

p o r t r a i t o f l o i l o i o

by

macarena pereyra iraola

CONTENT
CONTENT



about me



cv



selected works



pursuit

+



My name is **Macarena** and I am an Argentinian architect and artist based in Berlin. I have also always had great interest in investigation and graphic design. I have +2 years of commercial architecture experience where I've had the opportunity to transform ideas into tangible, well-crafted spaces that met their business identity. The desire to combine my artistic creativity with my architectural exploration has always been a challenge that inspires me to keep searching for a role where I can bring my best contribution to the table

Besides my professional pursuits, I love music, dancing, nature, sports, cooking and travelling. I believe that being receptive to new interests is the key to stimulate one's creativity, so I am now focused on finding new paths and assort my comfort spaces, explore and learn. I am open to new proposals and projects, **let's talk!**

WORK EXPERIENCE

CV

ARCHITECT

oct
may

23
24

ESTUDIO RIPANI / BUENOS AIRES

Specialized in gastronomic venue design and architecture with adeptness in blueprints, 3D visualization, and rendering.

Material research and concept development.

Constant client meetings and engagement throughout project lifecycle.

ARCHITECT & GRAPHIC DESIGNER*fl

feb
apr

21
24

TIERRAMIA / BUENOS AIRES

As a freelancer, spearheaded the complete architectural design, project management and construction oversight for Tierramia, a leading biocosmetic brand, delivering two stores in 2021 and 2024 with a strong focus on environmental responsibility.

ARCHITECT*fl

aug
dic

23
23

CASERÍO ARTADI / BASQUE COUNTRY

Architectural layout design for the refurbishment and interior redesign of a 400-year-old building.

ARCHITECT

aug
may

22
23

SIFÓN & CO / BUENOS AIRES

Specialized in high-quality and aesthetically pleasing renovations tailored to diverse culinary establishments (Sifón, Madre Rojas, Sifoncito and Sede).

INVESTIGATION INTERN

jul
jul

21
22

6044 SUR / BUENOS AIRES

Investigation Internship, contributing to the development of the Digital Archive of Architecture and Biology in Antarctica.

EDUCA- TION & COURSES

ARCHITECTURE DEGREE

FADU, UBA / ARGENTINA

HIGH SCHOOL BACHELOR

MICHAEL HAM MEMORIAL COLLEGE-
/ BUENOS AIRES, ARGENTINA

JAPANESE AESTHETICS

ARGENTINIAN PSYCHOANALITICAL-
CENTER

FRENCH INTENSIVE COURSE

LSI, PARIS / FRANCE

SKILLS

Creativity
Problem-solving
Adaptability
Proactivity
Client relationship

AutoCAD
Sketchup
Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Lumion
Enscape
Office
Procreate

