V-shaped cut-out accentuates the building's silhouette and opens up neighbors' views to Manhattan. An amenities floor that includes a lounge, a communal kitchen, and a movie theater invites residents to come together and socialize, fostering a sense of community in the building.

Location: **Jersey City, NJ**    Year: **2018**    Client: **KRE**    Sector: **Residential**    Size: **300,000 SF**  
**497 units**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*











Lobby



Amenity Floor



# 351 Marin



For this new residential building, which will bring 507 apartments to a quickly developing Jersey City neighborhood, we designed a faceted base that frames pockets of activity around the tower. A pavilion defines the edge of a pedestrian plaza, mirroring the angular planes of the tower and creating a unique place for the community to gather. The tower's soaring double-height facade rises to a geometric crown that harmonizes with the existing skyline.

Location: **Jersey City, NJ** Year: **2021** Client: **KRE** Sector: **Residential** Size: **540,000 SF**  
**507 units**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*





Rendering of the Tower's Base



# 25 Kent



25 Kent is a social campus that brings innovators, founders, and tech leaders together in one collaborative workplace. To create a bustling public core, we cut a retail-lined pedestrian street straight through the building's center. Bookended by landscaped plazas, the walkway will connect the planned Bushwick Inlet Park with the nearby plaza of the William Vale hotel, transforming what was once a forbidding industrial waterfront into a walkable district of parks and public space. The building's massing is inspired by the neighborhood's industrial history, stacking a series of brick floors that nod to the materials and proportions of the nearby warehouses. The short ends of the facade are capped in soaring floor-to-ceiling windows that flood the interiors with sunlight and offer commanding views of the Manhattan skyline and Brooklyn.

Location: **Brooklyn, NY** Year: **2019** Client: **Heritage Equity Partners** Sector: **Commercial** Size: **500,000 SF**  
**Rubenstein Partners**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*





View from N 12th Street



Pedestrian Throughway













# Pennovation Center

The University of Pennsylvania asked us to transform a disused 20th-century paint factory into a contemporary hub for innovation. To achieve that, we embarked on a renovation that would not only adapt the interiors, but also inject new life into the aging structure. We designed an angular new facade that reaches over the Schuylkill River, announcing Pennovation as an inspirational beacon for entrepreneurship. We incorporated key social zones—including the now-iconic pitch bleacher—into the facade to invite students and business leaders to get together, share ideas, and inspire one another. The interior renovation maintains the raw, industrial aesthetic of the original factory to create an environment that encourages creativity and hands-on experimentation. Pennovation Center has become the flagship of an entirely new campus called Pennovation Works, and the building is now home to some of Pennsylvania's most promising startups.

Location: **Philadelphia, PA** Year: **2016** Client: **University of Pennsylvania** Sector: **Educational** Size: **58,000 SF**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*





Facade Addition



Pitch Bleacher



# District Wharf Water Building 1



Part of the new District Wharf community in Washington, D.C., this building is designed as a beacon that offers a new waterfront gathering place for the city. By lifting the building above the water on a series of concrete piers, our design opens up commanding views down the Washington Channel towards the Jefferson Memorial. To eliminate the need for a column grid, we suspended the building from its truss-work, maximizing flexibility and creating vast and airy interior spaces.

Location: **Washington, D.C.** Year: **2021** Client: **Hoffman-Madison Waterfront** Sector: **Commercial** Size: **13,400 SF**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*





# Casper Dreamery

The Dreamery, designed for innovative mattress startup Casper, is an entirely new concept in retail: rather than creating a typical showroom for product display, we designed an interactive space where customers fully engage with an immersive brand experience. Conceived as a quiet sanctuary in the bustling NoHo section of Manhattan, The Dreamery offers patrons 45-minutes of downtime in pods outfitted with the brand's signature mattresses, pillows, and sheets. Central to the design was achieving a transition between the chaotic city streets and peaceful space within. A star-lit entryway leads to a serene lounge where guests check into their Casper experience.

