

WILLIAM D. MARQUEZ, NCARB

EDUCATION

Urban Development & Real Estate Proforma
Capital Impact Partners - Equity in Development Detroit Alumni, 2022

Research Fellow
Ball State University- Institute for Digital Fabrication, 2006-2008

Masters of Architecture
University of Michigan, 2005

Bachelor of Arts in Architecture
University of Minnesota, 1999



BIO

Wil Marquez's uses innovative design principles to probe ideas of **architecture, public space, and equity**. His years in the AEC field go hand in hand with his enthusiasm about new ways design professionals can contribute to meaningful yet stimulating environments in a just city.

He holds a Masters degree in architecture from the University of Michigan ('05 *Cum Laude*). Under his leadership, his consultancy **w/Purpose** has **lead and collaborated on a number of developments, urban strategies, and design/build projects** throughout Indiana, Detroit, and most recently Wilmington Delaware.

Marquez's understanding of design nuance and the construction process highlight his comfort for integrating architecture, design, development, and landscape into highly visual - yet practical possibilities, but with a twist. His focus and management range enable him to recognize a projects complexity while leveraging his strategic alliance with area developers, designers, fabricators, contractors, artists, & agencies to get projects completed on time and with purpose.

w/Purpose has proven track record with clients such as Stafford House, La Casa de Amistad, Wilmington Delaware Public Library, YMCA Indianapolis, Borshoff, IndyGo, LISC Indianapolis, BWI Development, IFF, City of Evansville, Future Farm Workers of America, Indianapolis Art Council, ECHO Housing Corp., Midtown Indianapolis, St. Vincent Center for Children & Families, and many others.

*sí, hablo español

URBAN DESIGN / CONSTRUCTION / ARCHITECTURE / PLANNING

- LIHTC (LOW INCOME TAX CREDIT) / APARTMENT HOUSING/ RESIDENTIAL HOUSING
- ★ COMMERCIAL EDUCATION/ CULTURAL

W/PURPOSE - PRINCIPAL

- 2010 Re-Connect Devington 38th Street Corridor Planning Strategy - Indianapolis, IN
- 2012 Haynie's Corner Arts Cultural District Branding Strategy - Evansville, IN
- 2011 LISC - Mary's Seafood Facade Improvements & Patio - Indianapolis, IN
- ★ 2013 (CDBG) Jacobsville Gateway Public Mural Competition Management - Evansville, IN
- 2013 LISC -Facilitator N.E. Corridor Quality of Life Plan - Indianapolis, IN
- 2014 *Design Lead* | First Devington Apartments and Neighborhood Plan - Indianapolis, IN
- 2014 New Albany Neighborhood Plan - New Albany, IN
- 2015 *Design Lead* | Purpose Park, Community Pocket Park - Indianapolis, IN
- 2015 *Design Build* | Barron Residence Home Addition - Indianapolis, IN
- 2016 *Project Manager* | North Main Street Business Development & Branding - Evansville, IN
- 2017 *Facade & Public Design Project Mgmt.* | Overlook at the Fairgrounds Apartments - Indianapolis, IN
- ★ 2017 Exhibit Columbus Maker Studio | STEM Lab Design Consultant & Curriculum - Columbus, IN
- 2017 *North Main Street Manager* - Indiana Main Street Program - Evansville, IN
- 2017 *Design Lead* | Garfield Commons Apartments Facade Design - Evansville, IN
- ★ 2018 La Casa Community Center | Cultural Consultant/ Campus Masterplan - South Bend, IN
- ★ 2018 *Design Build* | Boys & Girls Club of Tar River Region | Makerspace - Rocky Mount, NC
- ★ 2018 Historic Concord Building Interior Design/Bid Package - Indianapolis, IN
- 2018 Artist in Residence | Transit Drives Indy Installation/Engagement Purple Line - Indianapolis, IN
- 2019 Memorial Community Development Corporation Neighborhood Plan - Evansville, IN
- ★ 2019 Project Mgmt, Inquiry Lab Strategy, & Engagement | Evansville Public Library - Evansville, IN
- 2019 Shalom Community Health Center Interior Bid Package - Indianapolis, IN
- 2020 Historic Concord building commercial renovation and interior remodel - 7.5K sqft - Indianapolis, IN
- ★ 2020 La Casa de Amistad Cultural Center | Owners Rep & Interior Design - 46K sqft - South Bend, IN
- ★ 2020 Wilmington Delaware Public Library | Furniture Consultant and Management - Wilmington, DE
- ★ 2020 IFF (CDFI) - Detroit Office | Learning Spaces Owners Rep & Consultant - Detroit, MI
- ★ 2020 Boys and Girls Club Rocky Mount | Interior Design & Furniture Management - Rocky Mount, NC

