

DOWNTOWN DAY SERVICES CENTER

Media Package

MOYA
DESIGN PARTNERS



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YEAR
2019

LOCATION
Washington, D.C.

CLIENT
DowntownDC Business
Improvement District (BID)

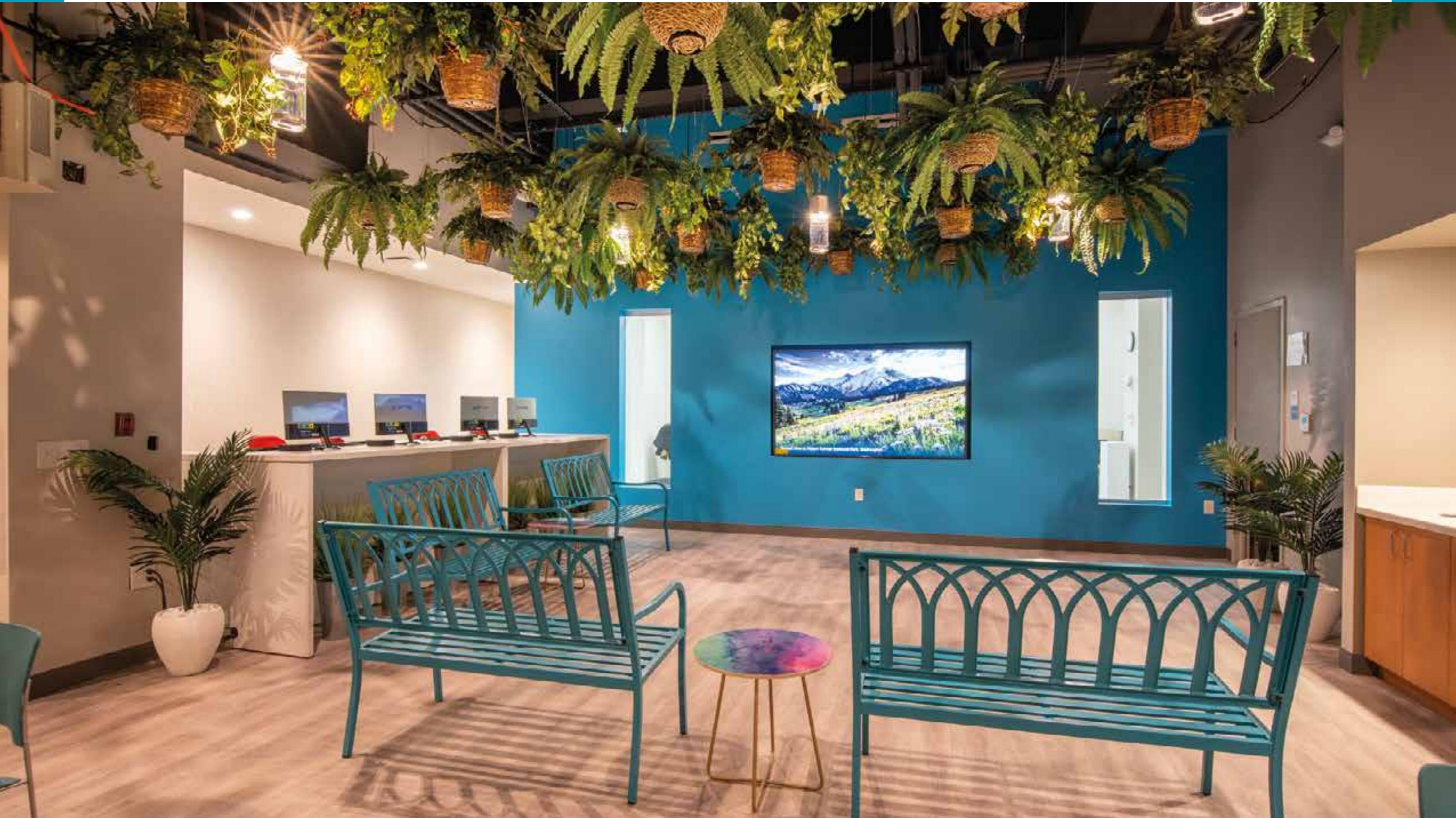
DOWNTOWN DAY SERVICES CENTER

A warm, welcoming, home-like environment for D.C. residents experiencing homelessness.

Washington, D.C.'s new Downtown Day Services Center for individuals experiencing homelessness opened in February 2019 with warm, welcoming interiors by Moya Design Partners. The center is part of Mayor Muriel Bowser's commitment to make homelessness "rare, brief, and nonrecurring" in the District. Operated by the DowntownDC Business Improvement District (BID) with support from the DC Department of Human Services and services from Pathways to Housing DC and HIPS, the center promotes a pragmatic, street-to-independence model known as Housing First. Endorsed by the United States Interagency Council on Homelessness, Housing First promotes stability through rapid housing and supportive services.