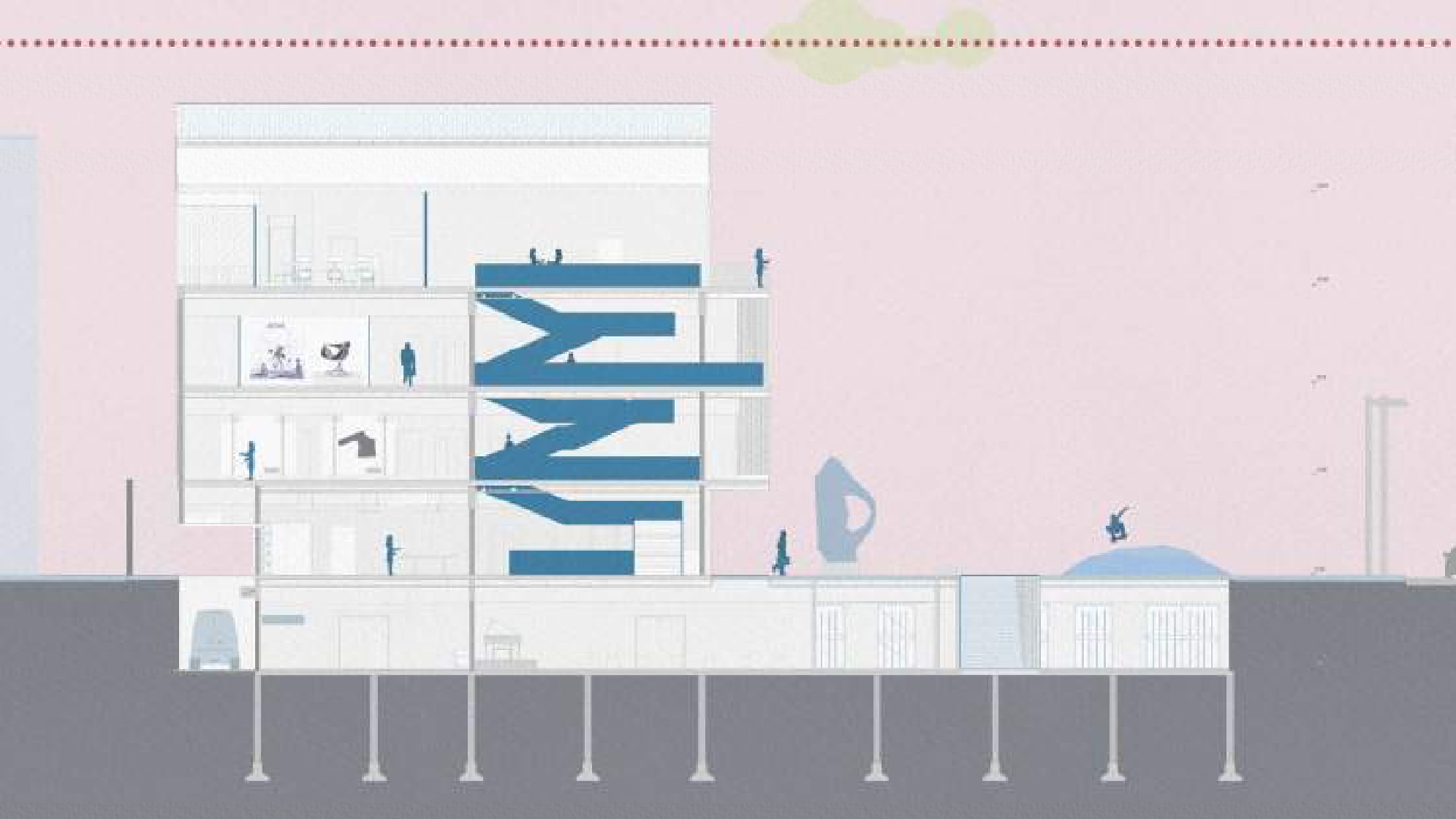
LANGUA- G E S

Spanish
English
French (B1)

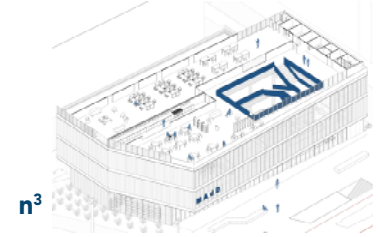
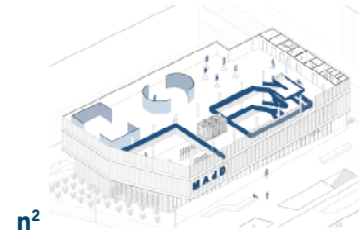
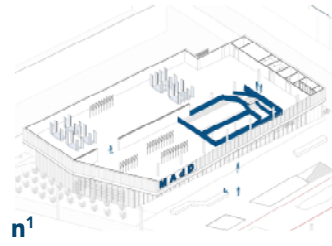
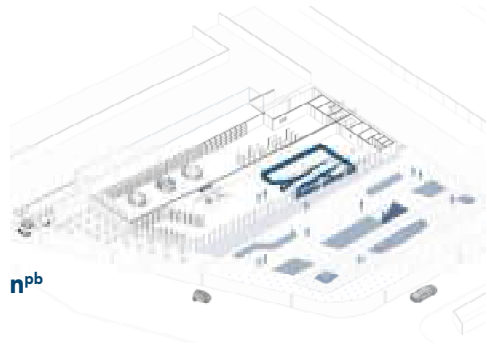
selected | **2 0 2 0**
projects | **2 0 2 3**