Location: **New York, NY**    Year: **2018**    Client: **Casper**    Sector: **Retail**    Size: **3,000 SF**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*









Check-In Counter



Sleeping Pod



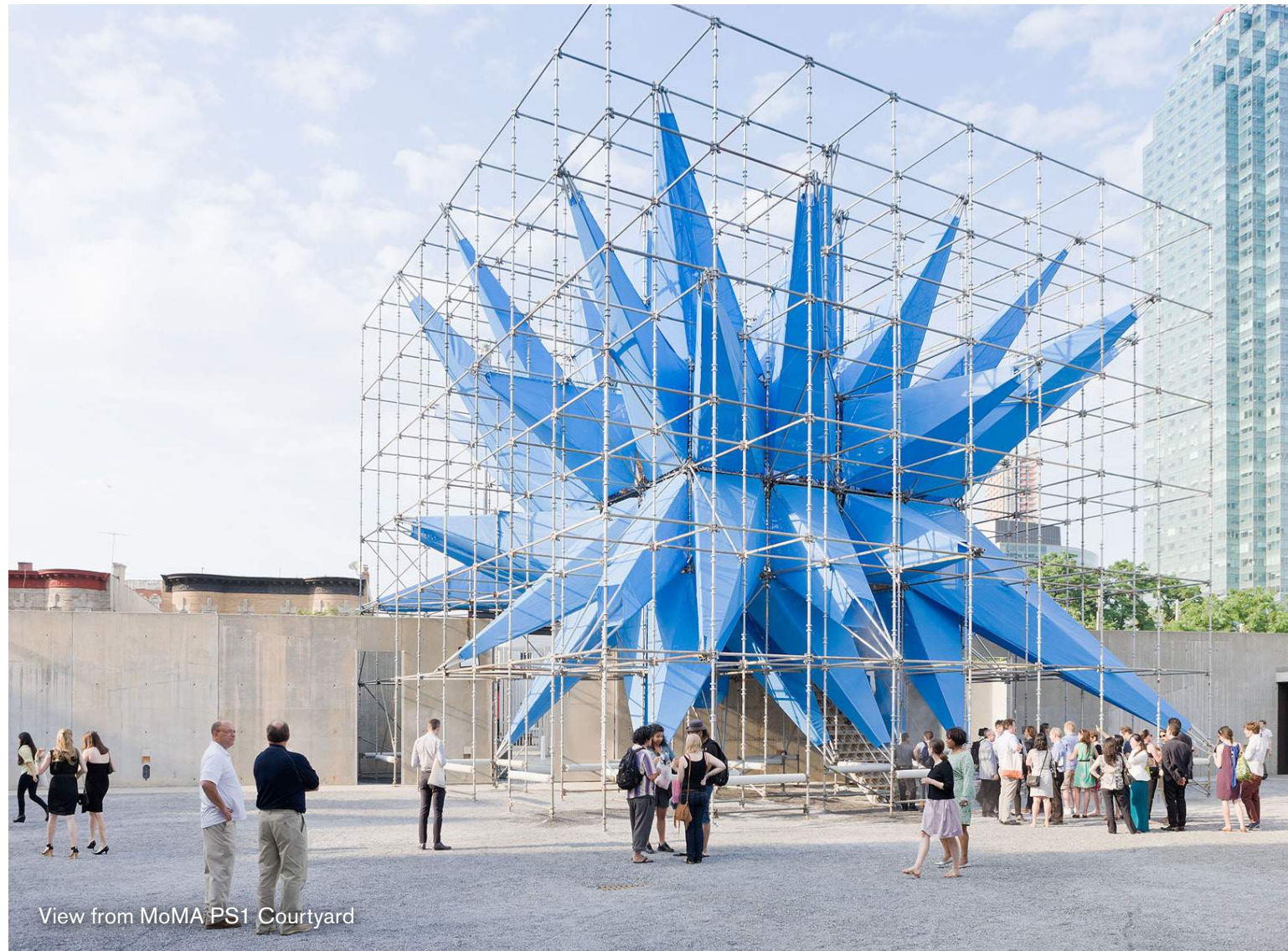
# Wendy

Our design Wendy won the prestigious MoMA PS1 Young Architects Program in 2012, an annual competition that gives emerging architects the opportunity to build an installation at MoMA's contemporary outpost in Long Island City, Queens. The installation is central to MoMA PS1's Warm Up series, a daytime party that brings New Yorkers together for a day of art, music, and dancing. For