



Featuring: SAKAG -
Buhi Tourism Complex
See page 26

JOS HUA

works

architectural

selected



Hi! I'm an architecture graduate from Bicol University with a passion for creating spaces that connect deeply with people and communities. I'm driven by the belief that design has the power to shape meaningful experiences.

With a strong foundation in both creative vision and technical skill, I strive to create spaces that go beyond functionality — spaces where people belong, spaces that tell stories, respect customs and tradition, and spaces that reflect culture and context. In this portfolio, I present a collection of selected works that reflect my journey and my commitment to designing with passion, intent, and respect for the impact of architecture on our lives.

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Discover how I define spaces, creating environments that connect deeply with people and context

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Where illustrations and diagrams speak louder than words, conveying complex ideas with clarity and consistency.

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Designing spaces where people belong, respecting tradition, nature, and community, reflecting the cultural tapestry.

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Beyond architecture, see my creative journey as a graphic designer, creative director and web developer.

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LET'S CONNECT

Learn more about my vision and let's discuss how we can collaborate to create meaningful and impactful spaces.



01

MY DESIGN APPROACH

Featuring: **HIVE** -
High-rise development

I'll start with one of my projects called the HIVE. This high-rise development rethinks how space can connect people with their environment. By rotating the building's form, the structure frames views and blocks out distractions. Communal areas blend naturally with the building's structure, encouraging movement and interaction while maintaining a sense of openness. This approach shows how thoughtful design can enhance both the experience of space and the connection to the surrounding landscape.

Rethinking the way space flows.

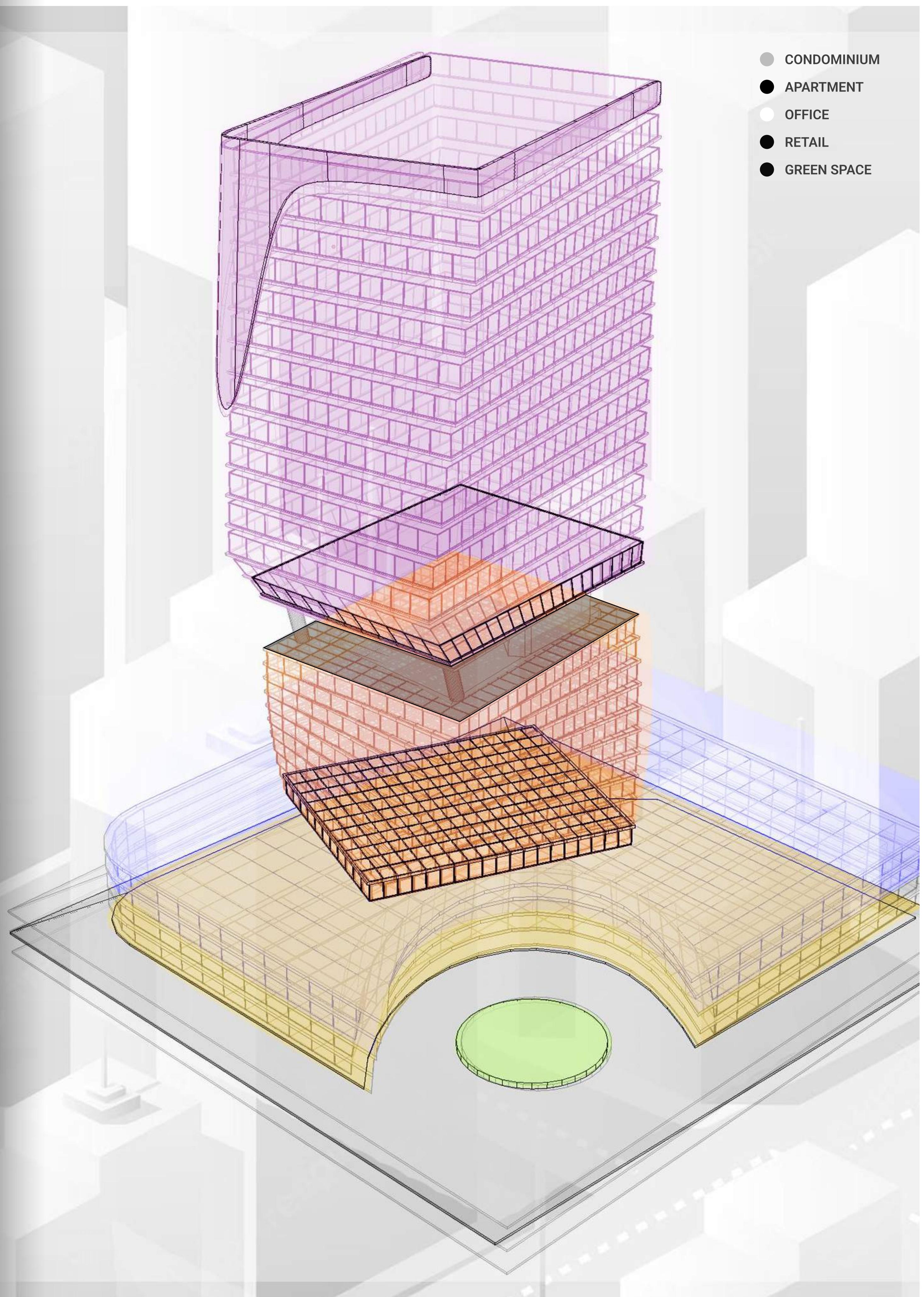
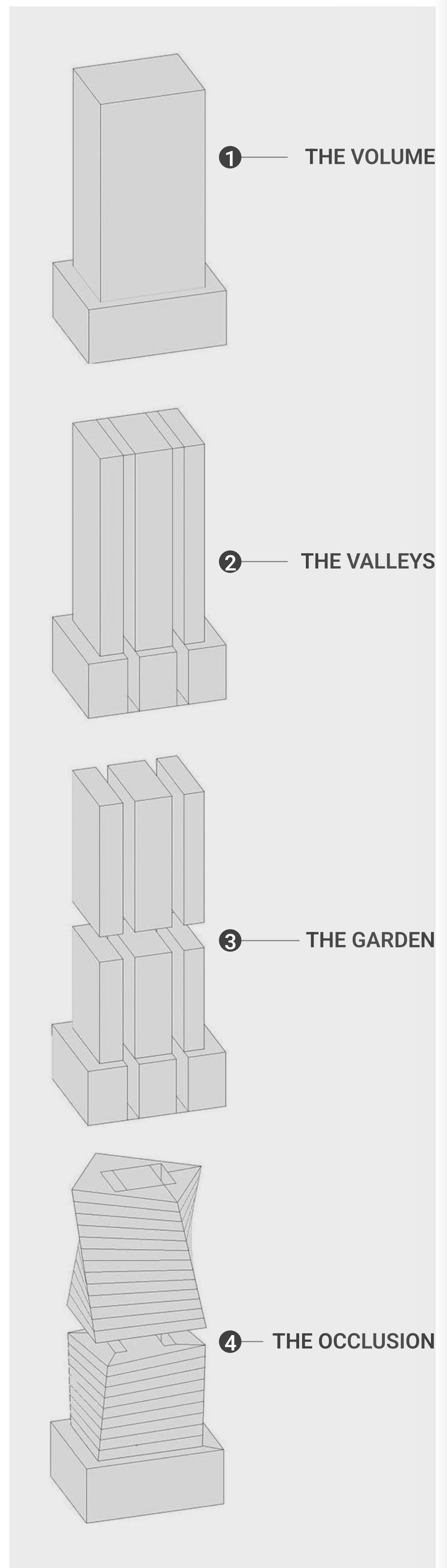
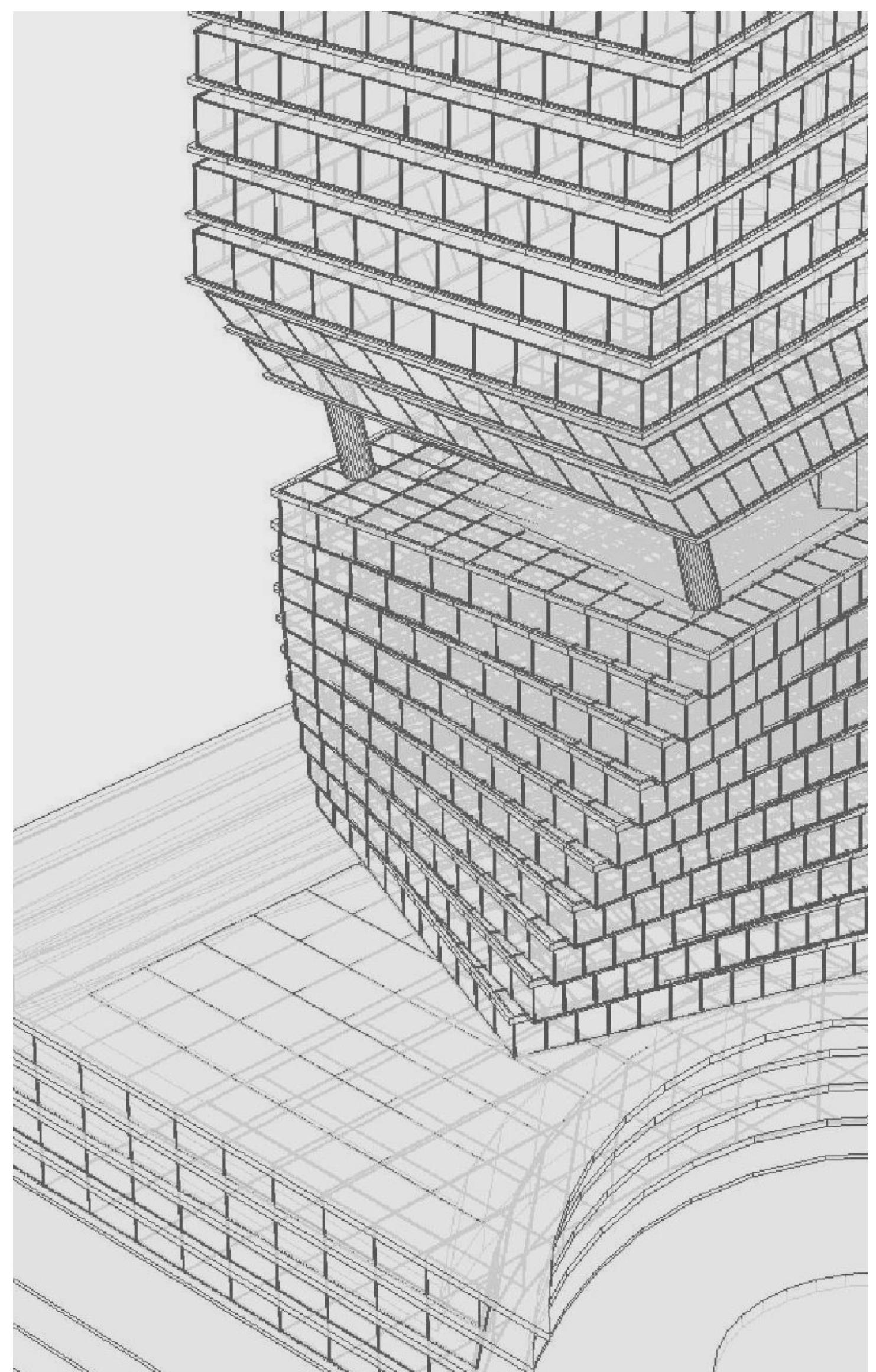


