



**Name: Shoshi Bar-Eli**

Dr. Architects, Senior Lecturer, Head of Interior Design Program

## **CURRICULUM VITAE**

### **1. Personal Details**

Permanent Home Address: 40 Nordau St. Ramat-Hasharon

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Marital Status: Married + 2

### **2. Higher Education**

#### **A. Undergraduate and Graduate**

1995-1999 M.A. Technion – Israel Institute of Technology, Haifa.

1988-1993 Bachelor of architecture. Pratt Institute, New York.

#### **B. Doctoral Degree and Post-Doctoral Studies**

2002-2010 Ph.D. – Doctor of Philosophy. Technion – Israel Institute of Technology, Haifa.

Title of Doctoral thesis: Design Behavior Profiles: similarities and differences in design students' processes.

Name of Adviser: Prof. Gabriela Goldschmidt.

### **3. Academic Ranks and Tenure in Institutes of Higher Education**

<b>Dates</b>	<b>Institution and Department</b>	<b>Rank/Position</b>
2015	College of Management, Academic Studies	Head of Interior Design Program
2015	College of Management, Academic Studies	Head of MA, Design , Innovation Entrepreneurship
2014	College of Management, Academic Studies	Head of Interior Design Program
2010	College of Management, Academic Studies	Senior Lecturer

### **4. Offices in Academic Administration**

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2015	Head of Interior Design Program
2015	Head of MA in Design, Innovation & Entrepreneurship
2015	Coordinator First year - Interior Design Department.
2015	Head of International Relationship
2015	Representative of the School with in the Discipline Committee of COMAS
2014	Head of Interior Design Program
2014	Coordinator First year - Interior Design Department.
2014	Committee for Designation of Aactivities for Interior design schools.
2014	Development of criteria for Academic Report for the Council of Higher Education
2014	Development of criteria for Academic Evaluation of lecturers
2014	Representation of the School of Design and Innovation for potential collaborators and donors form the Ministry of Economics, CETER Company, Migdal, etc.
2014	Development of Criteria for professional progress of design students.
2014	Recruitment of MA students
2014	Recruitment of BA students
2014	Organization of BA Entrée exams and interviews.
2013	Coordinator First year - Interior Design Department.
2000-today	Member in Academic teaching committee, School of Design and Innovation , the Collage of Management Academic Studies.
2002- today	The board of research and teaching, the Collage of Management Academic Studies.
2007-today	Staff representative in the multi-discipline program for outstanding students.
2012	Coordinator 2nd year Interior Design Department.
2011	Ethical Committee of the School of Design and Innovation for the writing of the ethical code.
2011	Coordinator 4th year final project Interior Design Department.
2010	Curriculum development committee, the Collage of Management Academic Studies.

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- 2010 Library committee, Interior Design Department representative, the Collage of Management Academic Studies.
- 2010 Coordinator 4th year final project Interior Design Department.
- 2009 Interior Design Department coordinator for connection with the community.
- 2008-9 Coordinator 1st year Interior Design Department.
- 2007 Coordinator 2nd year Interior Design Department.
- 2006 Coordinator 1st year Interior Design Department.
- 2005 Coordinator 3rd year Interior Design Department.
- 2003-4 Coordinator 2nd year Interior Design Department.
- 2002-6 Interior Design Department's representative in disciplinary committee, the Collage of Management Academic Studies.
- 2002-6 Member of the appeal committee, Interior Design Department, the Collage of Management Academic Studies.
- 2001-3 Member of the Board of trustees, the Collage of Management Academic Studies.
- 2001-2 Coordinator 4th year final projects Interior Design Department.
- 1999-2000 Coordinator 2nd year Interior Design Department.

## **5. Scholarly Positions and Activities outside the Institution**

- Design Studies – Journal

## **6. Participation in Scholarly Conferences**

### **a. Active Participation**

<b>Date</b>	<b>Name of Conference</b>	<b>Place</b>	<b>Subject of Lecture/Discussion</b>	<b>Role</b>
2014	Cumulus Conference 2014,	University of Aveiro, Portugal.	Redesigning Design Education: Project Based Learning and Spatial Design.	Presentation of Article
June 24-25, 2013,	International workshop on The Future of Transdisciplinary Design (TFTD13)	Luxembourg city, Luxembourg	Project Based Design and Transdisciplinarity: Rethinking Spatial Design Methodology.	Presentation of Article
2009	Third International	Berlin.	Design behavior profiles of design students – the problem formulation	Presentation of Article