our design, we didn't strive for perfection but rather lovability. Wendy's spiky blue arms stretch over MoMA PS1's courtyard, blasting cool water on summer-party goers and creating an approachable, engaging, and interactive presence in the courtyard. The installation also contributes to a more sustainable environment: outfitted with titanium nanoparticles, its blue skin takes 260 cars worth of pollution out of the atmosphere.

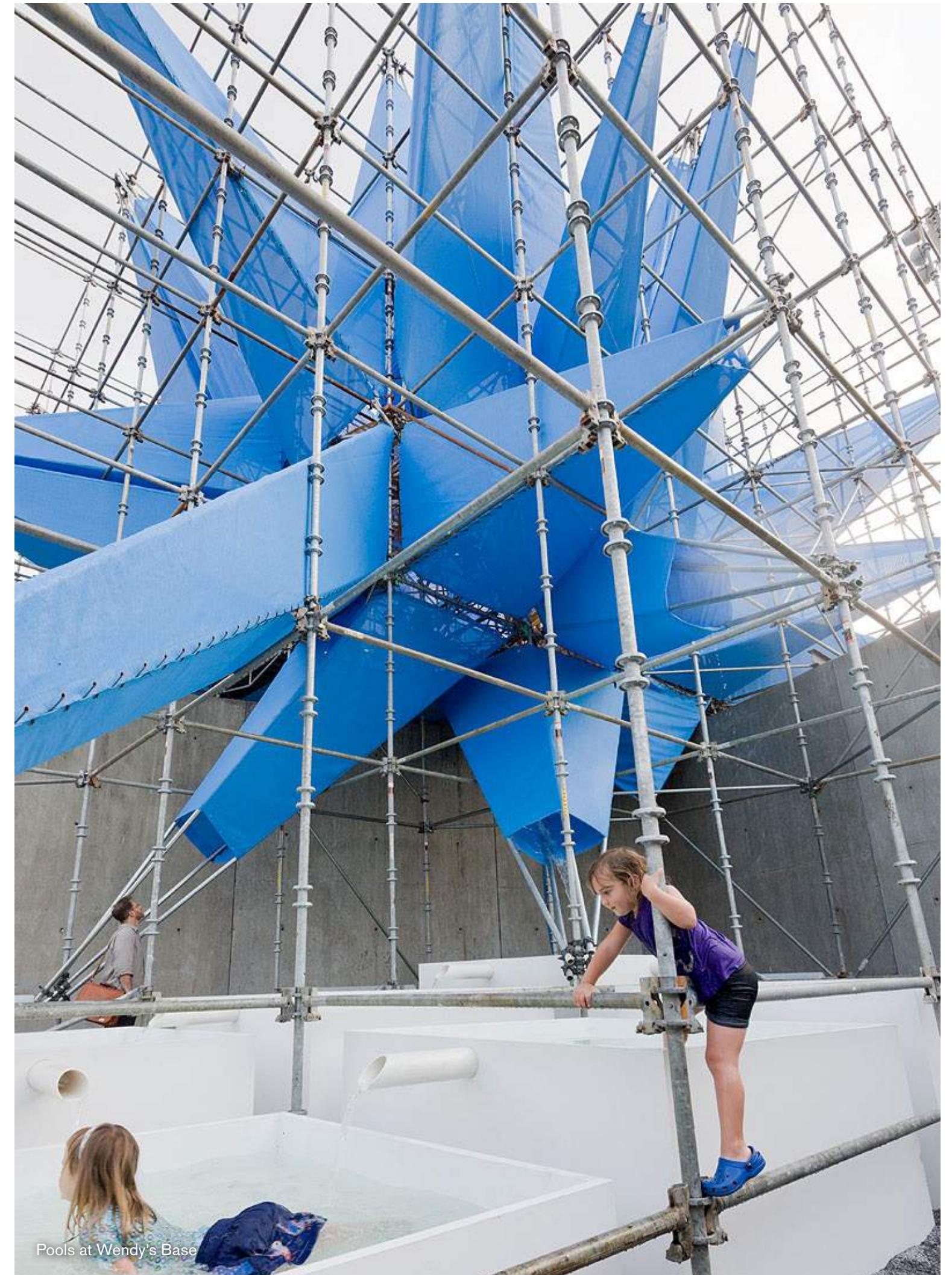
Location: **New York, NY** Year: **2012** Client: **MoMA PS1** Sector: **Cultural** Size: **5,000 SF**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*