01 MY DESIGN PPROACH

Featuring: HIVE - High-rise development

Architecture isn't just visual—it's a full sensory experience. As the rotated form of the building opens to nature, it does more than offer views; it orchestrates sound, light, and texture. The design draws you into a sanctuary of calm, where every valley between volumes invites the soft rustle of leaves or the play of sunlight through the garden, creating a sensory dialogue between the built environment and the natural world. This is where people not only see but feel, hear, and connect with their surroundings, experiencing a space that speaks to all the senses.

Designing for the senses.



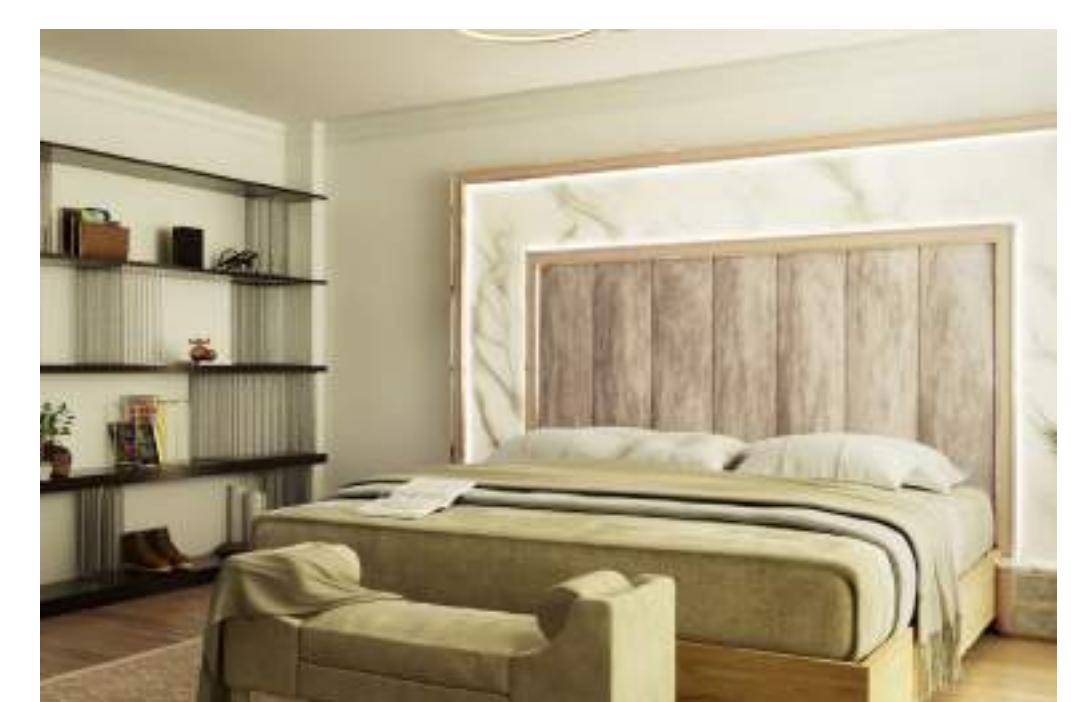
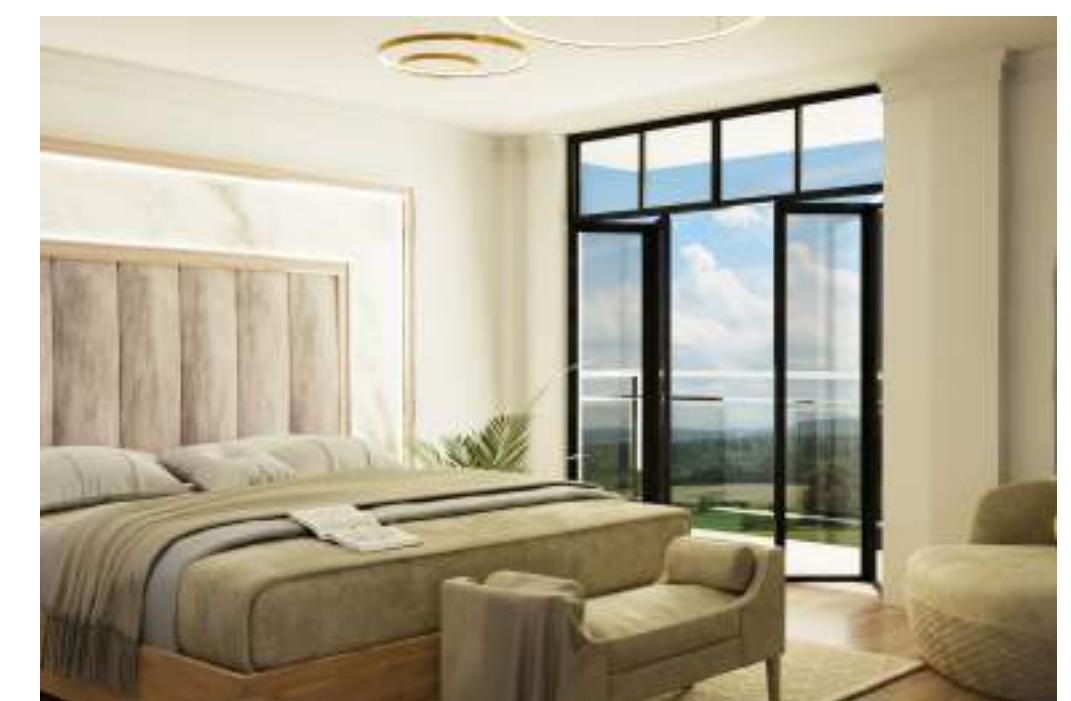
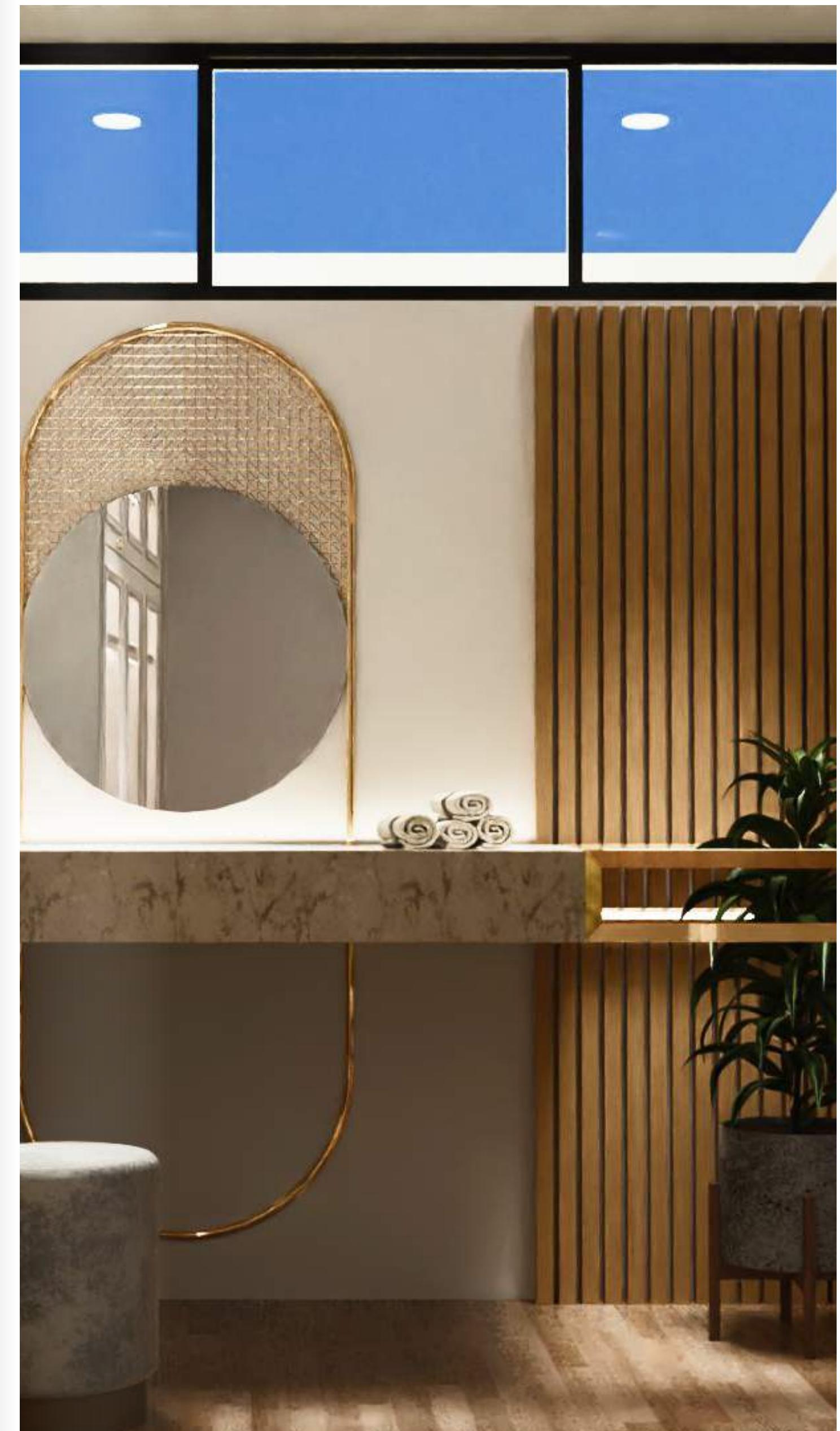