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	Conference on Design Principles and Practices		phase.	
2005	Studying Designers 05, International Workshop on studying designers 05	University of Provence, Aix-en-Provence.	Individual designing behavior and learning style: investigation Of the design process of Interior design students,	Presentation of Article
1998	I FORUM II: Architectural Education for the 3rd Millennium	Gazimagusa, Turkish Republic of Northern Cyprus	The design studio: exploration of content and methodology through case studies,	Presentation of Article

## 7. Invited Lectures\ Colloquium Talks

Date	Place of Lecture	Name of Forum	Presentation/Comments
2012	Design Museum - Holon	Studying interior design in the museum – Teaching design studio in the design museum lab – opening the studio class for the public for the entire semester.	Developing a unique studio within the museum followed by a Blog of the description of the entire process.
2010	Architecture Department, WIZO Canada, Haifa	Curriculum development for architecture schools.	Presentation on curriculum formats and issues and organizing working groups.

## 8. Research Grants

### a. Grants Awarded

Role in Research	Co-Researchers	Topic	Funded by/Amount	Year
Researcher	Dr. Tamar Berger	The Israeli Housing Interior	15000 (didn't use the money) In progress	2014
Researcher	Carmella Jacoby Volk	Design education, from creativity to innovation - new tooling and methodologies	Retrieved the research submission	2013
Researcher	-----	Final Design Project – From theory to practice"		2011
Researcher	-----	Award for encouragement of		2010-2012

		research		
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## **9. Scholarships, Awards and Prizes**

2015	Certificate of excellence for academic staff in the Collage of Management Academic Studies.
2014	Certificate of excellence for academic staff in the Collage of Management Academic Studies.
2013	Certificate of excellence for Research in the Collage of Management Academic Studies.
2012	Certificate of excellence for academic staff in the Collage of Management Academic Studies.
2010	Certificate of excellence for academic staff in the Collage of Management Academic Studies – Dean Recommendation.
2010	Certificate of excellence for academic staff in the Collage of Management Academic Studies – Students feedback.
2005	Certificate of excellence for academic staff in the Collage of Management Academic Studies.
2000	Grant for tuition during doctoral studies from Collage of Management Academic Studies.
1999	Certificate of excellence form the Leon Riskin for seminar during M.A. studies in Regionalism.
1993	Certificate of excellence, Pratt Institute, New-York, Undergraduate Studies.

## **10. Teaching**

1998- today	Lecturer at the Department of Interior Design, the Collage of Management Academic Studies.
2000-2	Studio teachers, Architecture Department, WIZO Canada, Haifa
1995-9	Studio teacher, School of Architecture and Town Planning, Technion, Haifa

### a. **Courses Taught in Recent Years**

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Year	Course Name	Type: Lecture/Seminar/ Workshop/ High Learn Course/Introduction	Degree	No. of Students
2013-2015	Mapping and Diagrams	Lecture + workshop	BA	66-88
2012 - 2015	Architectural Analysis	Course	BA	90-100
2015	Introduction for Final Project	Intensive workshop	BA	66
2015	Design and Innovation	New course for first year	BA	95
2014	Design Studio - Learning Environment as an Urban Lab	Studio - 2 <sup>nd</sup> year – Winter Semester	BA	25
2013	Design Studio – Boundaries – active system of living, studying and working.	Studio - 2 <sup>nd</sup> year – Winter Semester	BA	25
2013	Design Studio – New Design School – strategies and spaces.	Studio - 2 <sup>nd</sup> year – Spring Semester	BA	25
2012	Design Studio –Teaching Studio in the Museum	Studio - 2 <sup>nd</sup> year – Winter Semester	BA	25
2011	Design Studio – the studio as experimental space.	Studio - 2 <sup>nd</sup> year – Spring Semester	BA	25
2010	Vertical Design Studio – The studio as an innovative learning environment	Studio – 2 <sup>nd</sup> and 3 <sup>rd</sup> year	BA	25
2010	Design studio – From private habit to personal space	Studio – 2 <sup>nd</sup> year	BA	25
2006-2009	Design in movement – for students in the interior design department. Cooperation with the choreographer Sharona Floreshaim. The development of new ways of looking at our surroundings using creative and innovative techniques of spatial representations.	International workshop	BA	20
2009	Vertical Design studio – The city as theater – multiple views.	Studio – 2 <sup>nd</sup> and 3 <sup>rd</sup> year	BA	25
2009	Design Studio –Choreography and place – form personal movement to personal space.	Studio – 2 <sup>nd</sup> year	BA	25
2008	Vertical Design Studio – The Parcur as detective- movement in the city.	Studio – 2 <sup>nd</sup> and 3 <sup>rd</sup> year	BA	25
2008	Design Studio – Work, labor and housing.	Studio – 2 <sup>nd</sup> year	BA	25
2007	Vertical Design Studio – The public place as a collection process.	Studio – 2 <sup>nd</sup> and 3 <sup>rd</sup> year	BA	25
2007	Design Studio - Private space and	Studio – 2 <sup>nd</sup> year	BA	25