Our interiors concept for the Downtown Day Services Center was to create a cozy environment offering comprehensive support with a single point of access. The center offers modern shower facilities, drinking fountains, kitchens, restrooms, a laundry room, a TV lounge, and a meeting hall with plenty of comfortable seating. Services include housing assessment, assistance in obtaining vital records, health care, harm reduction, computer access, social work, behavioral health, legal assistance, and employment support. MOYA worked hard to deliver top-quality interiors to house these essential services. With the healing power of nature in mind, our interiors, visual design, and branding teams collaborated on a garden-inspired environment with texts promoting themes of well-being. The center is brimming with natural light and greenery. Contemporary grays and taupes, clean white subway tile, and eco-friendly wood finishes combine with welcoming environmental graphics and custom wayfinding to provide a calm, bright atmosphere for health, support, and self-care.









HISPANIC CONTRIBUTIONS

Moya Design Partners is a woman- and minority-owned business—a combination that is both rare and unique in the architecture and design industry.



ABOUT THE FIRM

MOYA DESIGN PARTNERS

ARCHITECT

1275 K ST NW, SUITE 1000
WASHINGTON, DC 20005
T 202 816 6692 MOYA
www.moyadesignpartners.com

Point of Contact:

Paola Moya
CEO & Founder
T 202 816 6692 MOYA. Ext. 01
paola@moyadesignpartners.com

Size of Firm:

Total: 21 people

Years in business:

1.5 years

Moya Design Partners is a multidisciplinary boutique studio producing creative work in the fields of architecture, interiors, and visual design. The firm was founded in 2017 by renowned business leader and respected designer Paola Moya. Paola brings over 15 years of business leadership and design experience to her new enterprise. Before forming her own company, for 10 years Paola led her previous firm, Marshall Moya Design, towards a successful expansion into new architectural markets outside the D.C. Metropolitan region, diversified the firm's portfolio, cultivated strategic relationships, and elevated its profile in the architecture and design world. Under Paola's leadership, the firm won some of the most influential and renowned projects in the city.

Diversity is at the heart of Moya Design Partners; each team member respectfully embraces diversity of thought, background, culture, approach, process, perspectives and spaces. When you hire Moya Design Partners for architectural design services, you're drawing on the expertise of a collaborative team of architects, planners, designers, and branding specialists. Our portfolio is as diverse as our innovative team. We've served clients ranging from MGM Resorts to nonprofit organizations, business improvement districts, universities, entertainment, sports arenas, theaters, and charitable foundations. With best-in-class skillsets, a commitment to customer service, acclaimed projects, and cost-efficient product delivery, MOYA combines the nimbleness and accountability of a client-driven boutique with a level of professionalism, resources, and responsiveness that exceeds those of larger corporate firms. The standard for excellence is limitless, and the product speaks for itself: all-inclusive designs delivered with 100% client focus.

Moya Design Partners has numerous certifications, some of which reflect its differentiating position as a woman- and minority-owned business—a combination that is both rare and unique in the architecture and design industry. MOYA is an 89% woman-owned, minority-owned, small and local business. Our diverse partners are equal collaborators who are 65% women and 50% minority. We're an interdisciplinary team who bring an international perspective to design.

Certifications:



National Certificate of Women-Owned Business by the Women's Business Enterprise National Council (WBENC)



Local Certified Business Enterprise (CBE) by the Department of Small and Local Business Development in the District of Columbia



MBE/DBE/SBE certification with the Maryland Department of Transportation Office of Minority Business Enterprise

AREAS OF SPECIALTY

ARCHITECTURE



Architecture is more than designing structures, it's a process that results in a lasting impact on its surroundings, community and streetscape. We consider every finite detail and are meticulous in our approach, working hand-in-hand with the client and project team to incorporate design solutions that are forward-looking, sustainable and complementary to the community while respectful of cost and time constraints. We design buildings that inspire, welcome and engage their end users for years to come.

URBAN DESIGN



A delicate balancing act among design, technology, construction, public welfare and political input, urban design involves finding common ground agreeable to all parties. We understand this fusion of elements and collaborative process. Our goal is to help maximize the return on the owner's investment through effective mixed-use developments that serve as economic and cultural catalysts to the region.

INTERIOR DESIGN



Can efficient design, aesthetic beauty and functionality not only coexist but complement each other? For us, the answer is a resounding YES! We combine cutting-edge designs that are elegant, creative, dynamic and practical in nature. Our interiors maximize the full potential of the space, branding it from top to bottom to embrace the client's vision while fostering engagement among all who enter through its doors.

BRAND & VISUAL DESIGN



A brand is a means of identifying and differentiating your company and content from the noise and clutter. Whether you know what colors and style best evoke your brand, or you need a new public-facing image, we will elevate your brand through memorable and dynamic visual design. Your brand and content deserve people's attention; we help your content shine and create that valuable lasting impression.

ALL-INCLUSIVE DESIGNS DELIVERED WITH 100% CLIENT FOCUS

As a multidisciplinary boutique studio of architects, designers and innovators, Moya Design Partners specializes in all-inclusive design services in architecture, interiors, brand strategy and visual design. All-inclusive design means fresh, purposeful, sophisticated design solutions are incorporated into each aspect of the project's life cycle, developed alongside the client with the end users at its core.