01 MY DESIGN PPROACH

Featuring: **SOLACE** - Wood and Concrete

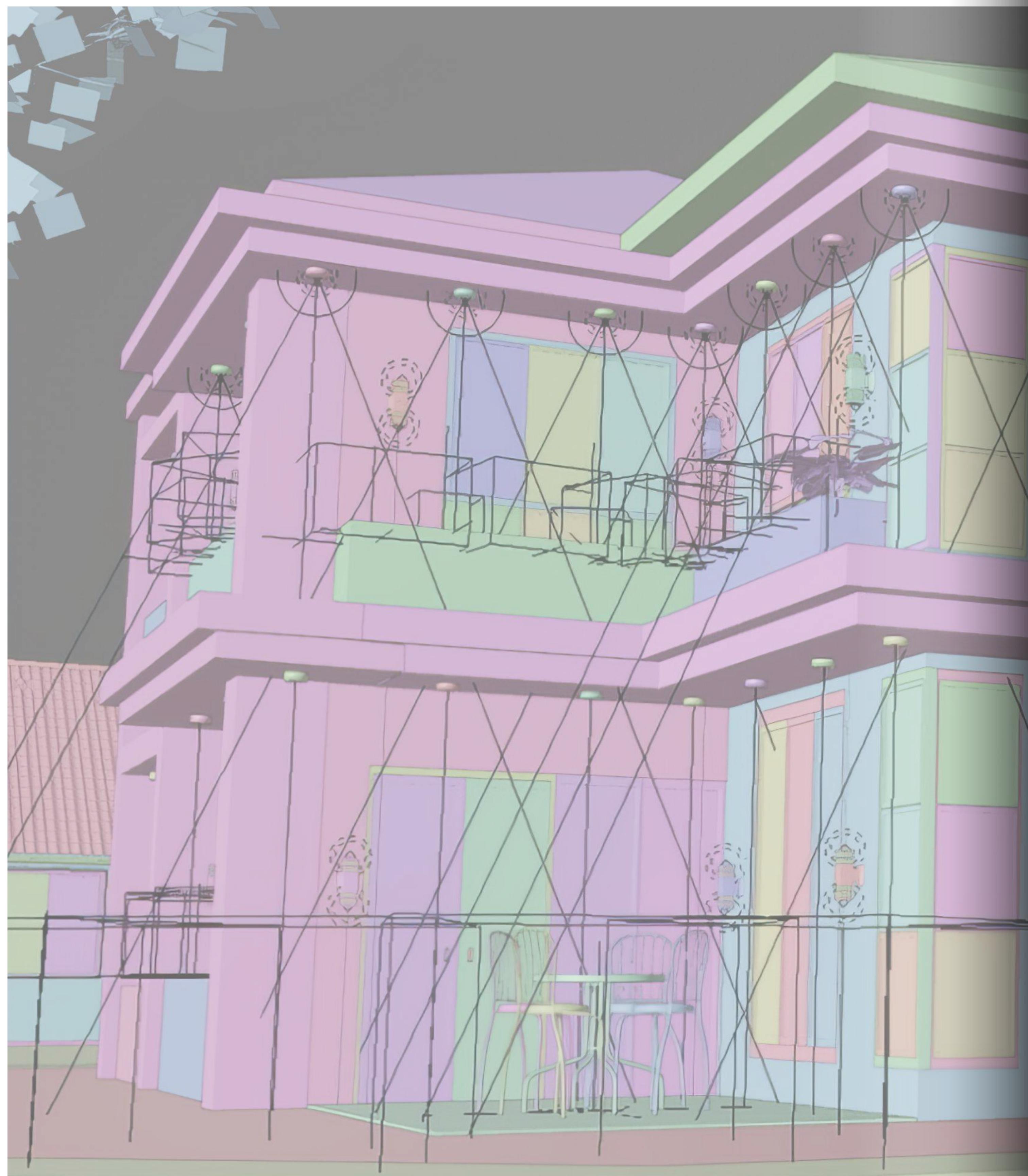
Contrast is not a disruption; it is a deliberate harmony that defines the essence of the space. SOLACE is a project scheme I presented during my on-the-job training, where I feature bare concrete that is firm and unyielding, and wood that softens and warms its presence; creating an environment that feels both grounded and inviting. This interplay is a conversation between rawness and comfort, challenging the traditional patterns of what a home should feel like.

Finding harmony in contrast.





Breaking patterns



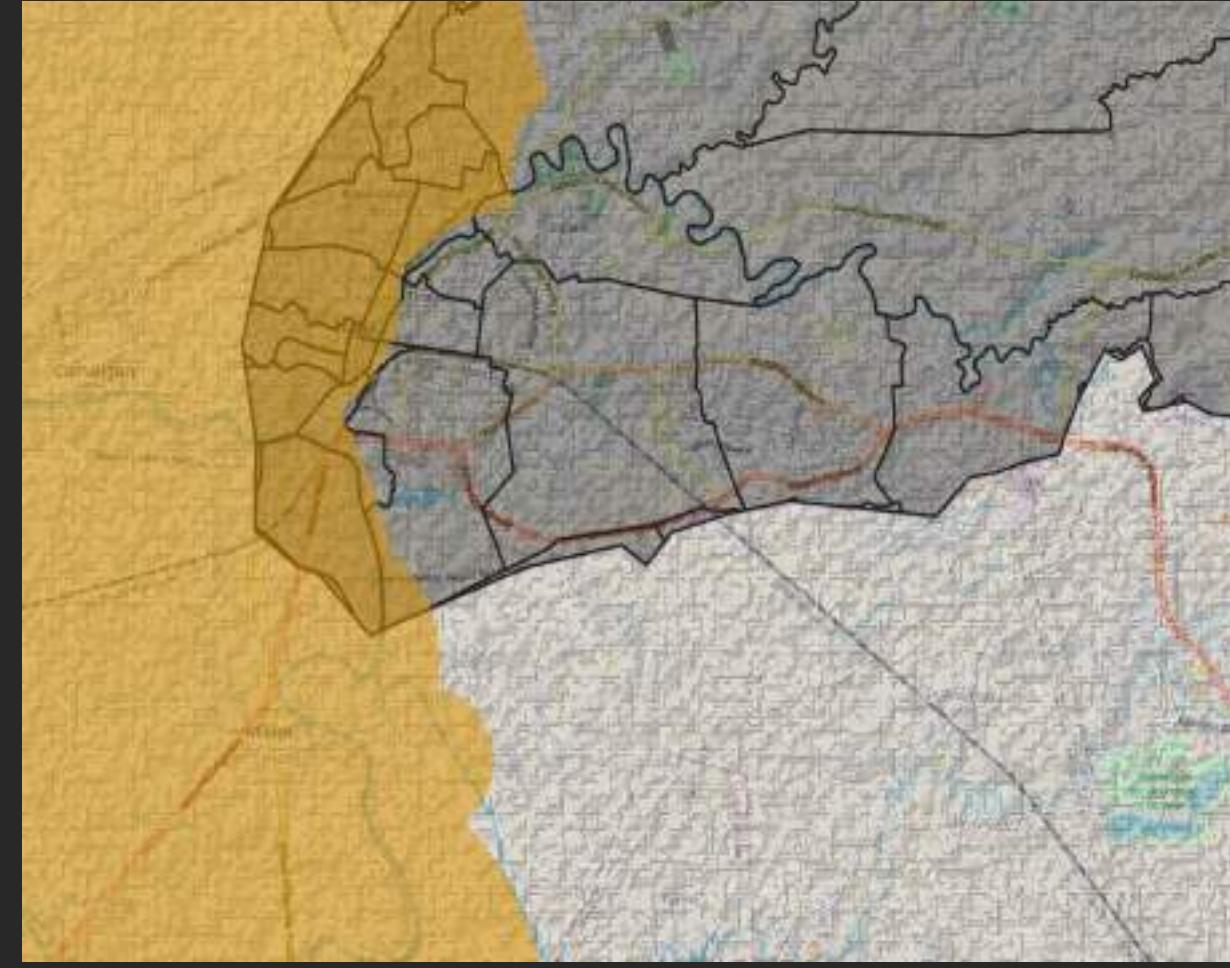
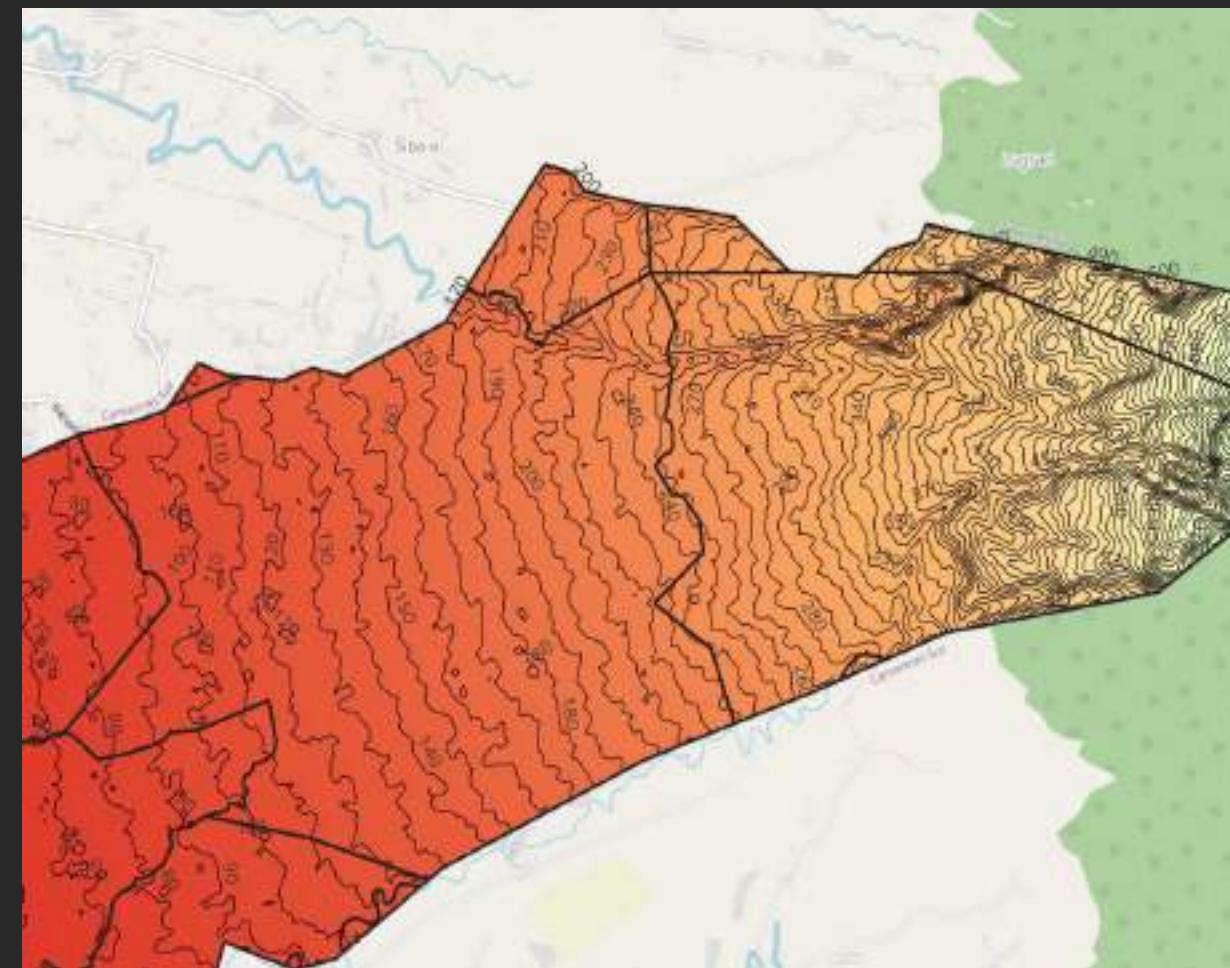
creating experiences.