	memory			
2006	Final Design Project – Designing as autobiography	Studio – 4 <sup>th</sup> year	BA	13
2005	Final Design Project - A different angle	Studio – 4 <sup>th</sup> year	BA	13
2004	Final Design Project - Personal project	Studio – 4 <sup>th</sup> year	BA	13
2003	Design studio – The Hod passage - branch of the interior design department.	Studio – 2 <sup>nd</sup> year	BA	25
2003	Design studio – - Living and leaning – innovative units in the Market of Commerce.	Studio – 2 <sup>nd</sup> year	BA	25
2002	Design studio Space- place and memory – the museum of Helena Rubinstein.	Studio – 2 <sup>nd</sup> year	BA	25
2002	Design studio - A center for the AIDS nonprofit organization	Studio – 2 <sup>nd</sup> year	BA	25
2001	Design studio - Collecting as a public space.	Studio – 2 <sup>nd</sup> year	BA	25
2001	Design studio - Cabinet of Curiosity as a private place	Studio – 2 <sup>nd</sup> year	BA	25
2000	Final Design Project – Personal project	Studio – 4 <sup>th</sup> year	BA	13
1999	Design Studio – King George Street as an interior place.	Studio – First Year	BA	25
1999	Design Studio - Space and time – a story of couples.	Studio – First Year	BA	25
1998	Design Studio - Space and time - book store in Tel Aviv	Studio – First Year	BA	25
1998	Design Studio - Space and time - book store in Tel Aviv	Studio – First Year	BA	25
1997	Design Studio - Space and time - book store in Tel Aviv	Studio – First Year	BA	25
1997	Design Studio - Space and time - book store in Tel Aviv	Studio – First Year	BA	25

## Special Workshops

2009      **Workshop – teaching methodologies for studio instructors.** The aim of the workshop is to expose design teachers to recent issues on design teaching and learning with specific emphasis on the design studio. Through the workshop we

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intend to improve and develop design teaching, critique tools, criteria for evaluation and ways of relating to individual differences of our students.

2010 **Workshop – teaching methodologies for studio assistants.** The aim of the workshop is to expose the teaching assistants to the context in which they work – the design studio and other workshops. Through the workshop we intend to develop their assisting abilities of discussion, critique and participation within the design classes.