Project for the materialization of the **Argentinian Museum of Design**,
in collaboration with **IDA Foundation, Chair A77 A3**, 2020



axonometric floor plans



dissemination and display devices

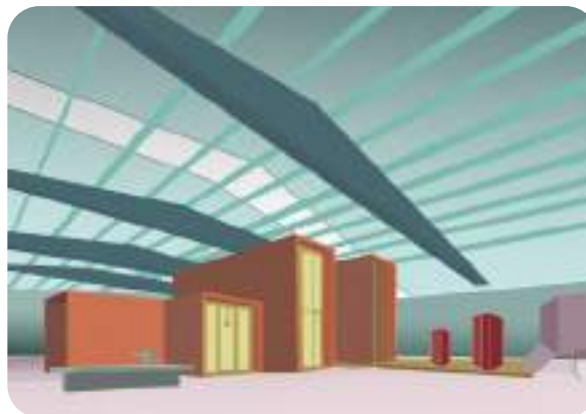


(Experimental **mid-term work** on project representation from referents that go beyond the architectural field)

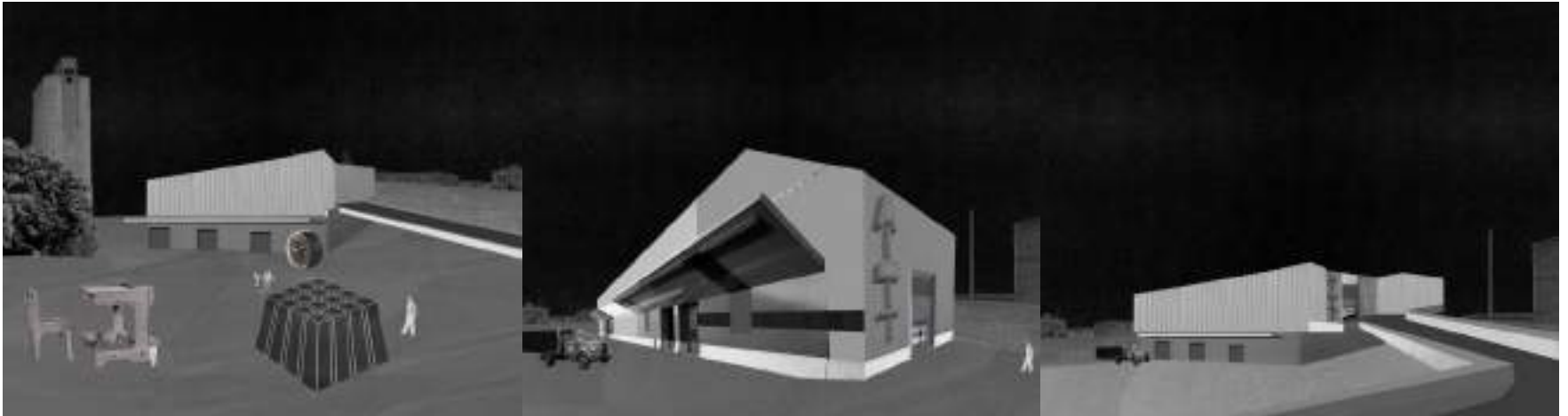
(**Imagery and proposals** for the project in question)