PAOLA MOYA

CEO + FOUNDER MOYA DESIGN PARTNERS

ASSOC. AIA, NOMA

Role in the project
Project Executive

Contact
202.816.6692 MOYA ext. 01
paola@moyadesignpartners.com

Years of experience in the construction industry:
16 years

Years of experience in current role:
11 out of 16

Education:
University of Pennsylvania, Wharton Business Financial Program, 2012

Catholic University, Master of Architecture, 2010

Catholic University, Bachelor of Science in Architecture, 2007

Paola Moya is a visionary leader driven by innovative designs, collaborative environments, and thoughtful placemaking. As the founder and chief executive officer of Moya Design Partners, Paola is the company's creative director in charge of setting the firm's strategy, direction, culture and brand. She oversees the studio's operations and enjoys building teams. Paola is active in the design, evolution, and life of every project. She is a multifaceted designer with expertise in the fields of architecture, interiors, product, and visual design.

Paola's client-centered and methodical approach has not only earned the trust and loyalty of clients, it has also contributed to her esteemed reputation in the industry. Paola personally collaborates with clients to check progress and implement feedback quickly and effectively. She consults with residents, partners, and stakeholders to identify vision / scope / goals for each project. With in-person design charrettes, web-based video feeds, and advanced technology, Paola is known for keeping communications open

and live. In turn, she coordinates with each MOYA team member to ensure timely completion of required deliverables.

AWARDS

The Washington Business Journal has recognized Paola as one of the region's "Power 100 Playmakers"; a top "40 Under 40" professional; and a "Minority Business Leader of the Year." In 2019, the WBJ honored Paola among seven top immigrant business leaders for her firm's contributions to the architectural landscape of the city. She was named "Young Entrepreneur of the Year" by the D.C. and Hispanic Chambers of Commerce, and her work has been recognized with design excellence awards from AIA, the National Organization of Minority Architects, Graphic Design USA, International Design Awards, and Built by Women. Paola is a frequently sought speaker at local and national AIA chapters, the Urban Land Institute, and the National Building Museum. She has served on the boards of the Montgomery Housing Partnership and the District of Columbia Building Industry Association.



FEDERICO OLIVERA-SALA

DESIGN PRINCIPAL

ASSOC. AIA
Design Principal

Role in the project
Design Principal

Contact
202.816.6692 MOYA Ext. 02
federico@moyadesignpartners.com

Years of Experience in Construction Industry
25 years

Years in Current Role
11 out of 25

Education
Bachelor and Master of Architecture from Belgrano University School of Architecture, Buenos Aires (AR)

Federico Olivera-Sala knows how to deliver a client's vision from conception through construction while navigating all the complexities, details, and nuances of urban planning and development. With the vision to push boundaries while working within regulations and code requirements, Federico knows the pulse of market demands. He executes beautiful designs both attract and delight clients while maximizing return on investment. In addition to performing feasibility studies, embracing best practices, and staying abreast of building processes, Federico's responsibilities include promoting our firm regionally as well as carefully selecting our next generation of architects.

Federico has over 25 years of expertise in complex mixed-use projects, building design, urban design, and regional planning. His projects have focused on urban infill, restoring the urban fabric of Washington, D.C., as well as urban planning in major metropolitan areas from New York to Florida. Highlights include The Darcy & The Flats in Bethesda, The Apollo on H

Street, Dock 79 across from Nationals Stadium, Chase Point Condos in Friendship Heights, and Sheridan Station in Southeast D.C. His experience also includes the 110-acre Potomac Yard 1 and 2 project with two million SF of office space, 450,000 SF of retail, two hotels, and 1,200 residential units among a five-story "podium building" and townhomes.

Federico has led the design process on several recent MOYA projects in Washington, D.C., including: master planning for the Capper Carrollsburg mixed-income redevelopment, renovation of Eastern Market Metro Park, architecture and construction administration for Diane's House, a four-story 42-unit, multifamily, affordable housing complex with a significant supportive housing component for women who are veterans, recovering addicts, victims of domestic violence, and returning citizens; interiors for the new Downtown Day Services Center; and workplace interiors for Bread for the World, a D.C.-based advocacy group that works to end hunger at home and abroad.



LIGIA SALDANA
SENIOR ARCHITECT

AIA, NCARB

Role in the project
Senior Architect

Contact
202.816.6692 MOYA
ligia@moyadesignpartners.com

**Years of experience
with current firm:**
1 out of 25

Education:
Bachelor of Architecture
from Cornell University

Registrations:
Licensed Architect in Puerto Rico

Ligia Saldana is a senior architect at Moya Design Partners, where she ensures the firm's projects are exquisitely designed, respectful of time and budget, and meet both the client's vision and the needs of end users. As a project leader and team player with 25 years of experience coordinating with clients, builders and consultants, Ligia's diverse background allows her to anticipate potential obstacles and proactively propose the best course of action. She is solution-focused, understanding that each project brings a unique set of challenges, while keeping the client's needs first and foremost in mind.

Ligia brings valuable experience with diverse building types. She worked on the restoration of the century historic marketplace in the heart of Ponce, the reuse and expansion of the old fire station next to the Teatro La Perla, and the Alvarado Library for UPR Ponce. Ligia supervised construction for the Fundación Biblioteca Rafael Hernandez

Colon and was project manager for the expansion of the Plaza Las Américas. She has led multidisciplinary teams through all phases of design and construction, been responsible for permitting, and has specialized expertise with adaptive preservation. Meeting client needs in an innovative fashion is a welcome challenge that motivates her to think outside the box.