02 PRESENTATION STYLE

Featuring: PATH -
Dementia care Facility

In my undergraduate architectural thesis titled PATH, illustrations become more than just visual tools; they narrate the whole process. The therapeutic care facility is a carefully orchestrated flow of spaces meant to ease the mind and body. The masterplan itself mimics neural pathways, allowing movement through the facility to feel intuitive, almost as if the building guides its occupants. I always try to illustrate ideas and concepts that self-unfolds - that is, that they already speak for themselves.

Let illustrations speak.



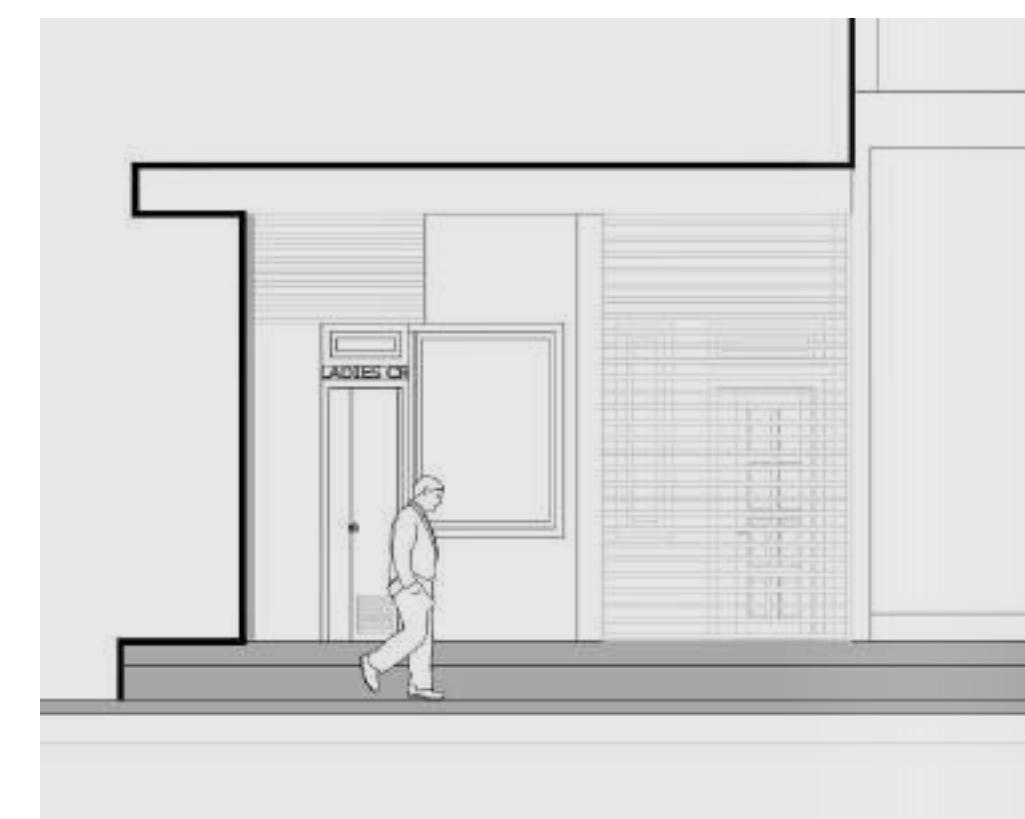
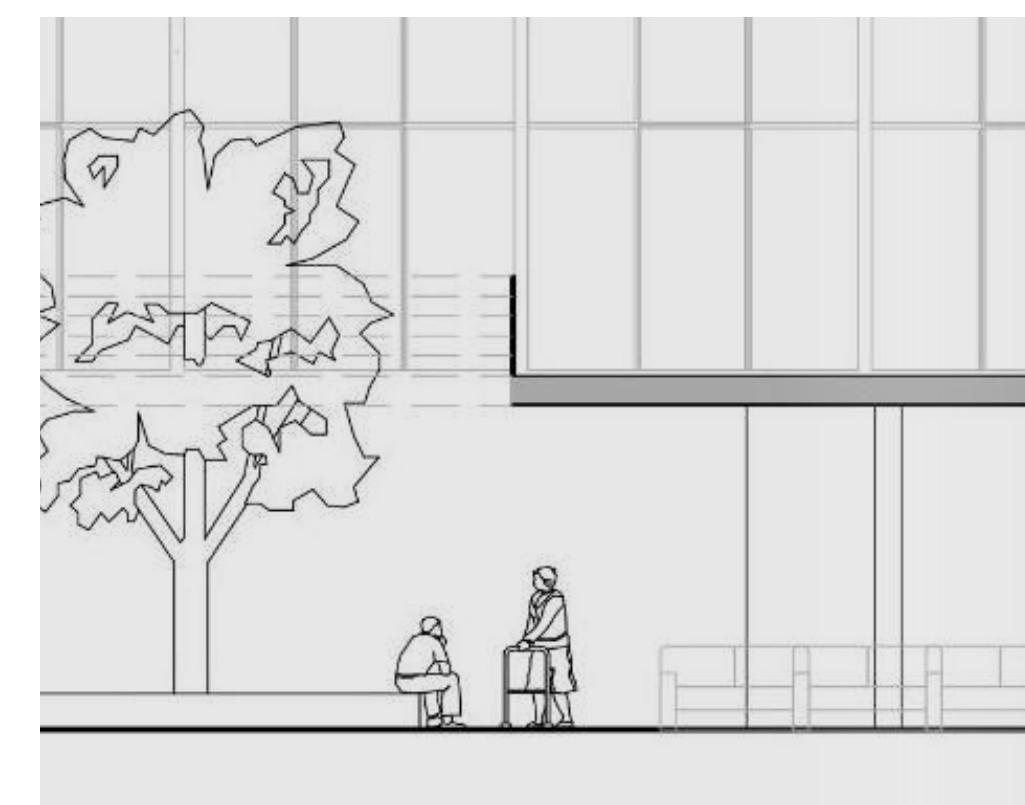
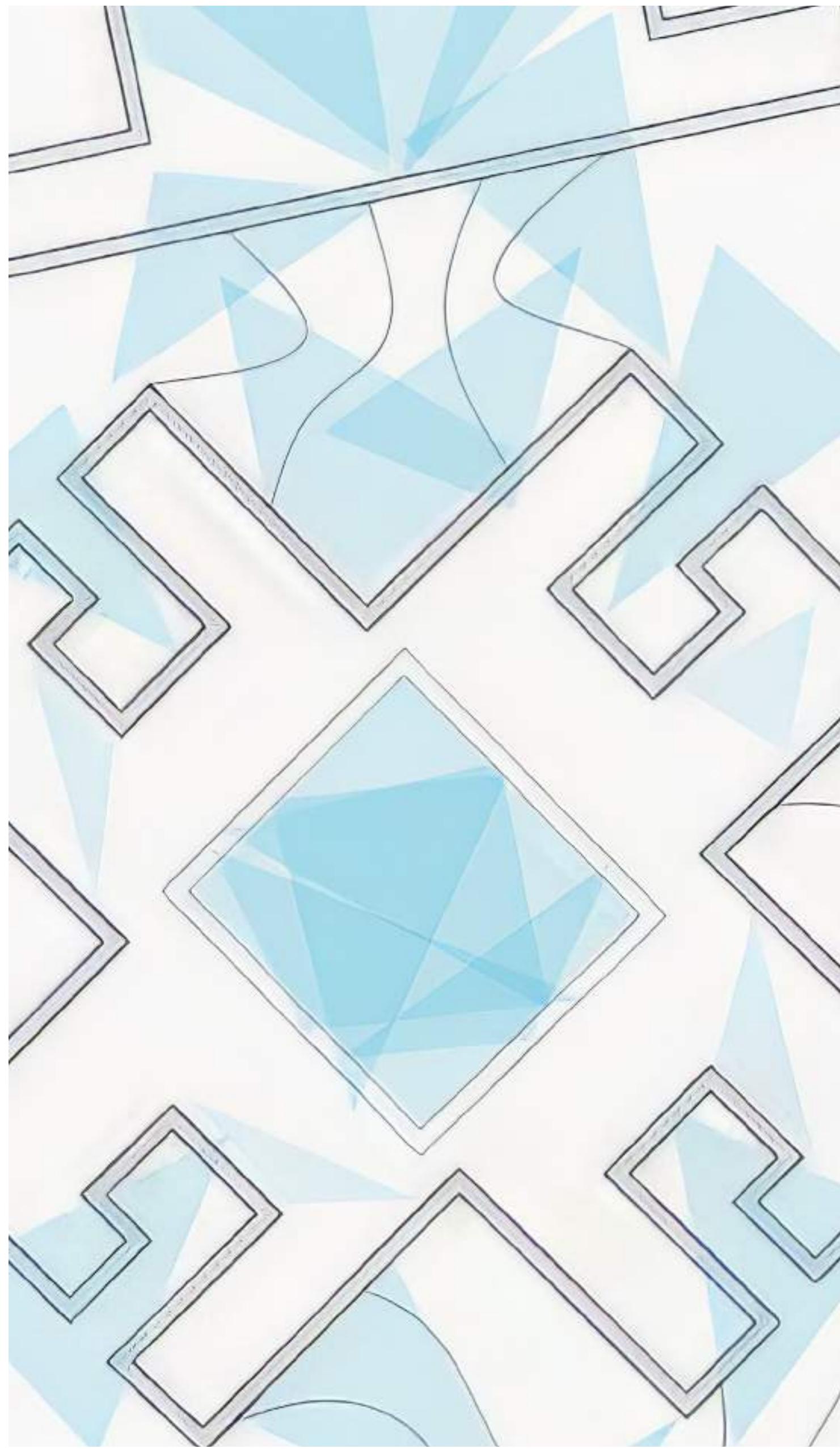