reference¹

The Midnight Gospel



reference²

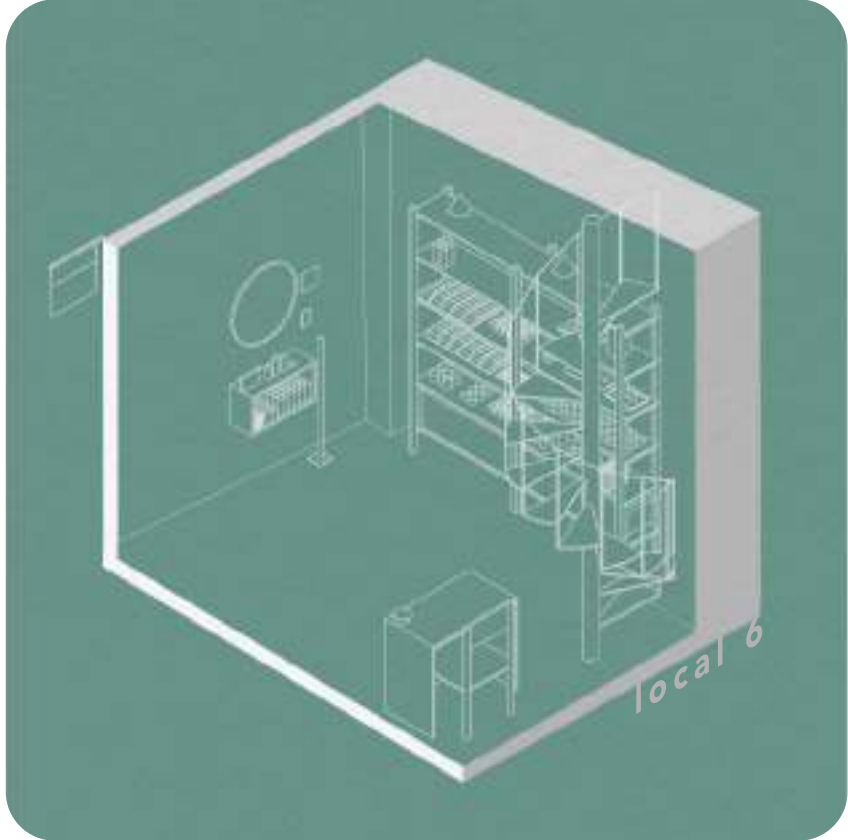




tierramia local⁶

Concept, interior design and development
of the store for the brand

2021







LUGANO+

/masterplan

Development proposal for the **Villa Lugano** neighborhood.

Grinberg Chair A4, 2021





Lugano^{1/2}

Lugano³



LUGANO³

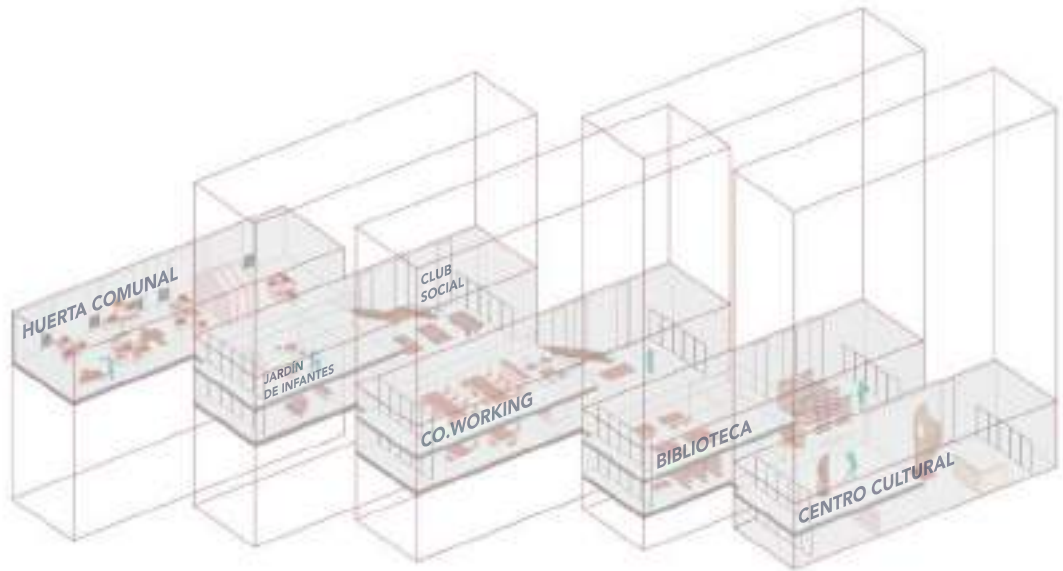
Proyecto cuatrimestral para el desarrollo de un edificio de viviendas en una de las nuevas manzanas de **Lugano³**