RESIDENTIAL/ COMMERCIAL CONSTRUCTION MGMT

- 2020 Boston Edison - Chicago Blvd Historic Design & Renovation | Detroit, MI
- 2020 J's Cafe - Material Specification - Exterior Renovation and Dining Addition | Detroit, MI
- 2021 Reserve Restaurant Exterior Facade Mgmt | Livernois Avenue of Fashion | Detroit, MI

A2SO4 ARCHITECTURE - SENIOR DESIGNER

- 2007 (EDSA/DCI) Master Plan Development Marrakesh - Morocco *A2SO4 Architecture, Indianapolis
- 2008 Plot 24 - Design Competition - Abu Dhabi, UAE *A2SO4 Architecture, Indianapolis
- 2009 Al Dahfra Mixed-Use Tower Development - Abu Dhabi, UAE *A2SO4 Architecture, Indianapolis
- 2009 Kwara State Travel Plaza, Truck Village - Ilorin, Nigeria *A2SO4 Architecture, Indianapolis

PUBLIC DESIGN & ARCHITECTURAL INSTALLATIONS

- FULL SCALE - COMMERCIAL DESIGN INSTALLATION

- 2020 Black Legacy Project - Design and Project Mgmt.
Exterior Public Art Installation | Client: Midtown Indianapolis Development Corp.
- 2019 Red Line Public Transit Art Railings - Research, Design, & Construction Mgmt.
(100) Soft Infrastructure Transit Barriers | Client: Midtown Indianapolis Development Corp.
- 2018 Purple Line Public Transit Art Fellow - Design, Prototype, & Fabrication Mgmt.
Various (s,m,l) Outdoor Plastic Pinwheel | Client: Indianapolis Arts Council
- 2017 Exhibit Columbus - Education Coordinator and Design Consultant
Funology MakerSpace | Client: Exhibit Columbus
- 2016 FLOW - Outdoor Public Installation - Design and Fabrication Mgmt.
30"x10"x38" Aluminum & Sensor Technology | Client: DaVinci Pursuit / Reconnecting Our Waterways
- 2015 Purpose Park - Public Sculpture, Wood Shelter, & Masterplan
30' x 100' 1964 Steel Car, Wood Shelter, Landscape | Client: Keep Indianapolis Beautiful
- 2015 Borshoff Creative Agency - Staff Lounge Furniture & Interior Design
Custom Reclaimed Furniture, Interior Design, Ceiling Treatment, and Lighting | Client: Borshoff
- 2013 Devington Transit Stop - Bus Stop Design & Construction Mgmt.
35' x 20' Concrete/Alum. Rain Capture | Client: Keep Indy Beautiful & IndyGo
- 2012 YMCA Interior Installation - Panel Design, Fabrication & Installation
35' x 8' Wood/Steel | Client: YMCA Indianapolis
- 2011 Tomlinson Tap Room - Design, Fabrication & Installation
Reclaimed Community Tables & Cooler Wall | Client: Indianapolis City Market
- 2011 Bicycle Garage Indianapolis - Interior Design, Installation, & Fabrication
900 sqft. Reclaimed Wood Wall | Client: BGI, CEO Randy Clark

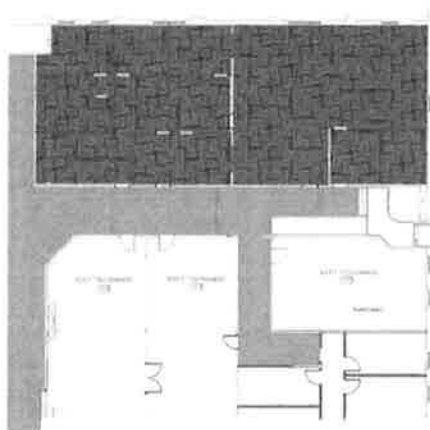
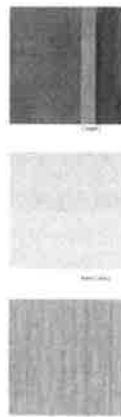


Photo: La Casa de Amistad - Interior Design



AWARDS

- 2017 Achievement in Entrepreneurship
Center for Leadership Development - Indianapolis, IN
- 2016 William Mays Entrepreneurship Award
100 Black Men - Indianapolis, IN
- 2016 (UNOE) United Neighborhoods of Evansville
Spark Plug Award - Evansville, IN
- 2015 6th Annual Champions Award
Forest Manor Multi-Cultural Center - Indianapolis, IN
- 2010 Emerging Designer Award
Indianapolis Museum of Art Design Society - Indianapolis, IN

