



Greenfield Eldad

Senior Architect & Urban Designer
(B.arch, M.sc)

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Eg-arch.com



Tools & Applications

MS Office
AutoCad
Sketchup
Revit
ArcGIS
Survey123
ArcPro
Photoshop
Drone Photography

Design Concept

The primary goal of my work is to improve the environment we live in through the combination of rehabilitation and construction, caring for nature while protecting historic assets and heritage values.

I consider nature and heritage to be two key factors in the design process. Human scale, simplicity, and references to the 'Genius Loci' of the place are all incorporated into the design. This way, the design can be a tribute to the cultural and historical significance of the place. It also allows us to create something that is harmonious with the environment, and can serve the people for generations to come.

The world of historical conservation and physical preservation of the built environment fascinates me.

Maintaining linkages between the past and the future, the individual and the community, the individual monument and the urban fabric, and the natural and the manmade is vital to me.

Capable of self-management and teamwork, as well as self-learning and prioritization. Take pleasure in new challenges, learning, and impact.

I'm looking for a meaningful function in the planning industry that will improve people's lives.

Professional Experience

Freelance architect | 2022-present

Working as a freelance architect, specializing in historic structures and archeological sites. My clients, who come from both the private and public sectors, seek competent advice on their historic property.

My projects range from small-scale residences to urban and large-scale areas that require heritage evaluation and planning. For notable projects please visit: eg-arch.com

Israel Antiquity Authority | 2014-2021 | Senior Architect

IAA is the national institute responsible for excavation and preservation for the archaeological heritage in Israel.

Planning Department focus on rehabilitation and design of heritage sites with co-operation of the regional and urban community.

- Managing a team of 4 other architects and professional conservators.
- Responsible for managing project's budget and timetable.
- Representing the IAA to other collaborators
- Making sites documentation and detailed design
- Wording planning policies
- Supervision on site
- Counselor for collaborating architects
- Lecturer and articles writer



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Education

B.arch, 2011, Ariel University of Samaria

M.sc, 2023, Tel Aviv University

Personal abilities

Leadership capabilities

Team work know-how

Fast self-learner

Self management and prioritizing

Understanding of system needs and interests

Forum Architects firm | 2012-2014 | architect

This firm, led by Architect Eitan Gavish, works on a wide range of projects for both private and public clientele. The firm specializes in the design of new buildings, particularly commercial and industrial structures.

UP Architects firm | 2011-2012 | Junior architect

Firm specializing in historic building and structure documentation, primarily in Jerusalem. A significant portion of the work included full-scale historic study, meticulous docu-

Professional Training

- **2021 ISCH**, international training program of the International School of Cultural Heritage, Roma.
- **2020 PMBOK**, project managing training, including managing budget, timetables, risk assessments and building working groups.

publications

- [Conservation of Caesarea's Ancient Synagogue](#), Eldad Greenfield & Roei Liran, Conservation of Cultural Heritage Magazine, 2nd edition, 2018
- [Memorial Observatory at Old Gesher](#), Eldad Greenfield, Conservation of Cultural Heritage Magazine, 3rd edition, 2019
- Dilemmas in reconstruction of the Ancient Synagogue in Caesarea, Israel Conservation Conference, 2019
- [The conservation of historic cities as a catalyst for social resiliency](#), Urbanologia, 2020
- [Old Acre and Historic City of Safed – Different Approaches to Conservation in low-resilient cities](#), Urbanologia, 2020
- Historic Narratives and Financial Profit in Conservation of Archaeological Sites in the Urban Areas, 53 Social Society Conference, 2021
- [The Settlement of Pardes-Hanna: Signs of Change, Directions for Intervention](#), Urbanologia, 2021
- [Who owns this Waddi? – Spatial and Narratorial conflicts in a small Israeli town](#), Urbanologia, 2021
- [Organic Gentrification VS Planned Gentrification](#), Urbanologia, 2021
- Historic Survey in the GIS era, University of Ariel, 2022