02 PRESENTATION STYLE

Featuring: PATH - Dementia care Facility

For PATH, the diagrams do more than break down a design—they narrate the journey of dementia patients through the spaces. Every pathway, communal area, and private room is diagrammed to reflect the therapeutic intent behind it. The participatory nature of the design is reflected in the details, as each element—whether signage, lighting, or familiar textures—has been shaped by input from residents, staff, and families.

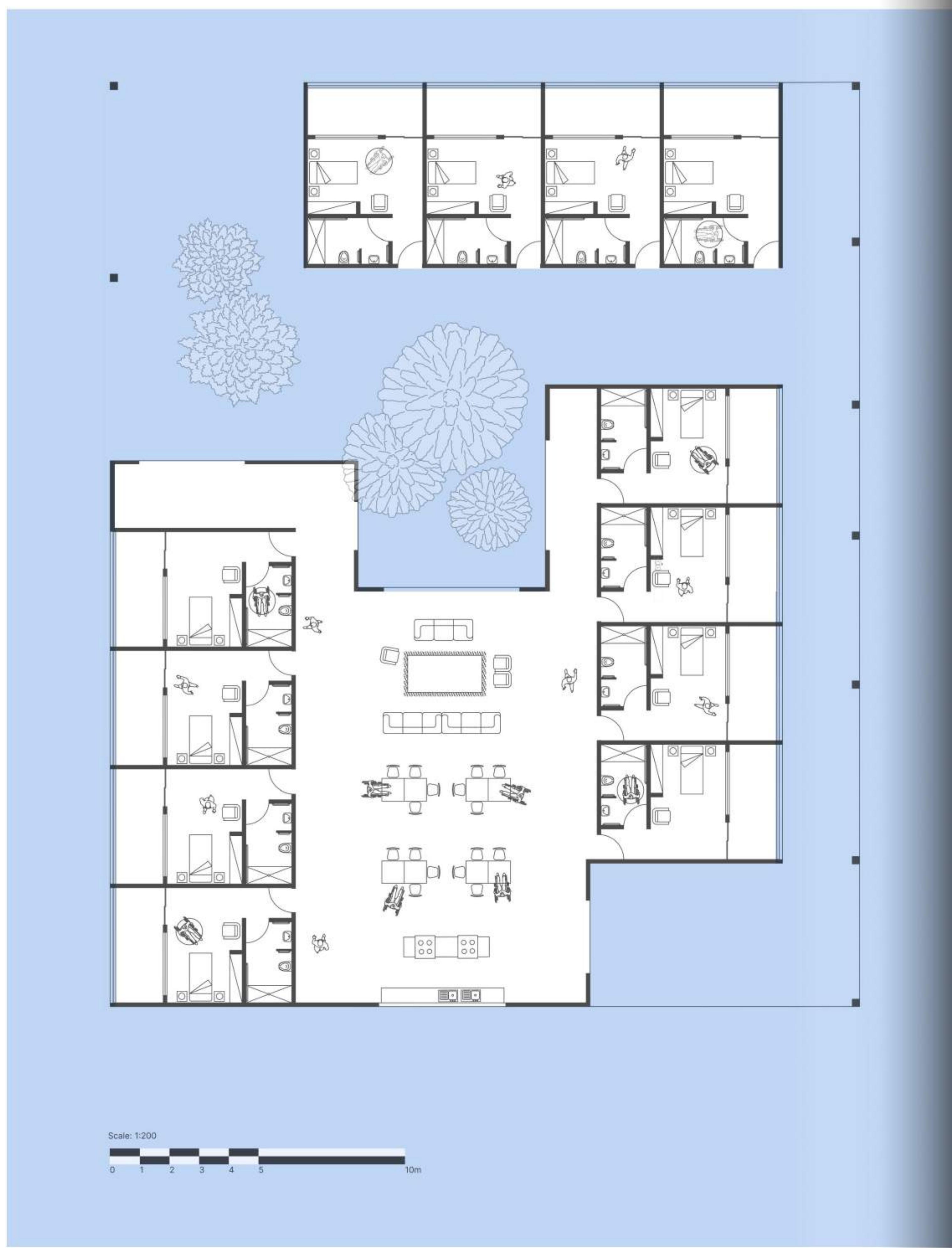
Let diagrams narrate the story.