Ligia has led the MOYA team on several recent projects: the luxurious Spa at MGM Springfield; business interiors and environmental branding for the DowntownDC BID; interiors for the Downtown Day Services Center; workplace interiors for Bread for the World; and a workspace renovation and expansion for Paoli Law Firm. Ligia volunteers with Limbs for Haiti, a program uniting six professors and 60 second-year architecture students to expose them to the reality of designing in a devastated landscape while realizing the important role of architecture as a life-changing agent.



MARILAURA GUERRERO
PROJECT DESIGNER

Role in the project:
Project Designer

Contact
202.816.6692 MOYA
marilaura@moyadesignpartners.com

Years of experience with current firm:
1 out of 9

Education:
Master of Architecture; Savannah
College of Art and Design, 2011
Bachelor of Environmental Design;
Universidad de Puerto Rico, 2008

Marilaura Guerrero is a project manager who brings nine years of design experience in mixed-use and multifamily architecture as well as broad expertise developing cost-effective and stunning interiors. At Moya Design Partners, Marilaura coordinates our project consultants. She supports the project team by delivering comprehensive sets of project drawings and construction documents and collaborates with the client to achieve the project vision. With advanced skills in dynamic problem solving, she knows every project is unique

and values the opportunity to contribute to her city's built environment. Nothing rejuvenates her more than blending nature and design to enhance well-being and sustainability in architecture.

Marilaura has been the project manager on several recent MOYA projects, including: the renovation of Eastern Market Metro Park, architecture and construction administration for Diane's House; interiors for the Downtown Day Services Center; workplace interiors for Bread for the World; and workplace interiors for Paoli Law Firm.



ROMINA PEREYRA

GRAPHIC DESIGNER

Role in the project
Graphic Designer

Contact
202-765-0568 ext. 103
romina@moyadesignpartners.com

Education
Graphic Design at the
University of Buenos Aires

Romina Pereyra is a graphic designer with 10 years of experience in advertising agencies and design studios. Romina has a special passion for illustration, especially poster design. As well as being influenced by the history of Polish graphic design, she continues her professional development by attending workshops and classes in contemporary illustration practice. At Moya Design Partners, Romina supports our visual design team with logo design, proposal design,

and graphic design for our clients' marketing and corporate communications. On each project, Romina strives to find the right balance between good design and the perfect message.

Romina graduated from the University of Buenos Aires. She's a vegan who loves animals and is very fond of soccer, sharing initials with her most-loved team, River Plate! Romina also loves traveling and rock concerts, and if both come together, that's even better.



CATALINA LOSADA SALGADO

GRAPHIC DESIGNER

Role in the project
Graphic Designer

Contact
202-765-0568 ext. 103
catalina@moyadesignpartners.com

Education
Master of Visual Arts at the
Pontifical Xavierian University

Master of Design & Art Direction
at ELISAVA Barcelona School
of Design and Engineering

Catalina Losada Salgado has more than 12 years of experience in graphic and creative design. She is a highly competent art director and strategic communicator qualified to coordinate and lead multidisciplinary teams. With a high sense of responsibility and commitment, Catalina is always in search of excellence and resolution of the objectives to be achieved. She has worked for several publishing houses and magazines

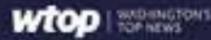
in the private sector and specializes in editorial design: magazines, books, and all kinds of print collateral. Catalina is an expert in branding and visual identity—design thinking, branding, logos and advertising for all your print and publishing needs.

In her free time, Catalina enjoys practicing Buddhist meditation and yoga. But her biggest artistic hobbies are lettering and embroidery.



MEDIA

The Downtown Day Services Center sparked exceptional press and community interest.