## **12. Professional Experience**

- 1996-2010 Partner\Owner, Private office – "Bar-Eli Architects"
- 1994-5 "Bar-Hanna Architects" – junior architect position, public projects.
- 1993-4 Architects Office, New-York, New-York
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- 2010 Ramat Hasharon Tennis Center, Ramat Hasharon  
Addition to an existing building of a restaurant and office space. Complete interior design of the complex (including some redesign of my own work)
- 2010 Magen David Adom Station, Bat Heffer  
New M.D.A. Station in Bat-Heffer
- 2009 Mapu 8, Tel-Aviv, Addition to an existing building
- 2009 Haifa Tennis Center, Haifa - Renovation, addition of training room and interior Design.
- 2009 Shapira House, Ramat Hasharon. Large private house including interior design
- 2008 Ashkelon Tennis Center, Ashkelon. Renovation and interior Design.
- 2008 HIT campus, Holon. Administrative area, interior design.
- 2008 HIT campus, Holon. Computer department, interior design.
- 2007 Eshkol House, Kfar Ma'ase. Large private house including interior design
- 2007 Rappaport House, Zahala. Private house. Interior Design
- 2007 Michal Apt., Herzelia. Private vacation apartment, Interior Design
- 2006 Magen David Adom Station (MDA), Dimona. Interior, exterior and landscape design of an existing MDA Station
- 2006 Hadad House, Azur. Private house
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- 2005 Sajur Tennis Center, Sajur. Interior and open area design of a new tennis center
  - 2005 Bar-Eli House, Ramat Hasharon. Interior design and outdoor design
  - 2005 Retarded Children's Home, Ramla. Interior design of a three-building complex of retarded children's home including detailed design for special needs
  - 2004 Management lobby and offices, Ramat Hasharon. Interior design of management offices and lobby
  - 2004 "Blanco" Night Club, Rishon-Le-Zion. Interior design of night club (pick-up bar) including some multi-media incorporated into the design
  - 2004 Tennis Academy, Ramat Hasharon Tennis Center. Interior design of a tennis academy for talented players residing in the complex
  - 2003 Engler's Residence, Tel-Aviv. Interior design of private house
  - 2003 Bar-Eli Residence (own house), Ramat Hasharon. Interior design single family house, detailed work
  - 2003 "Greendag" Gallery, Herzliya. Interior design contemporary photography gallery and design studio office
  - 2002 Changing rooms and toilets, Ramat Hasharon Tennis Center. Interior design and systems solution
  - 2002 Changing rooms and toilets, Yaffo Tennis Center. Interior design and systems solution
  - 2002 Redesign of the existing center, Yad Eliyahu Tennis Center. Addition of a lounge and changing rooms building, redesign of the Center's various elements and open areas
  - 2002 Public Library, Rosh Ha'ayin. Addition to an existing library and redesign of interior, exterior and added spaces
  - 2001 Greitzer Residence, Tel-Aviv. Interior design of private house
  - 2001 Tennis Arad, Arad. Addition of computer rooms and interior design of lobby, outdoor seating area and sports shop.
  - 2000 Contributors Signage, Ramat Hasharon Tennis Center. Signage design and location, including architecture and graphic design.
  - 2000 Hi-tech Office, Yehud. Interior design of hi-tech office for about 30 employees
  - 2000 New Entrance, Ramat Hasharon Tennis Center. New relocated open area
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entrance to the sports center, disabled access solution, lighting and contributors recognition sign

- 1999 Furman's Vacation House, Herzlia. Interior design of private house, detailed work
- 1999 Gas Station, I.A. Poria, Tiberius. A gas station including offices and restaurant
- 1998 Gabai Meal Preparation, I.A. Poria, Tiberius. A food preparation factory, including industrial kitchen, offices, shop and second phase wedding hall
- 1998 Shalev House, Beit-Ezra. A private house for a single family
- 1997 Rabin Memorial Fountain, Ramat Hasharon Tennis Center. A water fountain and a memorial for Rabin in public area of sports center.

## **Exhibitions**

- 2012 Exhibition in the Design Museum – Holon – "Learning Design in the Museum" – student work of the Design Studio in the Design Lab of Holon Museum.
  - 2012 Final Project Exhibition - " My/Our/Their Home", Amiad Center, Jafa- Tel Aviv.
  - 2010 Exhibition in the interior design department exhibition hall –"The Aesthetic of Tomorrow" – works of students in 4th year design studio-.
  - 2002 Exhibition in the "Heder" gallery, Tel Aviv, students work designing a center for the nonprofit organization of AIDS association. The works were done during the semester in my studio class with participation of the AIDS organization – Teacher, Curator and producer.
  - 2002 Final project exhibition: 80 works of 4th year design studio exhibited in Dizengof Center, Tel Aviv - Curator and producer.
  - 2001 Final project exhibition: 60 works of 4th year design studio exhibited within the department of interior design building in Givataim - Curator and producer.
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## **PUBLICATIONS**

### **A. Ph.D. Dissertation**

Ph.D. – Doctor of Philosophy. Technion – Israel Institute of Technology, Haifa.

Title of Doctoral thesis: Design Behavior Profiles: similarities and differences in design students' processes. (written in English, 180 pages)

Name of Adviser: Prof. Gabriela Goldschmidt.

### **B. Scientific Books (Refereed)**

#### **A. Authored Books**

1. Bar-Eli, Shoshi (2010). *Design behavior profiles: similarities and differences in design students' processes*, Saarbrucke, Germany: LAMBERT Academic Publishing.

ASBN: 978-3-8383-5389-0

**מחקרים Published**

1. Bar-Eli, Shoshi and (2012). Sketching Profiles: awareness to individual differences in sketching as a means of enhancing design solution development. *Design studies, Volume 34 Number 4, July 2013*  
Impact Factor – 0.969 5 Year Impact Factor: 1.481 Imprint: ELSEVIER ISSN: 0142-694X
2. Bar-Eli, Shoshi and (2012). Sketching Profiles: awareness to individual differences in sketching as a means of enhancing design solution development. In Rogers, P. (ed.), *Articulating design thinking*, Libri Publishing.