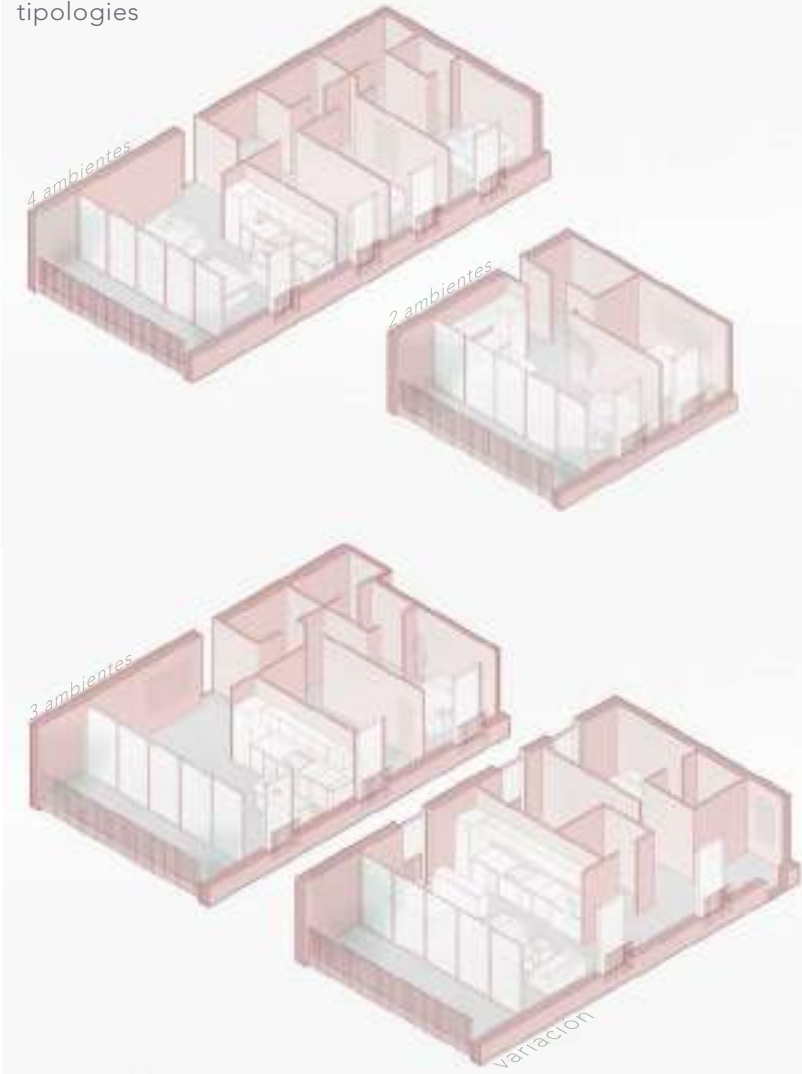




program



tipologies



Urbanism

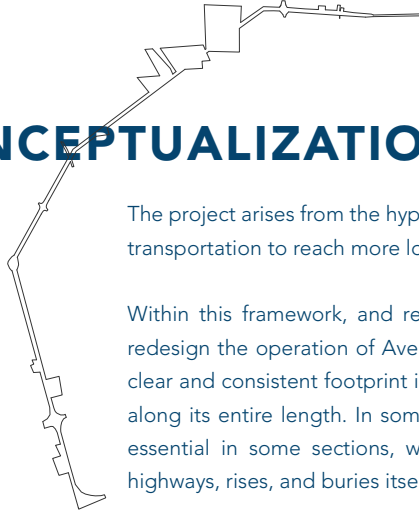
RECONCEPTUALIZATION OF GENERAL PAZ AVENUE

THE INSUFFICIENT PIECE

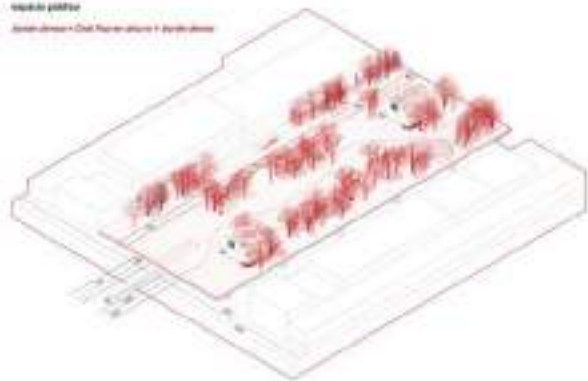
The project arises from the hypothesis that, in the productive city of the future, urban evolution will enable public transportation to reach more locations, ultimately making the car unnecessary.

Within this framework, and recognizing the existing deficiencies we studied on the highways, we began to redesign the operation of Avenida General Paz—formerly Avenida Jardín. We observed that, beyond having a clear and consistent footprint in the urban fabric, its identity and relationship with its edges change significantly along its entire length. In some areas, the edges are dense; in others, they are more dispersed. Traffic flow is essential in some sections, while in others, it creates obstacles. The avenue widens, intersects with other highways, rises, and buries itself along different stretches.

We then defined a catalog of possible interventions that could be applied to this newly refunctionalized thoroughfare. These interventions take the form of "formulas" that identify different combinations of edges, elevations, uses, and other factors. Each formula contains a series of common denominators—devices that can be applied almost universally along the avenue.