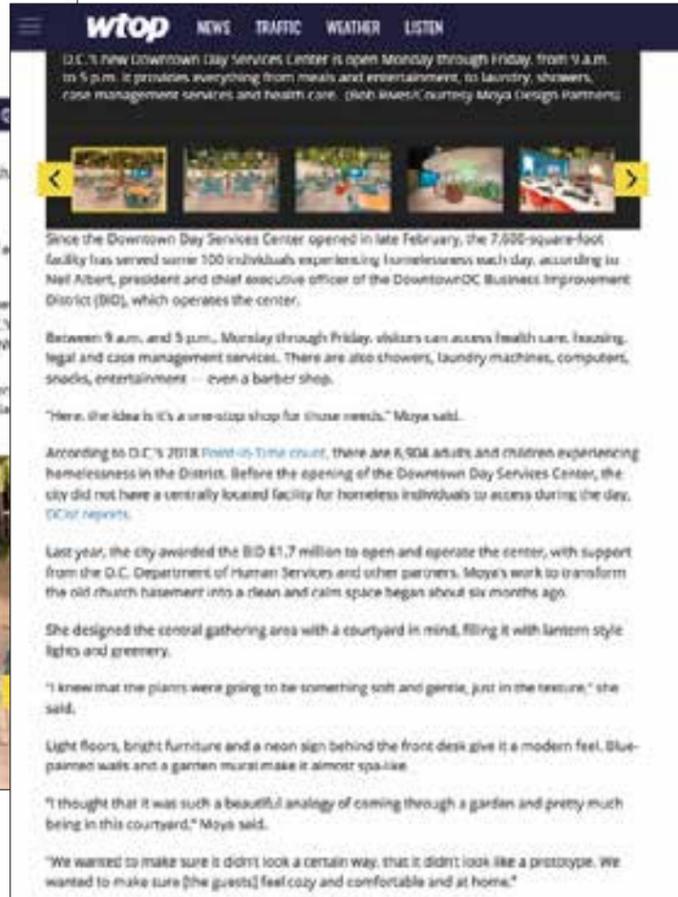
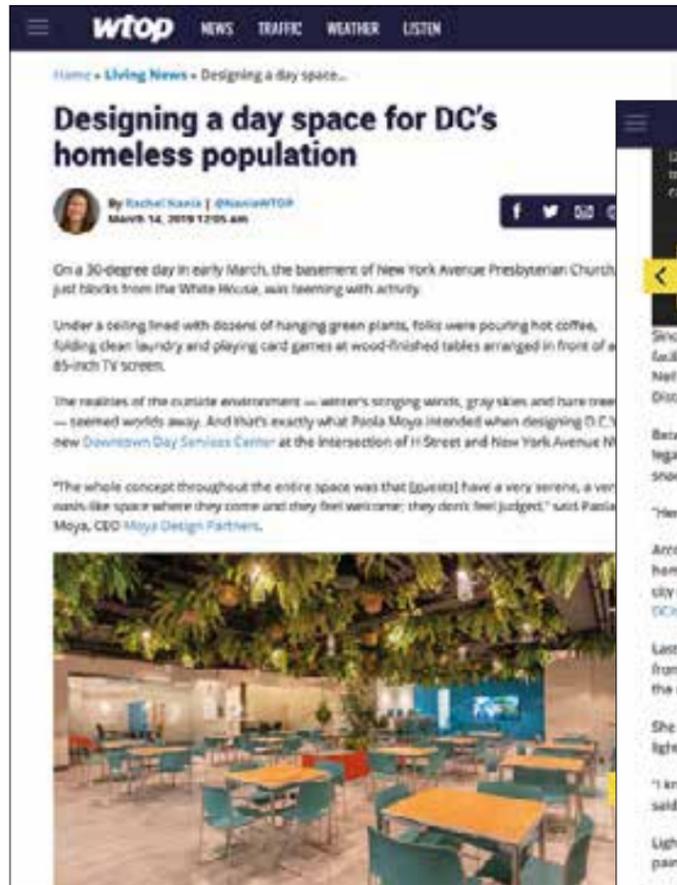


DESIGNING A DAY SPACE FOR DC'S HOMELESS POPULATION

The realities of the outside environment — winter's stinging winds, gray skies and bare trees — seemed worlds away. And that's exactly what Paola Moya intended when designing D.C.'s new Downtown Day Services Center at the intersection of H Street and New York Avenue NW.

“THE WHOLE CONCEPT THROUGHOUT THE ENTIRE SPACE WAS THAT [GUESTS] HAVE A VERY SERENE, A VERY OASIS-LIKE SPACE WHERE THEY COME AND THEY FEEL WELCOME; THEY DON'T FEEL JUDGED,” said Paola Moya, CEO of Moya Design Partners.

To read more please click this link: <https://wtop.com/living/2019/03/designing-a-day-space-for-dcs-homeless-population/slide/1/>



A SHOWER AT D.C.'S NEW DAY SERVICES CENTER LEAVES ONE HOMELESS MAN FEELING MORE THAN CLEAN

“WHEN EACH PERSON COMES OUT, THEY WIPE DOWN THE SHOWER AND MOP DOWN THE FLOOR,” El said, after a worker entered the shower with a bottle of cleanser. El recalled that wasn't even the case in gyms he'd used in better times.

“I DON'T WANT TO JUST SAY WE'RE BEING TREATED HUMANELY,” he said. “IT EXCEEDS THE HUMANE LEVEL.”

To read more please click this link: https://www.washingtonpost.com/express/2019/04/15/shower-dcs-new-day-services-center-leaves-one-homeless-man-feeling-more-than-clean/?utm_term=.c1d1cf915a48





D.C. UNVEILS LONG-HOPED-FOR DOWNTOWN DAY CENTER FOR THE HOMELESS

D.C.-based Moya Design Partners led the interior design and branding for the center. In a release, the firm says its "CHALLENGE WAS TO TRANSFORM A DARK BASEMENT INTO AN OASIS WHERE CLIENTS FEEL WELCOME, COZY AND AT HOME." The lobby includes a neon sign and plant graphics while the rest of the space features restrooms, an area for grooming, and tables and chairs.

To read more please click this link: <https://dc.curbed.com/2019/2/25/18240359/downtown-dc-homeless-day-center-human-services>



The District debuted its inaugural downtown day-services center for homeless residents on Monday. The center—located in the basement of the New York Avenue Presbyterian Church at 3319 New York Ave. NW—opened after months of delays resulting from construction work.

