

MORPH  
**CITY**



# M O R P H

## DESIGN PHILOSOPHY

In Morph Estudio, we believe that good architecture answers the questions about the meaning of a space. The hardest part of our creative process is asking the right questions; simpler the question is, it is the more likely to find a brilliant solution, by its honesty and singularity. The solution to the same is a matter of qualitative work, listening to the client in every phase of the project, guiding the client through creativity along with a constant search of this running creature called excellence and we achieve it due to our vast team of more than 120 professionals (architects, landscapers, decorators, engineers, surveyors) using a quality technique apart from the traditional study model and the fruits of the exchange of the multidisciplinary knowledge that everyone contributes to. The specialization and the bias of our technicians helps us take an in-depth sight among the different phases that create an architectural project, allowing us to extract the technical, structural, and architectonic potential of our projects.

We think the main value of our architecture is that we invent. To accomplish it, we begin thinking from zero, as if nothing else exists, avoiding the usual game of creating versions, more or less fortunate of what already exists.

In our projects we reflect an alliance between rigor and beauty, rational thinking and madness, elegance and innovation. The elegance is important though, it is something appreciated and valued, but something that we tend to make obvious in our attempt of finding originality; a lesson that is neither learned in college nor demanded by the working market, yet it is found in a good architecture's DNA.

For us, architecture is the end of the path of an introspective search. The search of our nature which allows us to enhance, to dream, and to explode our potential. It is a path that has taken us back to our childhood, when we used to spend hours drawing, creating and designing. We consider ourselves very lucky to be able to work in the profession we chose by heart.

## WHAT SETS US APART

“You can only do a limited number of things in life,” said Steve Jobs, and those things are important because they are a part of our lives. We try to make each of our projects memorable, treasure the ideas and always take a step forward in our evolution as a studio. Respecting the client's criteria, we always look for our buildings to have a shape that leaves a mark on the memory of those who see and live in it. We perceive a home as something singular for unique beings. We understand it is built from within (customer needs) to the outside (form), and we always seek to provide added value in the form of space, comfort and technical quality.

What differentiates us:

- We listen to the client and we involve him in our projects.
- We tirelessly seek to give an added architectural and technical quality to our projects.
- We offer the highest technical quality in the form of QUALIFICATION A in our buildings and we aim to evolve towards LEED, BREEM and PH
- We have a team of more than 100 senior technicians with extensive experience.
- We are pioneers in the implementation of the latest BIM technology in our projects.
- We do not stop striving to innovate and we risk to improve with each project.
- We are empathetic: we treat the problems of each client as our own and strive every day to create a good work environment.