Vegetazione diffusa
Aree verdi + Corti + Piazze + Strade + Spazi pubblici



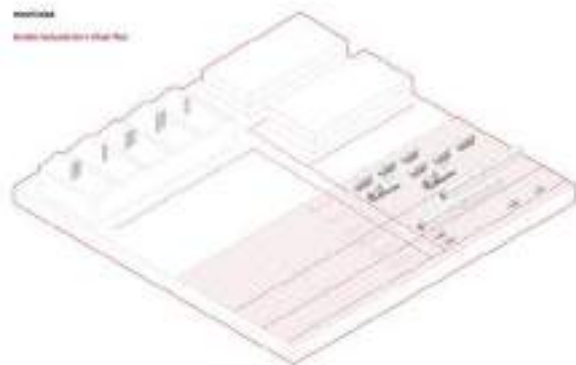
Vegetazione
Aree verdi + Corti + Piazze + Strade + Spazi pubblici



Vegetazione
Aree verdi + Corti + Piazze + Strade + Spazi pubblici



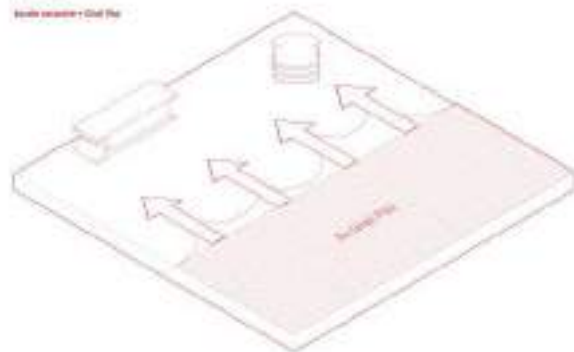
Vegetazione
Aree verdi + Corti + Piazze + Strade + Spazi pubblici



Vegetazione
Aree verdi + Corti + Piazze + Strade + Spazi pubblici



Vegetazione
Aree verdi + Corti + Piazze + Strade + Spazi pubblici







Architectural rendering
of a modern building
with a glass facade
and a paved walkway.
The building is long
and rectangular, with
a prominent glass
section in the center.
The walkway is paved
with light-colored
stones and has a
red stripe running
along its edge.



Architectural project

MERCADO DELVALLE

Mercado del Valle, situated on Maipú Avenue at the edge of Paseo General Paz, forms a vital link within a mixed urban project that seeks to challenge and redefine the essence of Buenos Aires' gateway—its mobility, productivity, and identity.

A market.

A train station.

A subway station.

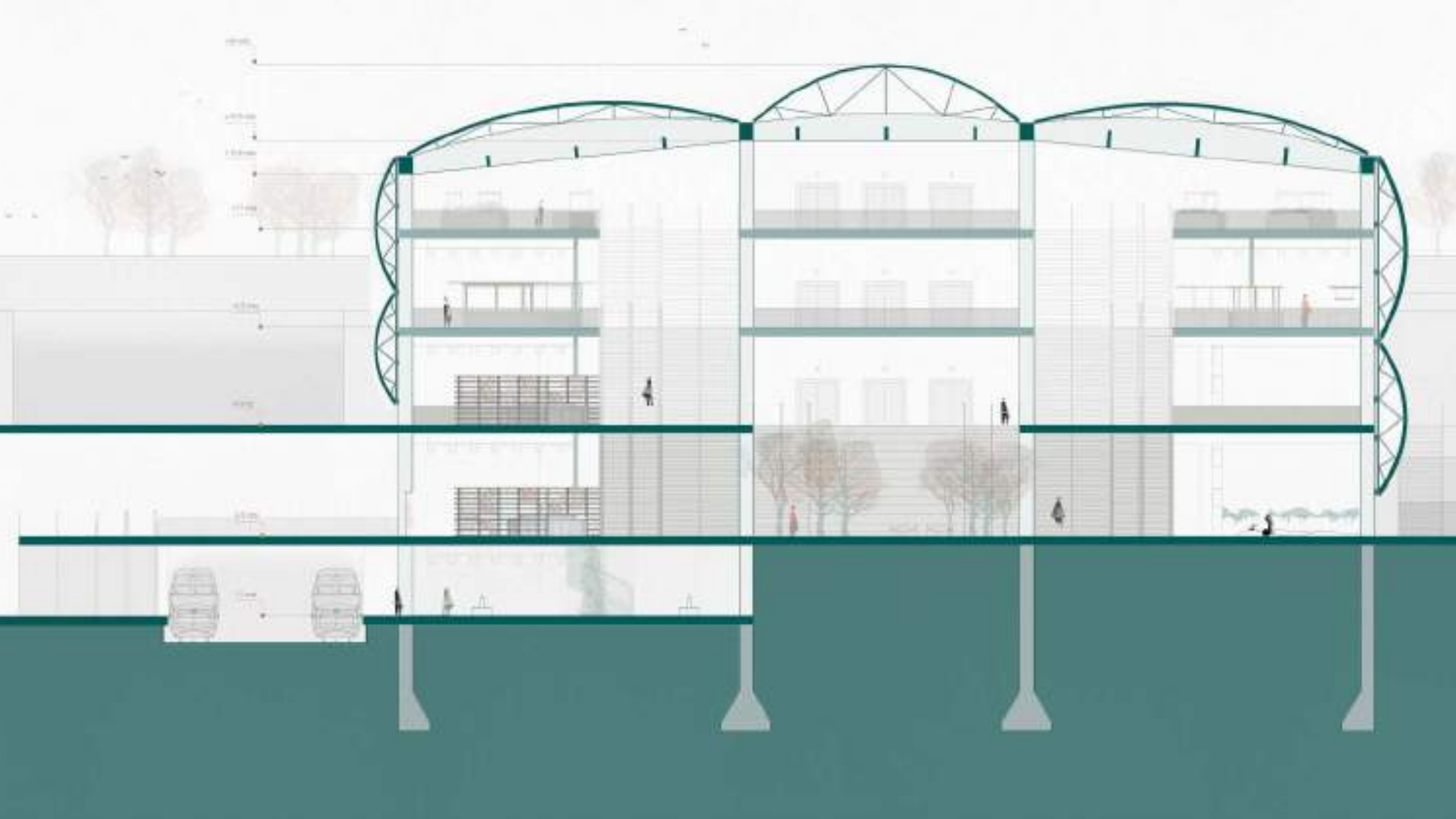
Access to the Maipú Transfer Hub.