Homeless advocates have called for a centrally located one-stop shop for human services for years. The center will provide meals, showers, laundry machines, computers, housing help, employment support, and other services from 9 a.m. to 5 p.m. on Mondays through Fridays. It is anticipated to see at least 100 clients a day, Mayor Muriel Bowser's administration says.

The city contributed \$1.7 million in funding to the facility, which the DowntownDC Business Improvement District will oversee in partnership with Pathways to Housing DC, a nonprofit. In a statement, Pathways' executive director Christy Kumpress said: "It can be overwhelming to navigate a complicated social service delivery system while experiencing homelessness and fighting just to survive each day. The center brings all of the services people need together."

D.C.-based Moya Design Partners led the interior design and branding for the center. In a release, the firm says its "challenge was to transform a dark basement into an oasis where clients feel welcome, cozy and at home." The lobby includes a neon sign and plant graphics while the rest of the space features restrooms, an area for grooming, and tables and chairs.

"At the end of the hallway, clients are greeted by the 'Community Garden,' a two-story lounge space where the community can relax together under a ceiling adorned with plants," Moya's release points out. "The main includes wood-finished tables, cyan chairs, white high-top tables with computers, and allows clients to use the internet, enjoy snacks and beverages, and watch the news or movies together on the 45-inch television screen. Surrounding the core of the garden, there is a laundry room, kitchen, office for staff and a conference room."

Last year, Bowser originally announced that the center would open before November 2018, when hypothermia season officially started. The need for such a facility became more acute after the Martin Luther King Jr. Memorial Library closed to the public in 2017 for an upgrade.



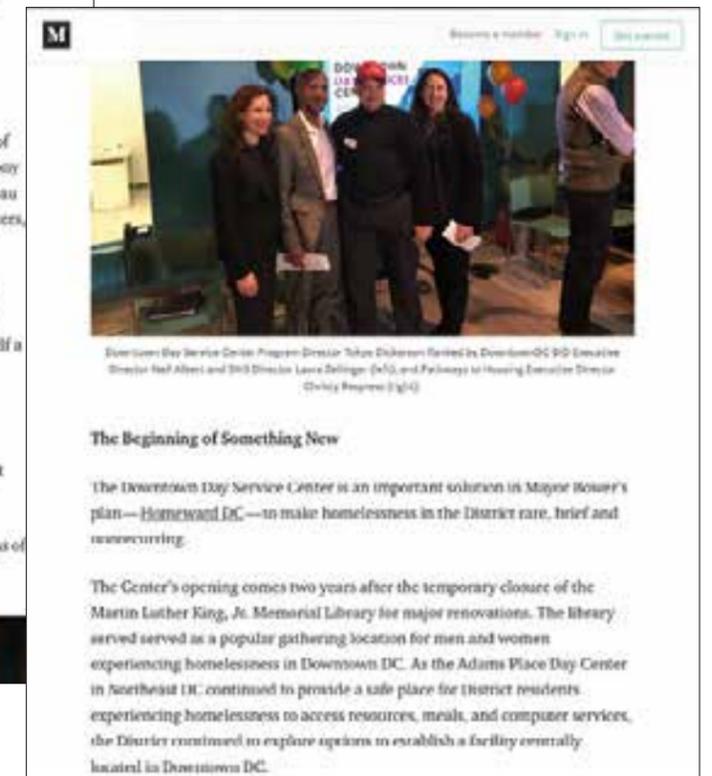
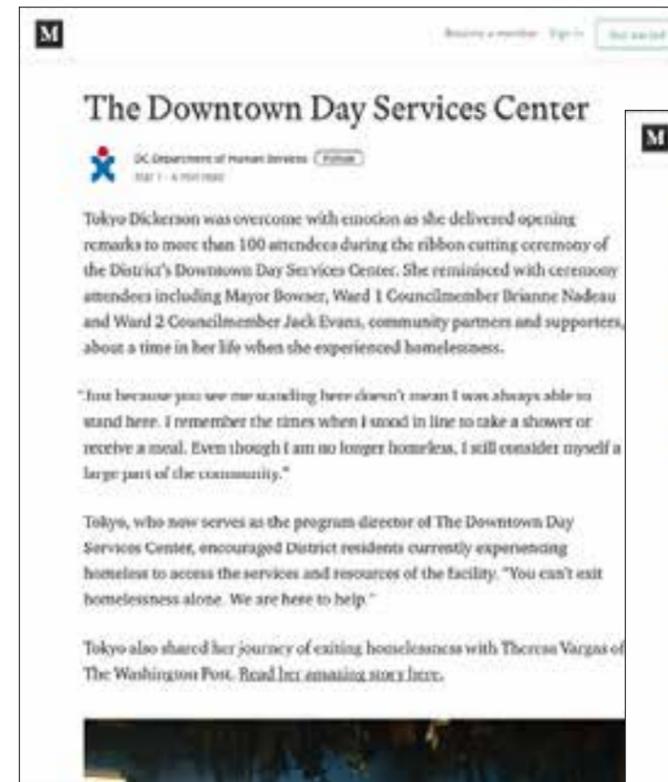
THE DOWNTOWN DAY SERVICES CENTER

“JUST BECAUSE YOU SEE ME STANDING HERE DOESN'T MEAN I WAS ALWAYS ABLE TO STAND HERE. I REMEMBER THE TIMES WHEN I STOOD IN LINE TO TAKE A SHOWER OR RECEIVE A MEAL. EVEN THOUGH I AM NO LONGER HOMELESS, I STILL CONSIDER MYSELF A LARGE PART OF THE COMMUNITY.”