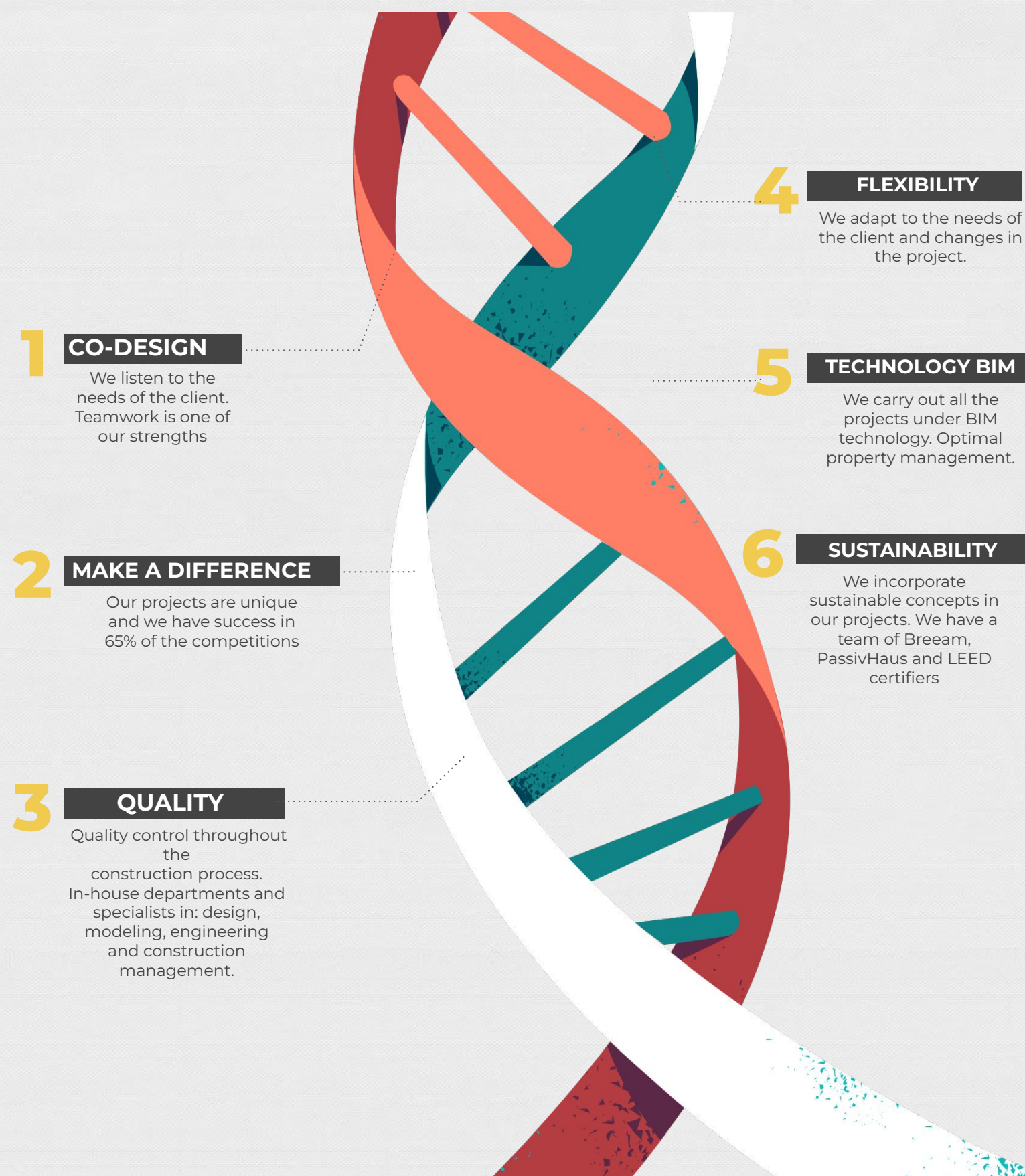
## MORPH... WHAT'S NEXT?

Morph Estudio is a multidisciplinary team of architects and engineers, led by architects César Frías Enciso, Raquel Dueñas and Miguel Pradillo Cendón, specialized in the development of unique construction. With more than 130 professionals, located in the heart of Madrid city, it is one of the largest architectural studio in Spain with most of its projects carried out in the country.

With innovation as our motto, Morph is a synonym of customer orientation with creativity and the continuous search of excellence.

As pioneers in the use of BIM technology, the life cycle of our projects involves and integrates architects, landscape designers, interior designers, engineers, and surveyors from the very beginning. It allows us to give better customer orientation and a technical quality apart from the traditional study model, by the exchange of multidisciplinary knowledge. The specialization and the bias of our technicians help us take an in-depth sight of the different phases that compose a single project, allowing us to extract the technical, structural and architectonic potential of all of our projects.

- + 3.000.000 m2 projected
- + 120 technicians
- + BIM technology
- + Diversity of typologies: residential, commercial, offices, hospitality...
- + BREEAM and LEED certifiers



## LEADERS



CÉSAR FRÍAS

MIGUEL PRADILLO

RAQUEL DUEÑAS



## POLICY AND STRATEGY OF QUALITY AND INNOVATION

We have standardized the processes in the studio to have protocols and procedures guaranteeing that all the steps are always carried out in the same way and in the same order so that we avoid losing time and attention in activities that do not add value to the process. The process of implementing the system is a diametrical change in the traditional way of working, so we are still cutting ties with our natural way of acting. However, we believe that it is everyone's responsibility to keep this system up-to-date so it communicates every initiative, change, suggestion or improvement that you think is relevant.

"INNOVATION AND DYNAMISM: GOOD THINGS ARE ALWAYS IMPROVED"

"TRY TO CHANGE EVERYTHING YOU THINK SHOULD BE CHANGED"

"SUCCESS BELONGS TO ALL THE MEMBERS OF THE TEAM"



## MORPH IS BIM

We develop our projects with BIM technology (Building Information Modeling), with programs such as Revit or ArchiCAD. For the control of work we use this same technology together with Navisworks and for the management of projects and documentation we use Wrike software.