NOTEWORTHY

- 2018 Featured on PBS Documentary "Courage, Brains, and Muscle: Our Environmental Champions" w/ Former Indiana First Lady Judy O'Bannon. The documentary highlights work in Jacobsville.
- 2016 Invited Contributor & Essay | 2016 de Brea, Ana - **Total Latin American Architecture**
ACTAR PUBLISHING ISBN: 978-1-940291-47-5
- 2015 Nominated and received a full scholarship to the **New Schools Venture Summit**. The annual invitation-only gathering of entrepreneurs, educators, and policymakers focuses on transforming public education for under served children.
- 2015 Co-Founded **Design Bank community design center**. Worked with local CDC to transform former 1940's bank (10,000 sqft) into functional neighborhood training and co-working space.
- 2012 Indiana National Delegate Democratic National Convention Charlotte, NC

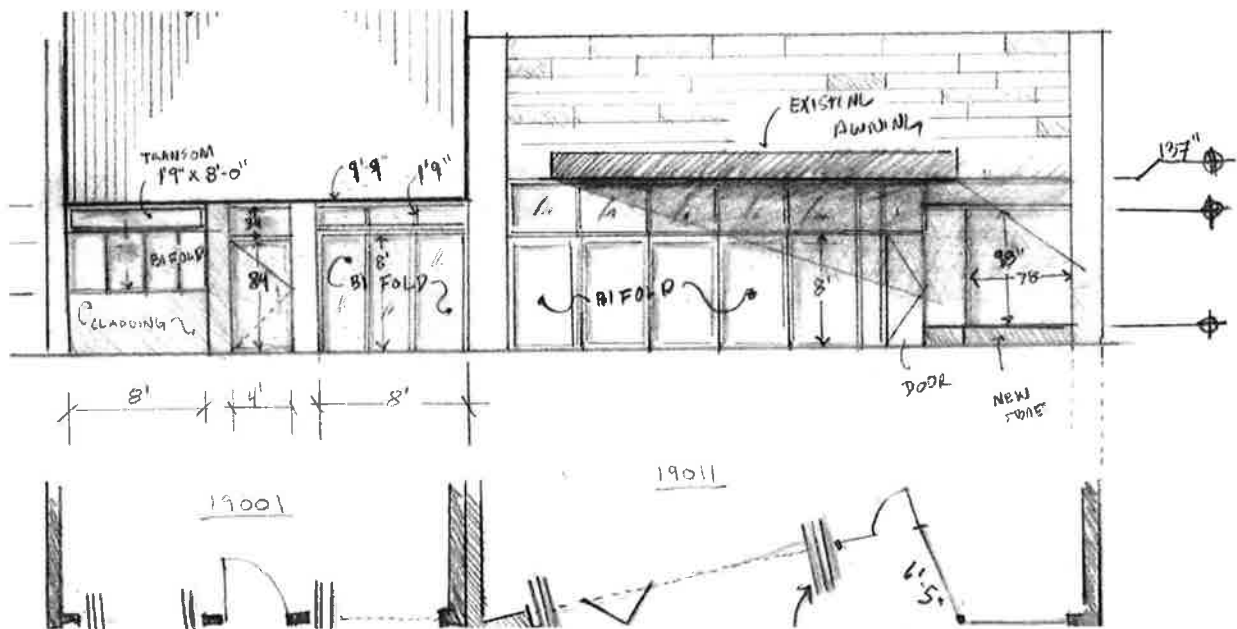


Photo: 7TH/Livernois
Designed and Managed the selection/budget of facade materials. Completed specifications, ordering, and shipping of new facade

WIL MARQUEZ

"A specialist in urban design, his portfolio bulges with impressive projects that began when he worked for big firms during his days in Abu Dhabi and Morocco."



Talking shop with Wil Marquez is like listening to an energetic Dalai Lama of Design.

The 40-year-old architect speaks with a unique balance of enthusiasm, warmth, and inspiration. He layers his language with careful insight, honed from seventeen years of architectural prowess. And he constructs his narrative with passion, emphasizing more than once the importance of "bringing people together." "Celebrate a community's arts and cultural assets around a collective space that serves its local needs, and that will reinforce the connectivity among residents" he says.