Tokyo, who now serves as the program director of The Downtown Day Services Center, encouraged District residents currently experiencing homeless to access the services and resources of the facility.

“YOU CAN'T EXIT HOMELESSNESS ALONE. WE ARE HERE TO HELP.”

To read more please click this link: <https://medium.com/@DCHumanServ/the-downtown-day-services-center-5809359d490>



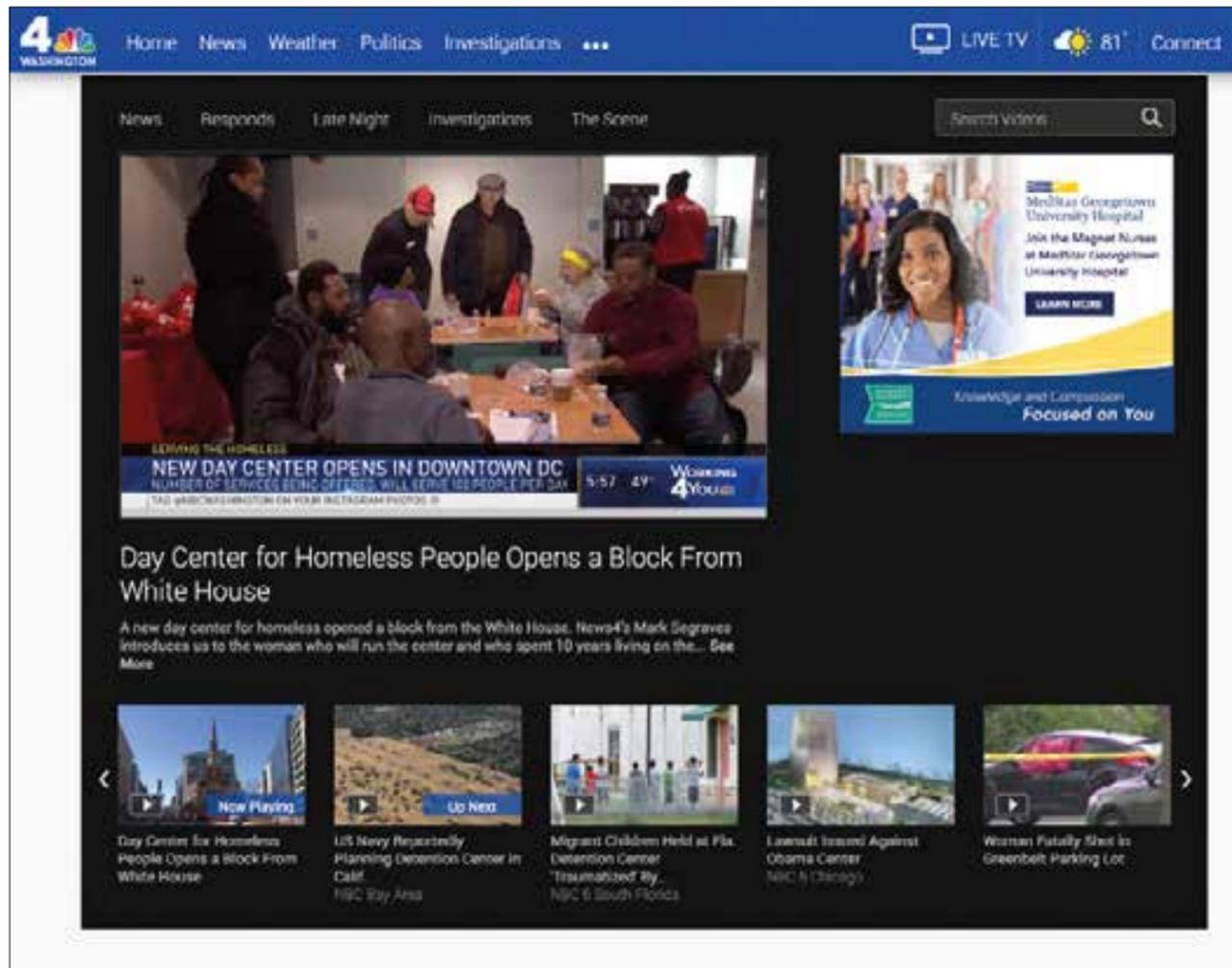


DAY CENTER FOR HOMELESS PEOPLE OPENS A BLOCK FROM WHITE HOUSE

Number of services being offered, will serve 100 people per day

A new day center for homeless opened a block from the White House. News4's Mark Segraves introduces us to the woman who will run the center and who spent 10 years living on the streets. (Published Monday, Feb 25, 2019 | Credit: Mark Segraves)