### BIM COMMITMENTS

#### URBAN PLAN INTEGRATION

1

Modeling the environment and planning the special urban plan. Importance of the relationship of the blocks with the road, orientation and views of the houses and their relation with the projected green spaces.

#### DESIGN OPTIMIZATION

2

Analysis of alternative solutions in search of the optimal solution. Real-time update of the advances in design produced by all team members. It provides us with solar control tools, energy behavior of the enclosures and thermal behavior of the materials.

#### SUSTAINABILITY BREEAM

3

BIM helps us create buildings with less environmental impact, reducing carbon footprint and increasing energy savings. In the same way, it allows us to introduce optimal bioclimatic and sustainability techniques from the earliest phase of the project, optimizing the cost-benefit-comfort ratio.

#### COORDINATION COLLABORATION

4

It allows the exchange of information between the different disciplines of the project (architecture, structure and facilities) and communication between the construction agents creating a bidirectional flow that results in a more fluid coordination. Unique database with access updated at any time and place.

### BIM METHODOLOGY

7

#### MAINTENANCE MODEL AS BUILT

BIM allows us to generate an "AS BUILT" model that makes it possible to deliver a Digital Building Book, which can be consulted from any electronic device. It is a very useful tool for the user, for its maintenance and future reforms, as well as an essential tool for Facility Management.

6

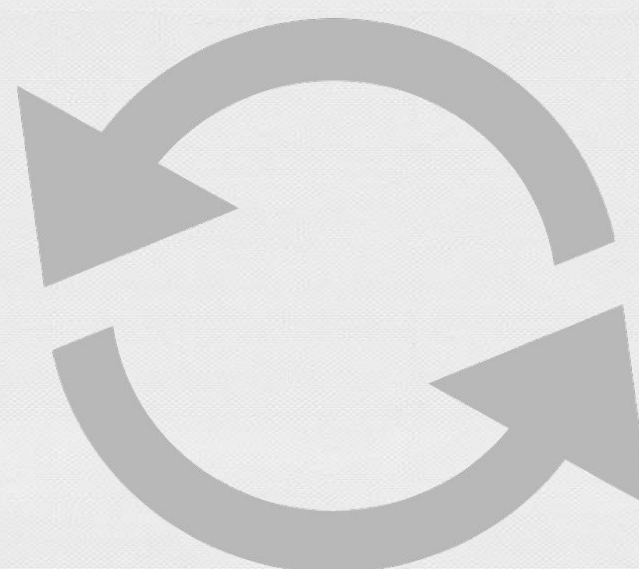
#### CONSTRUCTION BIM ON SITE

We incorporate sustainable concepts in our projects. We have a team of Breeam, PassivHaus and LEED certifiers