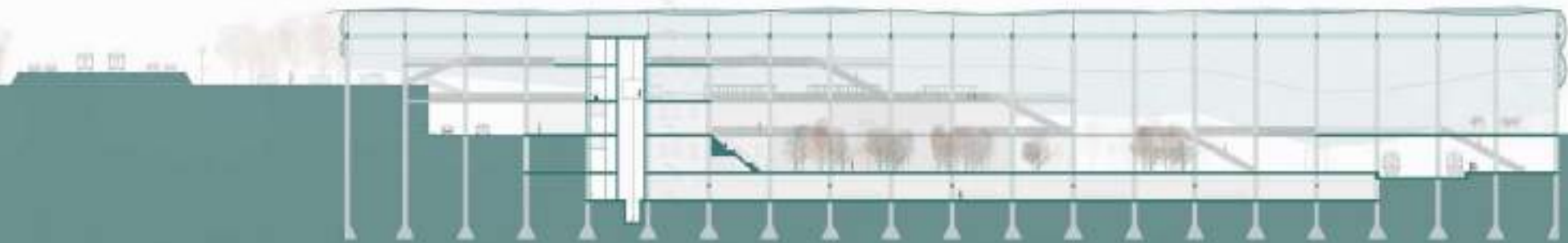
Housing.