View from MoMA PS1 Courtyard



Pools at Wendy's Base





Aerial View of Wendy with the East River and Manhattan Beyond





# UNIQLO Cubes

These tiny pop-up store cubes were designed to introduce New York City to the Japanese clothing brand UNIQLO. Each cube is made from an integrated shelving structure and is compact enough to ship on a flatbed truck. Clad in translucent plastic, the cubes appear to glow, beckoning evening visitors and emphasizing the colorful pop of the clothing inside. First installed in New York City to coincide with the opening of the HWKN- and DS+R-designed High Line Roller Skating Rink, the cubes were then packed up and continued to travel the globe, taking the up-start brand to fashion capitals the world-round.

Location: **New York, NY**    Year: **2008**    Client: **UNIQLO**    Sector: **Retail**    Size: **120 SF**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*





Exterior



Interior





# Fire Island Pines Pavilion

The Fire Island Pines Pavilion has long been a landmark of New York's gay vacation culture—so, when a 2011 fire destroyed the original nightclub, we set out to design the new heart and soul for this community. The design channels the energy of the parties the building hosts to create a lively place where people can come together and make new friends. A muscular cedar superstructure rises from the boardwalk, creating an emphatic presence on the harbor-front and framing activity on the terraces so that partiers arriving by ferry are greeted by the buzz of people socializing. The energy of the facade is carried through the interiors, where triangular bars and irregularly shaped rooms create social pockets that generate chance encounters.

Location: **New York, NY** Year: **2013** Client: **Blesso Properties** Sector: **Commercial** Size: **3,000 SF**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*





Exterior



Covered Deck



# Il Laboratorio del Gelato

Halfway between an ice cream factory and a laboratory, the new retail and production space for Il Laboratorio del Gelato showcases the most important part of the business: the ice cream. Using a reserved architectural language of whitewashed walls and polished concrete floors, our design allows the machines and ice cream chefs to take center stage. A custom, backlit polycarbonate ceiling unifies the entire space and draws customers attention to each stage of the gelato-making process, all while creating optimal light levels for employees.

Location: **New York, NY** Year: **2011** Client: **Il Laboratorio del Gelato** Sector: **Retail** Size: **3,000 SF**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*









# Normal



Normal is a brand that digitally measures each customer's ears to create tailor-made earbuds. For their New York City flagship—part store, part factory, part 3D printing lab, part office, and part performance space—we created a design that allows customers to see behind the scenes as their custom earphones are produced in real time. A modular wall system will expand with the brand, while 15 foot floor-to-ceiling glass partitions allow for maximum transparency.

Location: **New York, NY**    Year: **2011**    Client: **Normal**    Sector: **Retail**    Size: **3,000 SF**

*\*This project was designed by Hollwich Kushner (HWKN), the firm co-founded by Marc Kushner with Matthias Hollwich.*





Interior



Fabrication Lab



**Major**