Let the presentation

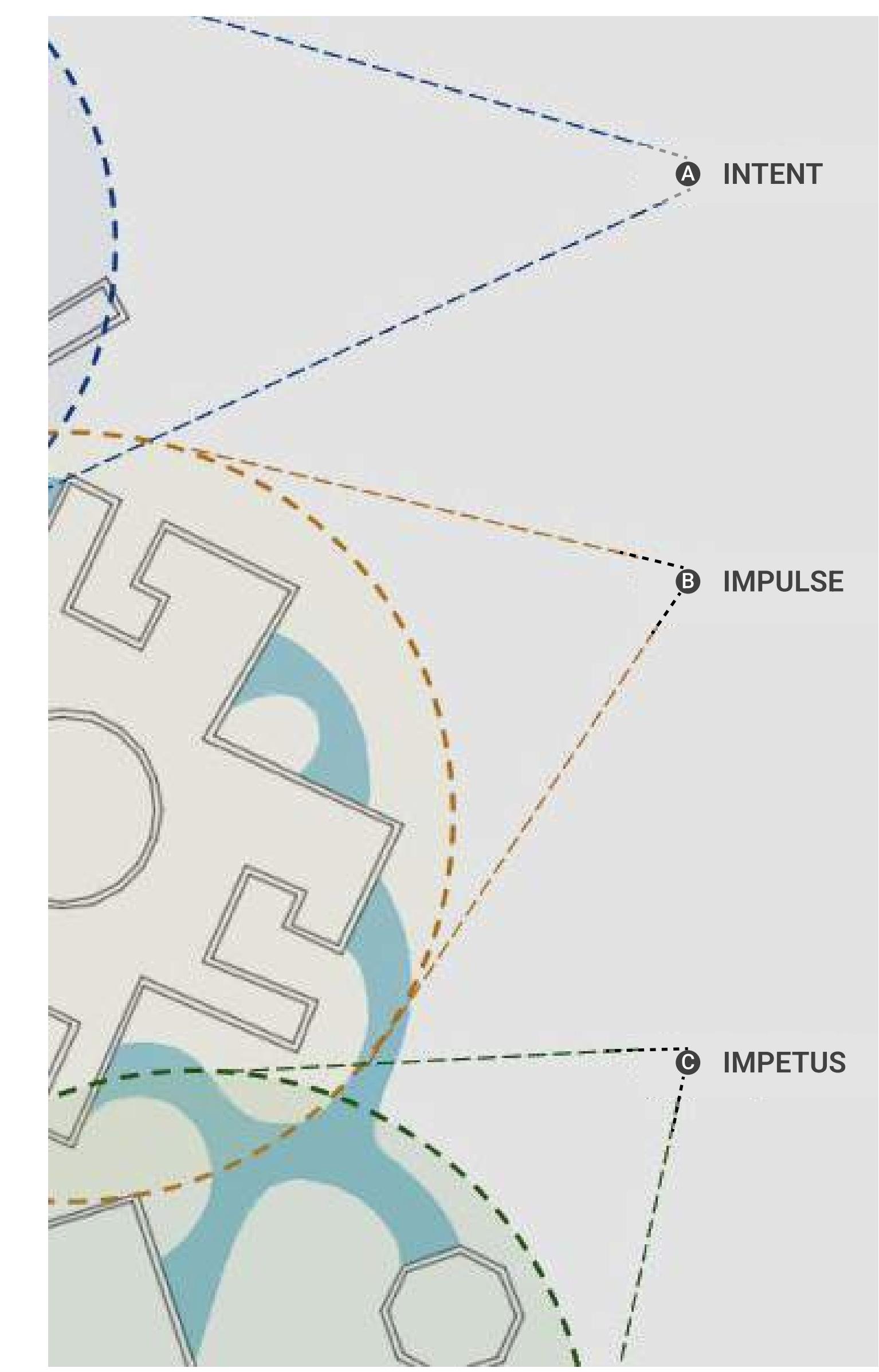
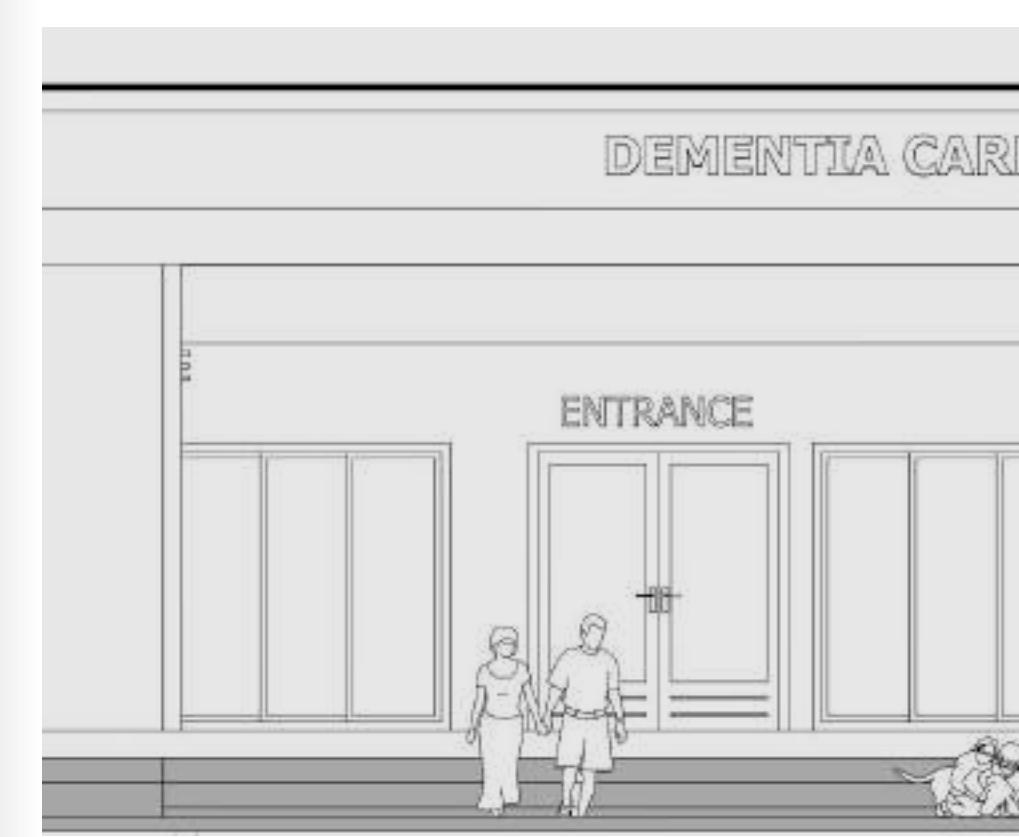
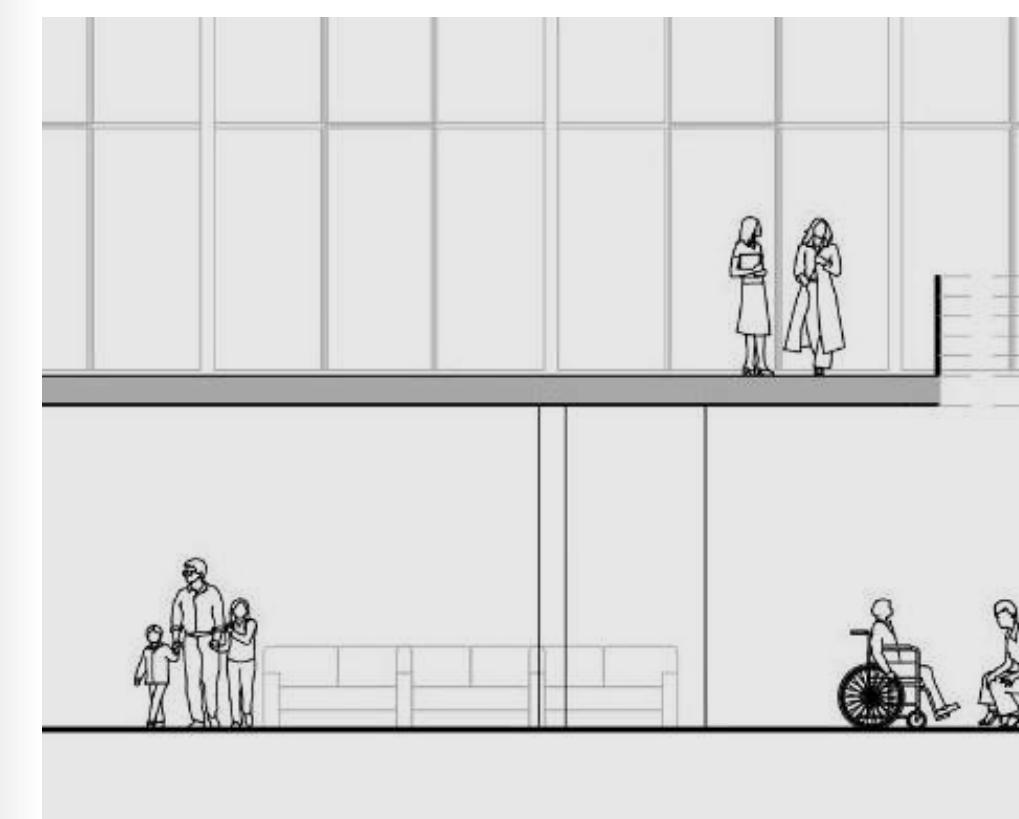
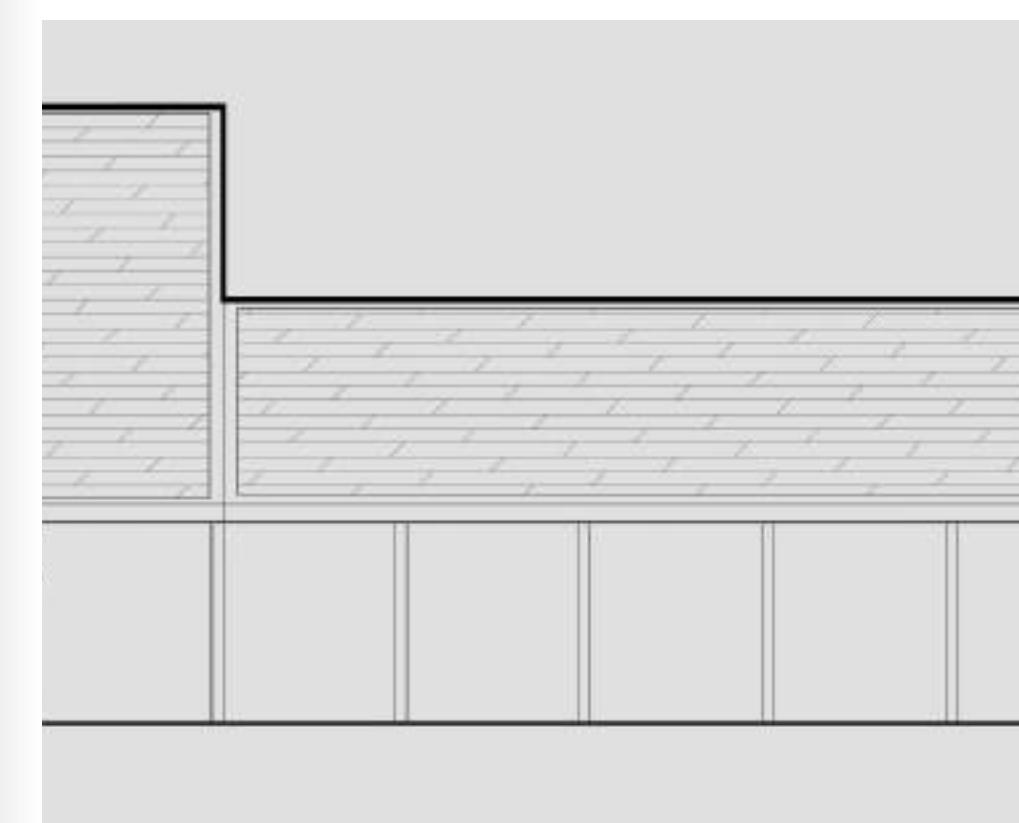
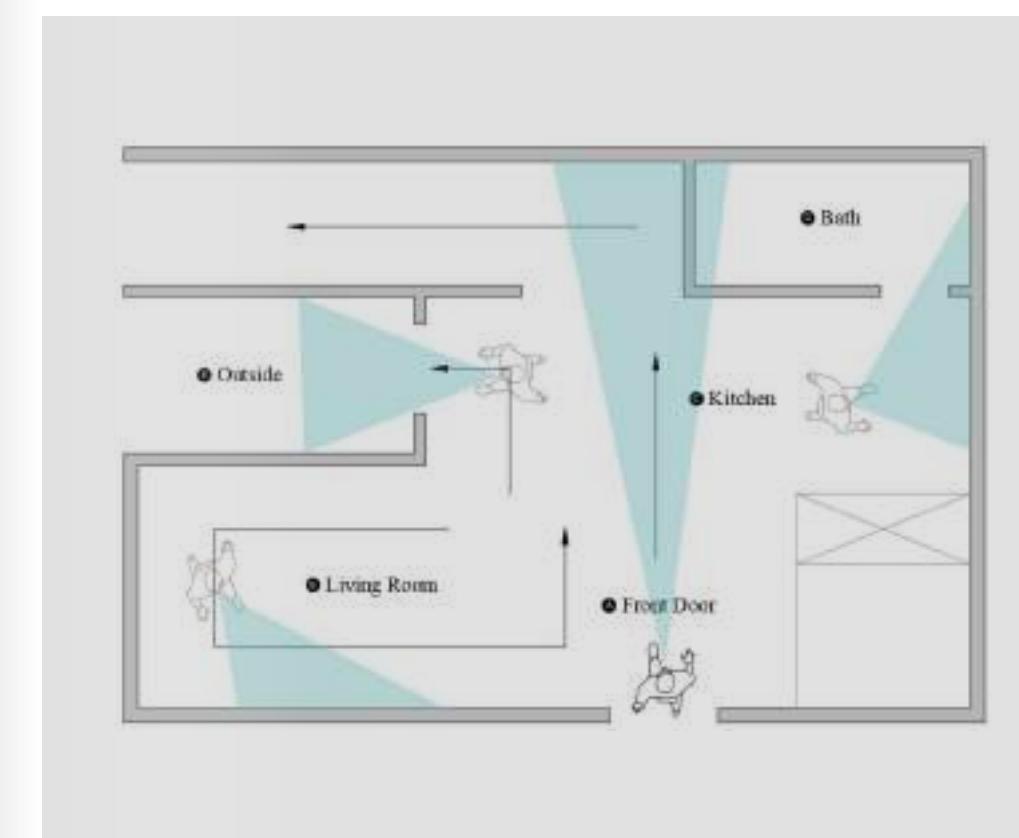