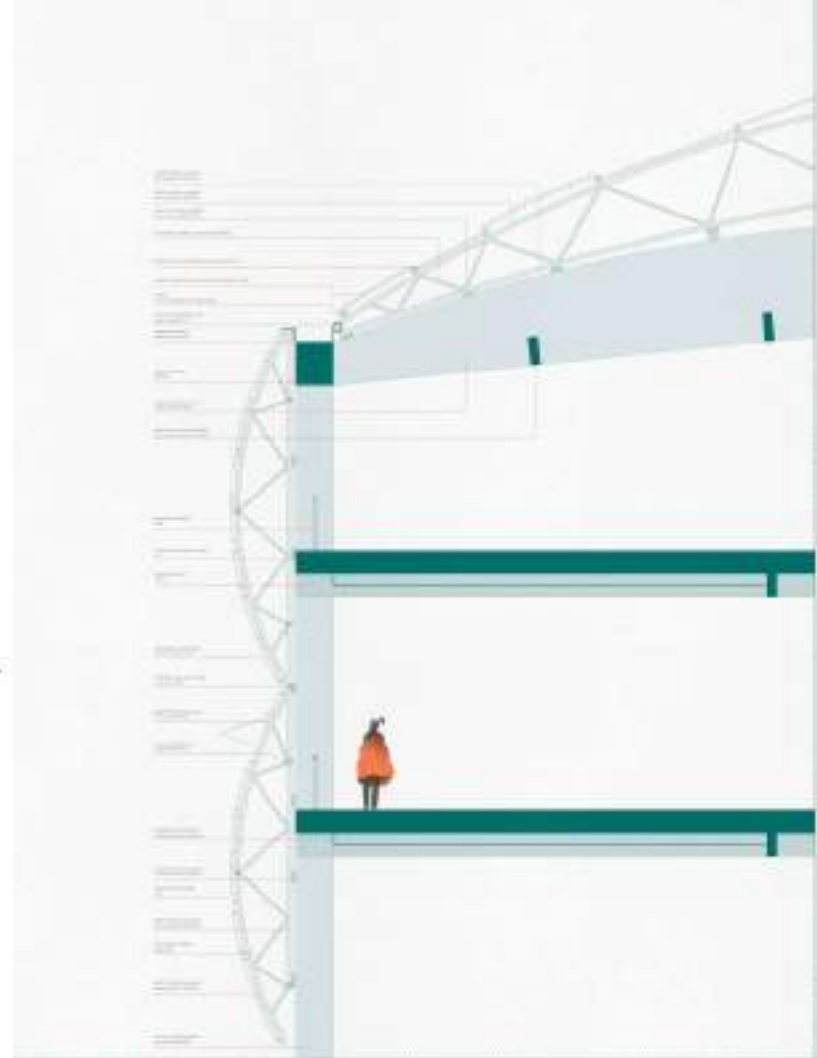
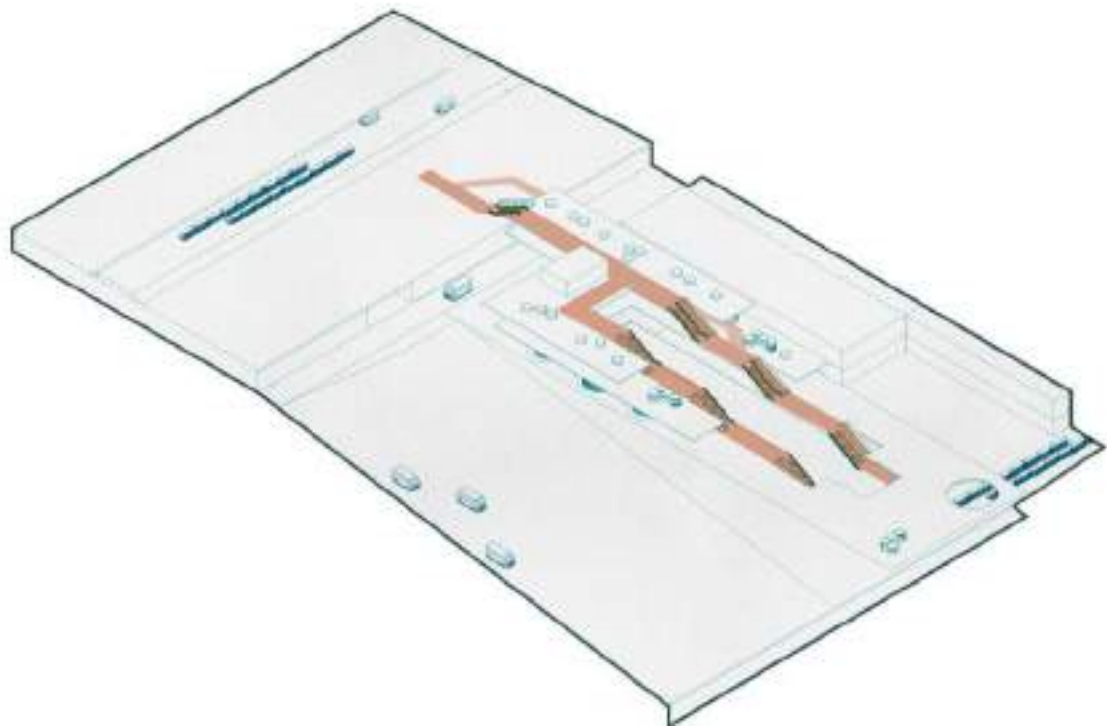
A park.

And a vast skin that binds it all together.















This portfolio is the result of a series of experiments, most of them carried out during my educational journey. It reflects various explorations and aesthetic try outs that have captivated me over the years, beyond the project-based study and investigation of each work.