5

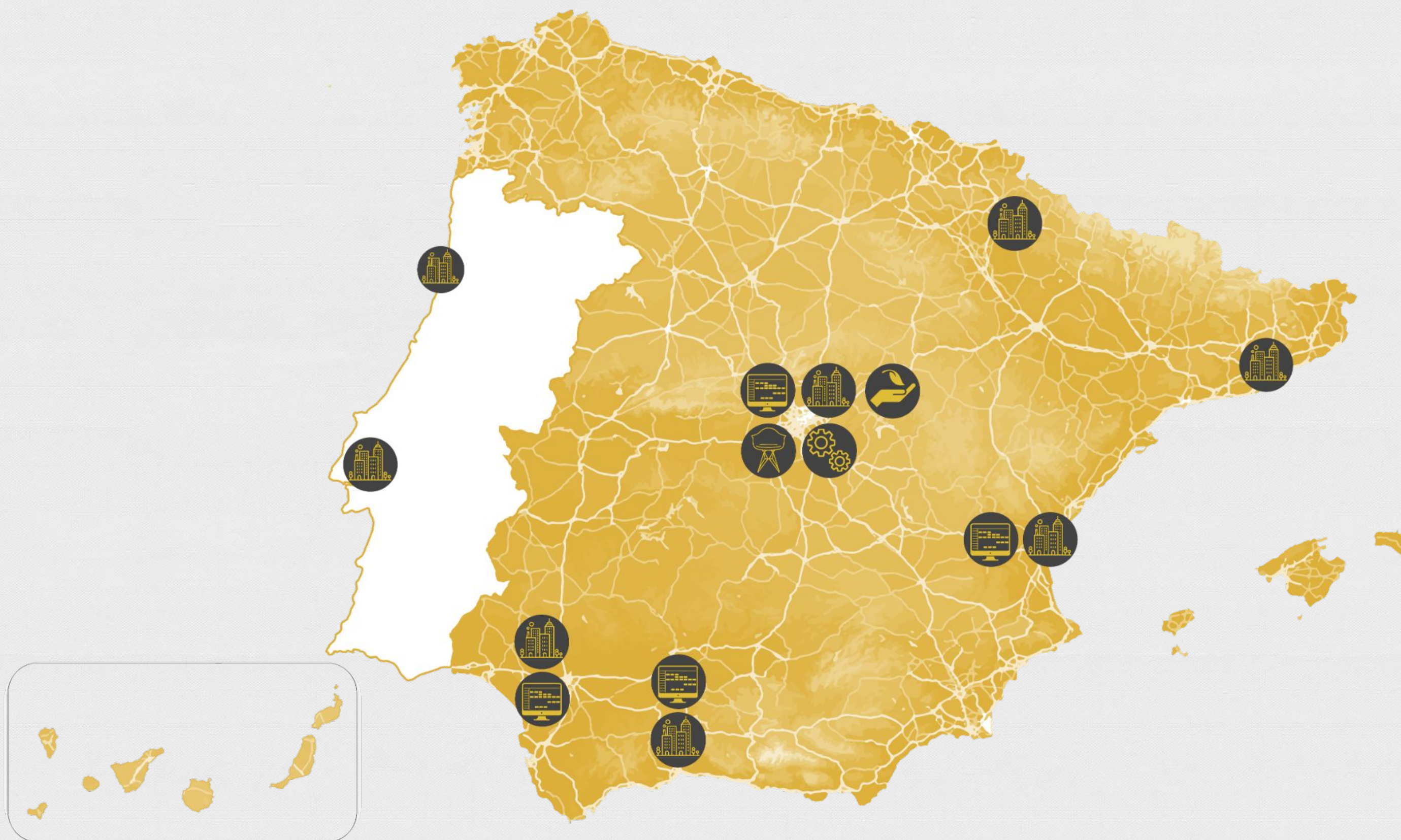
#### MANAGEMENT AND CONTROL INTEROPERABILITY

It ensures both the control of amounts and costs while linking different work softwares, for example Cype or Presto. This ensures absolute consistency between the documentation produced in the different phases.





## LOCATION OF THE HEADQUARTER



**INTERIOR DESIGN**  
Madrid



**SUSTAINABILITY RATING**  
Madrid



**ENGINEERING SERVICES**  
Madrid



**PROJECT MANAGEMENT**  
Madrid, Sevilla, Málaga, Valencia, xxx



**ARCHITECTURAL SERVICES**  
Madrid, Sevilla, Málaga, Valencia, Pamplona, Barcelona, Oporto, xxx



# MORPH PROJECTS



**BUILT  
PROJECTS**

**24**

**PROJECTS  
UNDER  
CONSTRUCTION**

**14**

**PROJECTS  
IN DESIGN**

**33**

**COUNTRIES**

**5**

**BREAM  
CERTIFICATES**

**9**

**AWARDS**

**6**

**NUMBER  
OF EMPLOYEES**

**150**

**WA  
100  
2023**





## CÉSAR FRÍAS

SOCIO DIRECTOR TÉCNICO GENERAL - DIRECTOR CREATIVO

**9 años en MORPH**

**CONOCIMIENTOS:**

REVIT - NAVISWORKS - ARCHICAD

AUTOCAD - WRIKE



## CÉSAR FRÍAS

SOCIO DIRECTOR TÉCNICO GENERAL - DIRECTOR CREATIVO

**9 años en MORPH**

**CONOCIMIENTOS:**

REVIT - NAVISWORKS - ARCHICAD

AUTOCAD - WRIKE



## CÉSAR FRÍAS

SOCIO DIRECTOR TÉCNICO GENERAL - DIRECTOR CREATIVO

**9 años en MORPH**

**CONOCIMIENTOS:**

REVIT - NAVISWORKS - ARCHICAD

AUTOCAD - WRIKE