A specialist in urban design, his portfolio bulges with impressive projects that began when he worked for big firms during his days in Abu Dhabi and Morocco. These days Marquez's philosophy on the future of design and place making appears in various publications, books, and blogs. And his speaking engagements pack lecture halls at renowned universities (from Tuskegee, Alabama, to Buenos Aires) and at conferences and professional organizations around the globe.

But he gets most excited telling folks about his work with young people and "contributing his skill set to more meaningful and relevant environments" - like the neighborhoods here in the Midwest.

"For a long time I thought that changing the world through architecture meant just designing buildings, but to just say I'm an architect who sits in a cubicle and draws drawings, that's not what I'm about," he says. "I'm a designer, a creator; I'm curious and an agitator. I'm still loyal to the practice of architecture, but I prefer to stand on the outside of that ring and look inward to say, 'What can we do to make this profession more available to the masses?'"

For one thing, he thinks architecture should be more publicly engaging and equitable. In 2009 Marquez founded the consulting company, w/purpose, which specializes in architecture services for clients who believe that good design can make a difference in both their lives and in the lives of others. His creative studio devises nontraditional solutions for homes, interior designs, public art, streetscapes, retail centers, and learning environments.

His concepts extend beyond sticks and bricks. "It's not just about the buildings, but also the spaces between them," he says. "That's also architectural space."

He thinks architects need to talk to people about ways a building can perform for the inhabitants inside, but also for what's going on outside. As for his own designs, some of Marquez's brightest sparks ignite in blighted communities.

Examples include a colorful bus-stop collaboration with Arlington High School students, a pocket park created with public art installations, and a chic apartment building resurrected from an abandoned candy factory.

W/Purpose partnered with Keep Indianapolis Beautiful to construct Purpose Park at Holmes and W. Washington streets. The little green space packs an artful punch with its bright-yellow, 1964 Pontiac Bonneville positioned upright on its nose as a centerpiece.

As the lead design team, w/purpose also helped transform the vacant Homer J. Williamson Chocolate Factory into The Overlook at the Fairgrounds - the new \$14 million, 4-story mixed-use building at 38th Street and Fall Creek Parkway.

One of Marquez' ongoing passions includes the Design Bank at E. 38th street, which he and co-founder NaShara Mitchell renovated. It now stands as a twenty-first-century, hands-on learning center, featuring 3-D printers, scanners, and a focused design curriculum.

"We thrive at educating people in general. I'm committed to these things - to public space and cities that are committed to art and design, and to youth who are doing that work. They need platforms to do their most creative work. We want to work to develop those types of platforms."

Additional projects on the books for Marquez include creating a maker-space for a Boys' and Girls' Club in Rocky Mountain, North Carolina, a 48,000 - square-foot concept design for a community center in South Bend, and the master plan development for Evansville's Main Street.

And though his work keeps him crisscrossing the map, Marquez' roots remain in the Midwest. "I've been here all my life, and I've made a commitment to dig my feet in and stay committed to regional cities," he says.

PLACEMAKER

Words by JAMI STALL + Photography by ESTHER BOSTON



Photo Left:

Purple and white pinwheels came to symbolize the public participation process for IndyGo's new Purple Line. This group made their pinwheels at the Invention Festival at the Indianapolis Museum of Art last summer.

Photo Bottom:

It was designed various scaled pinwheels that were placed along the transit line route.



The Art of Public Engagement

Planners and communities get creative with the planning process

By Erick Mertz

Pinwheels in Indy

As the director of public art at the Arts Council of Indianapolis, Julia Muney Moore directs projects where connection with the public is a critical aspect, both for community involvement and tone. So it comes as no surprise that she works a lot with city planners. "Artists are being used in planning processes all the time," she says.

One example is the Broad Ripple Park Master Plan, a 20-year effort to transform a signature park in Indianapolis.

The Parks Department consulted Moore about the wisdom of including artists on design teams, and the Broad Ripple Park process was the second time they had done so.

It's well known that people work better when they're engaged visually, so the team's artist used a stringboard to get citizens involved. It resulted in a map connecting the various aspects that the community believed were important.

"How these different elements connected told the planners how people's minds were working," Moore says. "The idea was to create a visual thread of thought, which was great because it allowed planners to reach beyond the usual public meetings. Everyone got a chance to contribute. Standing up, sitting down, regardless of language or disability," she says.

Moore recommends working with artists who come from the neighborhood where an art project is being planned. "It's ideal when they're already in touch with the goals of that neighborhood," she says.