### **C. Edited Books and Special Journal Issues – Published**

1. Shoshi Bar-Eli (2012)(Ed.), *Interior Design final project: complexity and meanings between theory, academia and practice*. In Final Project Book " My/Our/Their Home" -

### **D. Articles in Refereed Journals**

**Published**

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1. Bar Eli, S. & Jacoby Volk, C. (2012). Participation as a critical Strategy for the reexamination of Interior Design Curricula, IDEA JOURNAL 2012: Interior Economies
2. Shoshi Bar- Eli and Carmella Jacoby- Volk (2010). New Design Habitus - Intervention, Insertion and Installation – Critical Strategies of the Interior Design Curriculum, In EAAE (European Association for Architectural Education).

### **E. Articles in Conference Proceedings**

1. Bar Eli, S. & Jacoby Volk, C. (2012). Participation as a critical Strategy for the reexamination of Interior Design Curricula, IDEA JOURNAL 2012: Interior Economies – D1
2. Shoshi Bar- Eli and Carmella Jacoby- Volk (2010). New Design Habitus - Intervention, Insertion and Installation – Critical Strategies of the Interior Design Curriculum, In EAAE (European Association for Architectural Education). – D2

### **F. Other Publications**

Interiority, Identity and Design.

3. Shoshi Bar-Eli (2012), Interior Design final project: complexity and meanings between theory, academia and practice. In Final Project Book " My/Our/Their Home".

### **G. Other Works Connected with my Scholarly Field**

2. Submission of the proposal for the Council of Higher Education.
3. Writing the Ethical Code of the School of Design and Innovation
4. Erasmus + Capability Building in the Higher Education Proposal – Technology and Innovation in Design Education – TIDE – Part of the group that wrote the proposal (COMAS act as Coordinator of the project)
5. Erasmus + Cooperation for innovation and exchange of good practices – Strategic Partnership for higher education – CUMULUS Food Design (partner of 6 universities)

### **H. Summary of My Research Activities and Future Plans**

Over the past two decades my research work is concentrated with issues of design education, architectural education, individual differences, design thinking, design problem solving, and studio education and instruction. Parallel to the research work I developed and practiced innovative teaching

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methods, workshops for tutor instruction, workshops for students' creativity enhancement, methods for student evaluation, curricula development, teaching workshops, and academic management.

Following a period of practicing architecture and design I wrote a master thesis on *Models of Design Studio Teaching*, this initial research has matured to a PhD research that established design behavioral profiles focusing on differences and similarities between designers in their design process and problem solving. This dissertation is a breakthrough in understanding designers in their decision making. It is an inequivalent tool in assessing and developing design studio education research and methodology. Along with knowledge on critical architectural thinking and differences in learning style I was able to characterize creative designers allowing to evaluate and predict their design process stages. Based on the knowledge gained in this work I continue to research and publish.

I currently continue advancing unique interdisciplinary workshops for students such as design and choreography, workshops for teaching-assistants in design courses, and teaching instruction for design-studio tutors. I collaborate with community of academics developing new academic programs, contributing with my experience in writing and submitting the: *MA program in Design, Innovation and Entrepreneurship*. I am involved with two recently submitted projects to Erasmus+ (Capability Building in the Higher Education Proposal – Technology and Innovation in Design Education – TIDE - COMAS is acting as Coordinator of the project; Cooperation for innovation and exchange of good practices – Strategic Partnership for higher education – CUMULUS Food Design - partner of 6 universities).

Following a six-year period of fruitful and complex administrative role, and as the undergraduate design department head, it is my intention to engage fully with my research interests. I plan to elaborate on the research with designers in developing a robust tool for distinguishing between creative and innovative people, focusing on interdisciplinary groups. I intend to integrate an approach to research, learning and teaching addressing discovery, problem-solving, critical thinking, and creativity. My aim is a development of new methodologies in teaching and learning design, innovation and entrepreneurship.

Being an award winning instructor and an award researcher, I intend to continue collaborating with fellow researchers in COMAS, and in other institutions in Israel and abroad. I will participate and present in international conferences and publish my research results in peer-review academic publications. Since my research interests are the practice of design-studio education I benefit constantly from teaching design. This practice serves as a fertile platform for experimenting, research, and engaging students and designers in action. It inspires developing and evaluating in real-time with experimental and cutting-edge design-education methods and practices. In this stand I intend to continue excelling in research,



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contributing to teaching, and learning. I will strive constantly to further grounding myself as a unique expert in a research field of which I am leading exponent in Israel.

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