do the conversation.



02 PRESENTATION STYLE

Featuring: PATH - Dementia care Facility



I chose a specific visual style for all diagrams and illustrations used in my manuscript and presentation. Consistency in style was crucial—it ensured that each concept was communicated clearly and cohesively. By maintaining a uniform approach, the diagrams not only broke down complex ideas but also improved overall legibility, making it easier for the audience to follow the narrative. The visual consistency reinforced the clarity of the design intent, helping to convey how the layout and spaces—shaped by participatory architecture—support cognitive health and a sense of independence.





03

WHAT DO I STRIVE FOR?

Featuring: **PUNI** -
Weaving lives and livelihood

In 2022, for the Jacques Rougerie Foundation Competition in Sea level rise, we designed PUNI: a housing program designed to bring together the displaced families of Sitio Parahan in Bulacan, Philippines that resulted from the sinking of the village due to land subsidence. The program envisions a community that is interwoven together and able to sustain its people through a coordinated system of mutual subsistence. This can be achieved by adopting a design based on Sectional Modularity wherein each of the components are made to be self-sustaining at the household level, yet can also act to sustain each other at the communal level. Very much akin to Puni, the art and tradition of folding and weaving in Bulacan Province using coconut leaf fronds to create decorative and functional objects, PUNI attempts to revive the tradition and restore what was once an unsunk village.

Spaces where people belong.



Spaces that respect

customs and tradition.