She also recommends deploying the artists to meet the people where they are. "We like to see artists out there at farmers markets and community events,"

Moore says. "Places where people don't necessarily expect to be involved in a planning process." More recently, the Arts Council engaged an artist in residence for the Indianapolis Public Transportation Corporation, better known as IndyGo, to help connect with the community around a series of new rapid transit lines that will be game changers.

"by the time the conversation was over, they had this physical thing they could hold that represented what their engagement was in that conversation," Marquez says.

"Soon these purple pinwheels were popping up everywhere in the city, in windows and planter boxes."

Wil Marquez is a 40-year old artist who has, for the last 10 years, been on the cutting edge of developmental architecture and urban design. After receiving his master's degree in architecture from the University of Michigan, he taught at Ball State University. Ultimately, though, Marquez's passion brought him around to working in public spaces.

As an Artist-in-Residence working with IndyGo, Marquez appeared with the transportation organization whenever they had a public meeting, focusing on connecting the new Purple Line with the community.

"We felt we needed to bridge the gap between transit engineering and the questions of what these decisions meant to the public," Moore says.

Similar to the Broad Ripple Park Master Plan, Marquez's point of connection and strategy was visual. Most memorable were the purple pinwheels that came to symbolize the public participation process surrounding IndyGo's Purple Line.

Marquez was present at IndyGo's public meetings, helping facilitate and teaching people to make a pinwheel out of paper as they talked about their concerns. He also attended community events that were not associated with formally scheduled public meetings.

"By the time the conversation was over, they had this physical thing they could hold that represented what their engagement was in that conversation," Marquez says. "Soon these purple pinwheels were popping up everywhere in the city, in windows and planter boxes."

"The pinwheel helped people visualize it," Moore said. "We got input and engagement from people who would never have gone to a public meeting."

CHANGE OF PACE

North Main project kicks off Jacobsville revamp

STORY BY TRISTA LUTGRING / PHOTOS BY ZACH STRAW

Talk of development in Evansville recently has been centered on Downtown. But the city has its sights on other areas of improve well — one of the biggest being the North Main corridor/Jacobsville area.

The journey for Jacobsville — a 1.9-square-mile neighborhood sits just north of Downtown with North Main as its business corridor about seven years ago when Stephanie Tenbarge, executive director of ECHO Housing, attended an Indiana Association for Community Economic Development (IACED) conference in Indianapolis.

"One of our homework assignments was asset mapping," she says. When I came back, I realized I had about five times the amount of pages of other neighborhoods there."

To Tenbarge, that meant Jacobsville was ready for development.

Tenbarge along with IACED, Habitat for Humanity, and the City of Evansville began a quality of life process for the neighborhood residents in conversations about the challenges of the area and changes they would like to see. This initiative would give birth to Jacobsville Join In (JJI).

Since then, JJI has been the connection between the neighborhood and the city, encouraging residents to be part of the development while also ensuring concerns and needs are heard by officials.

To help with this process, JJI brought in Wil Marquez of w/Purpose, an Indianapolis based creative design studio that works with cities and neighborhoods. With his help, the picture of the future began to evolve from the feedback of residents and business owners. To Marquez, understanding the neighborhood was the important first step.

The building is going to come, but we've got to build culture and capacity," he says. "I think people have this idea that neighborhoods are not living things. And that's just simply crazy.

The Complete Street Project, which began in 2016, may not have been the first step for the area, but it certainly began to how residents the start of the redevelopment. The project entailing removing the parking along the east side of North Main Street beginning at Division Street and ending at Maryland Street.

The freed space is being transformed into a buffered, eight foot-wide bicycle path stretching along the entire business corridor. Parking still will be allowed on the west side of the street as well as in new off-street parking zones complete Street project will extend up to Garvin Park, but still provide parking on both sides of the street in residential areas says Tenbarge. Construction is expected to finish in September.

From this project alone, North Main business is expected to grow. An economic impact study put together by The Lochmueller Group predicts a boost in aggregate property values by \$1.9 million over a six-year period. The Evansville Otters, who call Bosse Field home, also will see a revenue jump around \$450,000, the study shows.

"The work that JJI and ECHO are doing is noble," says Marquez. "If you're going to buy in, I would say double down now."

Complete Street is only the beginning of the process, adds Tenbarge

"It's an, 'If you build it, they will come' type of thing. It's a slow process, but we're seeing a level of interest of people wanting to come into this community," she says. "It will be where people will want to live, its where people will want to be."



Under Wil's leadership, Indianapolis based Public Broadcasting Station and former Indiana First Lady, Judy O'Bannon (middle), visited North Main Street. Marquez (right) and other business owners were invited to be part of a documentary on environmental champions in the State of Indiana.