To read more please click this link: https://www.nbcwashington.com/on-air/as-seen-on/Day-Center-for-Homeless-People-Opens-a-Block-From-White-House-Washington-DC-506344912.html?fbclid=IwAR1y7Yt3wR4TApa_eL9bbQ&utm_term=.0040385090a5

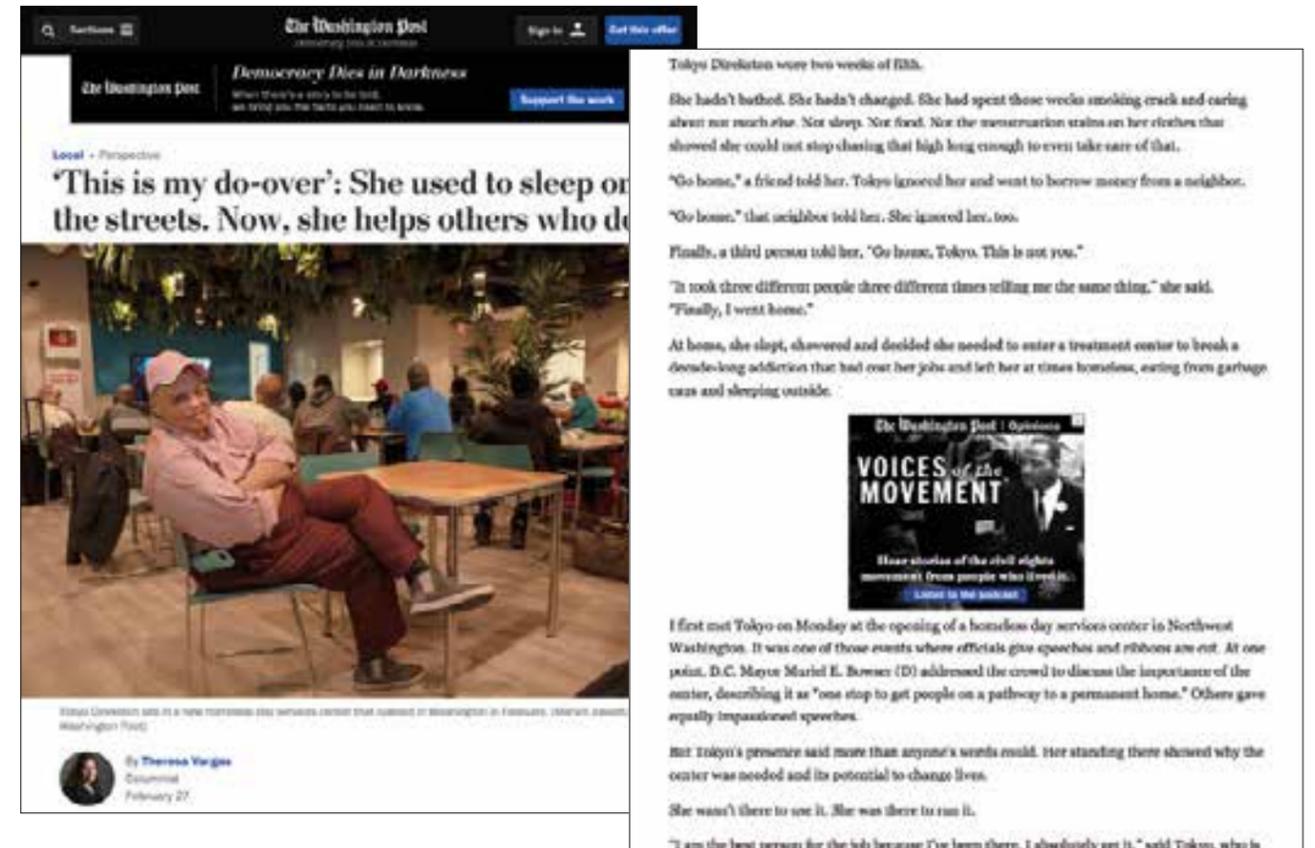


'THIS IS MY DO-OVER.' SHE USED TO SLEEP ON THE STREETS. NOW, SHE HELPS OTHERS WHO DO.

"...I first met Tokyo on Monday at the opening of a homeless day services center in Northwest Washington. It was one of those events where officials give speeches and ribbons are cut. At one point, D.C. Mayor Muriel E. Bowser (D) addressed the crowd to discuss the importance of the center, describing it as 'one stop to get people on a pathway to a permanent home.' Others gave equally impassioned speeches.

But Tokyo's presence said more than anyone's words could. Her standing there showed why the center was needed and its potential to change lives. She wasn't there to use it. She was there to run it..."

To read more please click this link: https://www.washingtonpost.com/local/she-used-to-eat-from-garbage-cans-at-union-station-now-she-spends-her-days-trying-to-help-the-homeless/2019/02/27/2e81721a-3aa8-11e9-a06c-3ec8ed509d15_story.html?fbclid=IwAR1_EPqZPgixCROqjT2uKIQQ5S_1pEmRC9nzu8JihrGYotLGnA1_eL9bbQ&utm_term=.0040385090a5







1275 K St NW Suite 1000 Washington DC 20005
+1 202.816.6692 MOYA / www.moyadesignpartners.com