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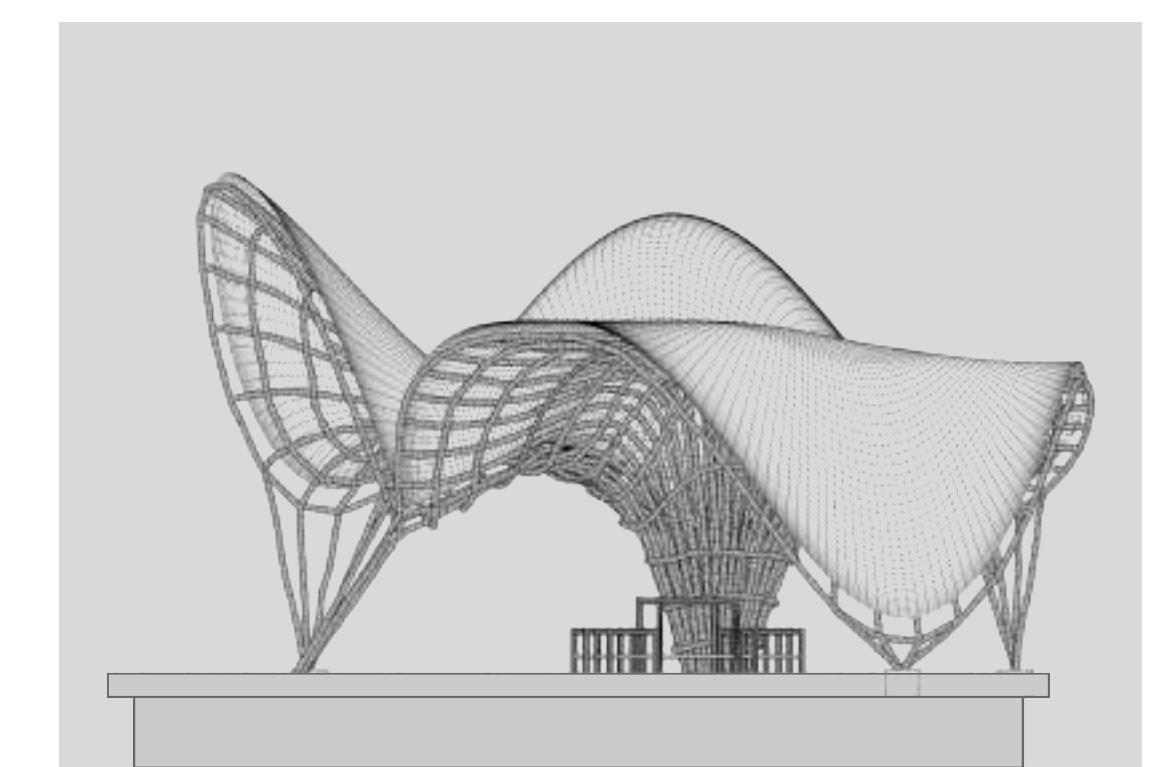
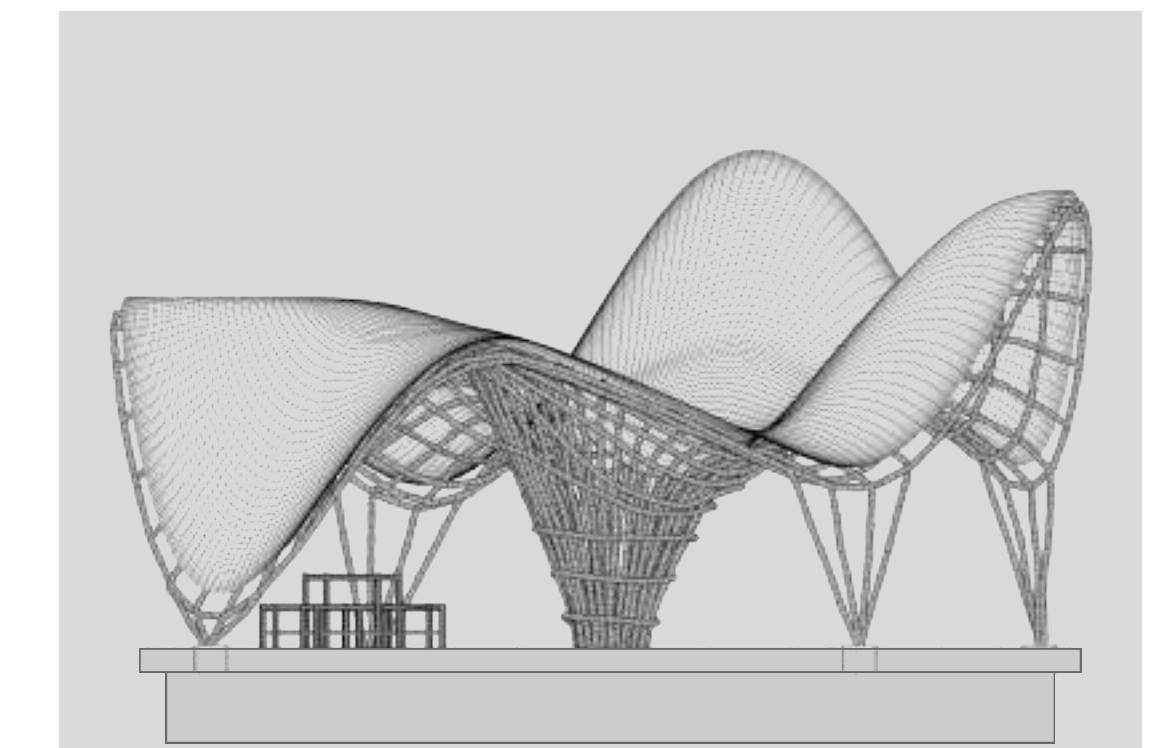
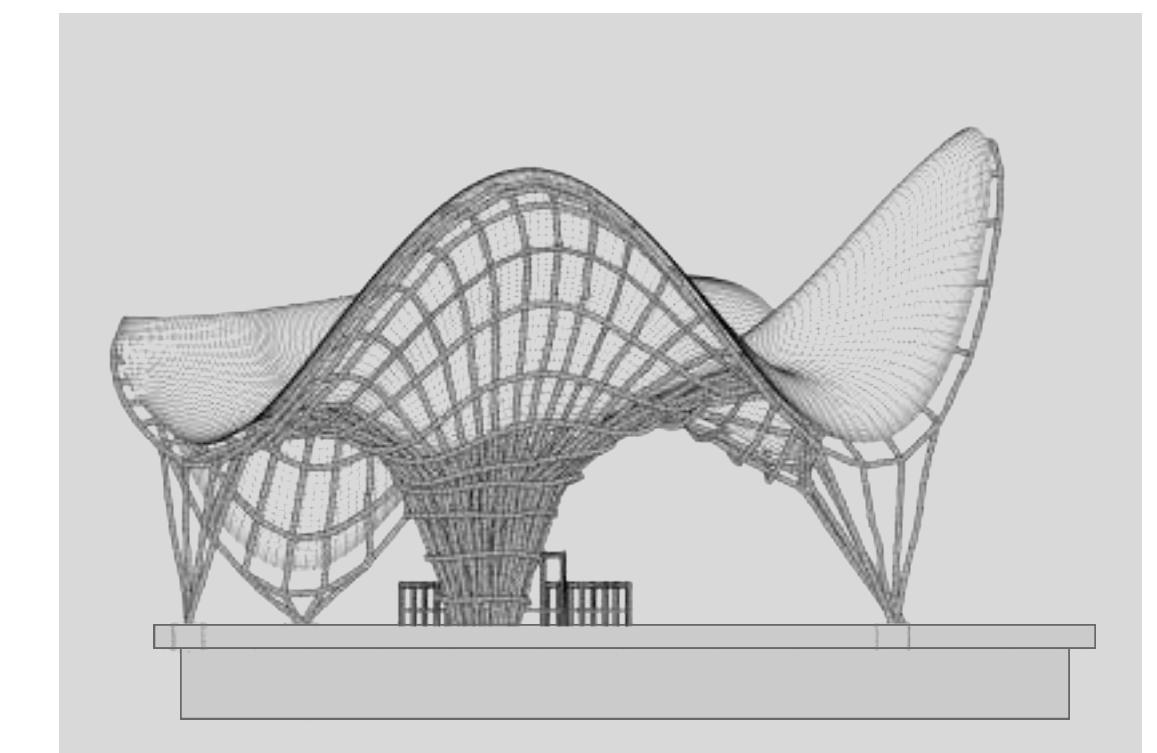
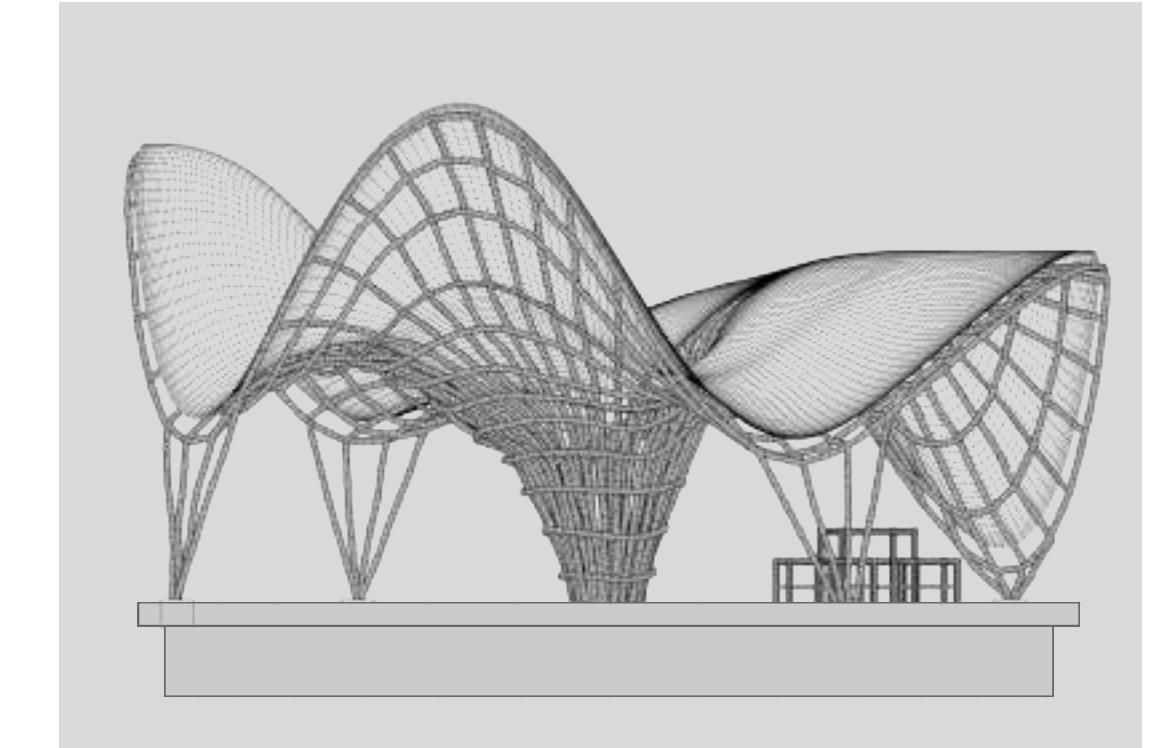
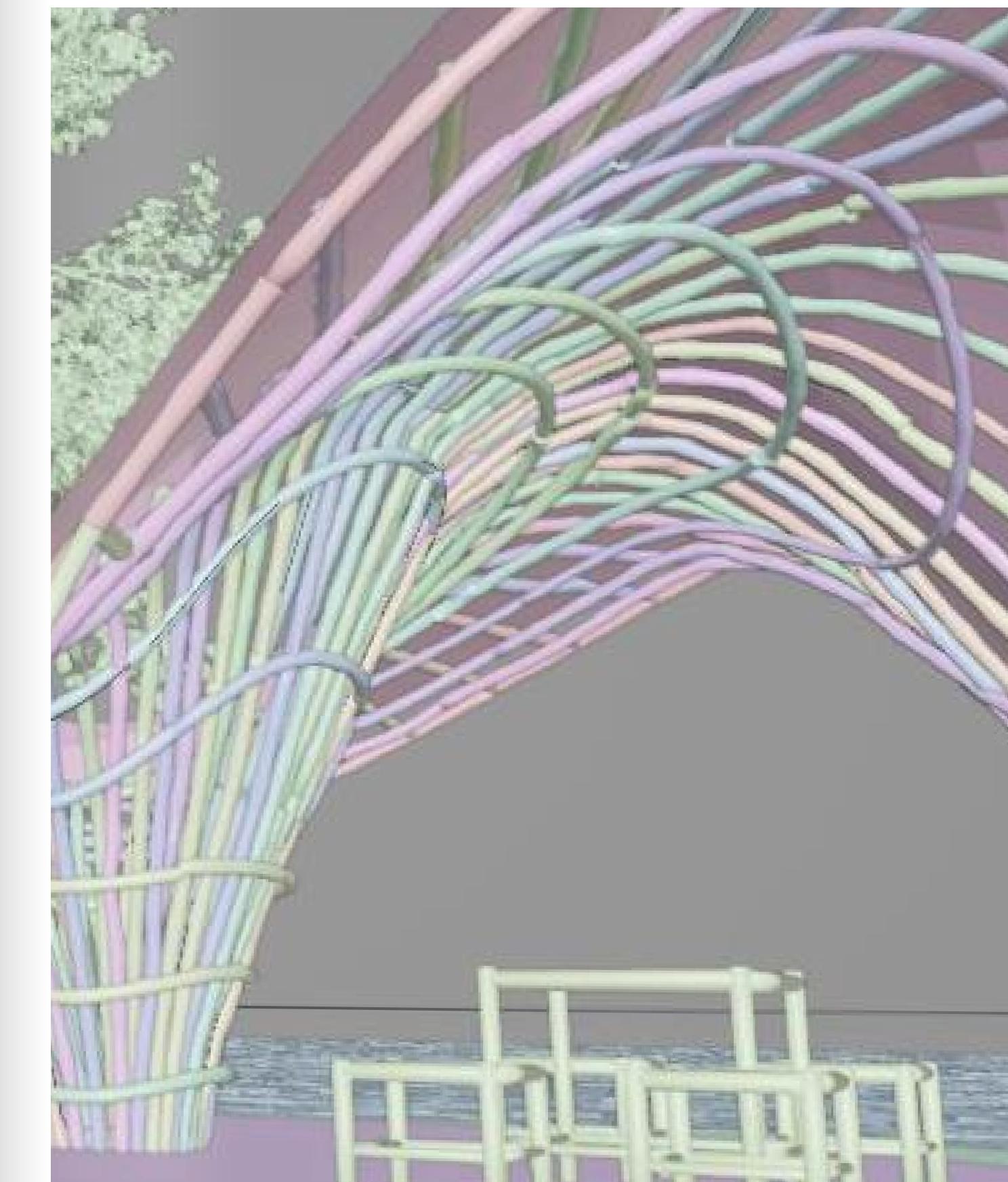


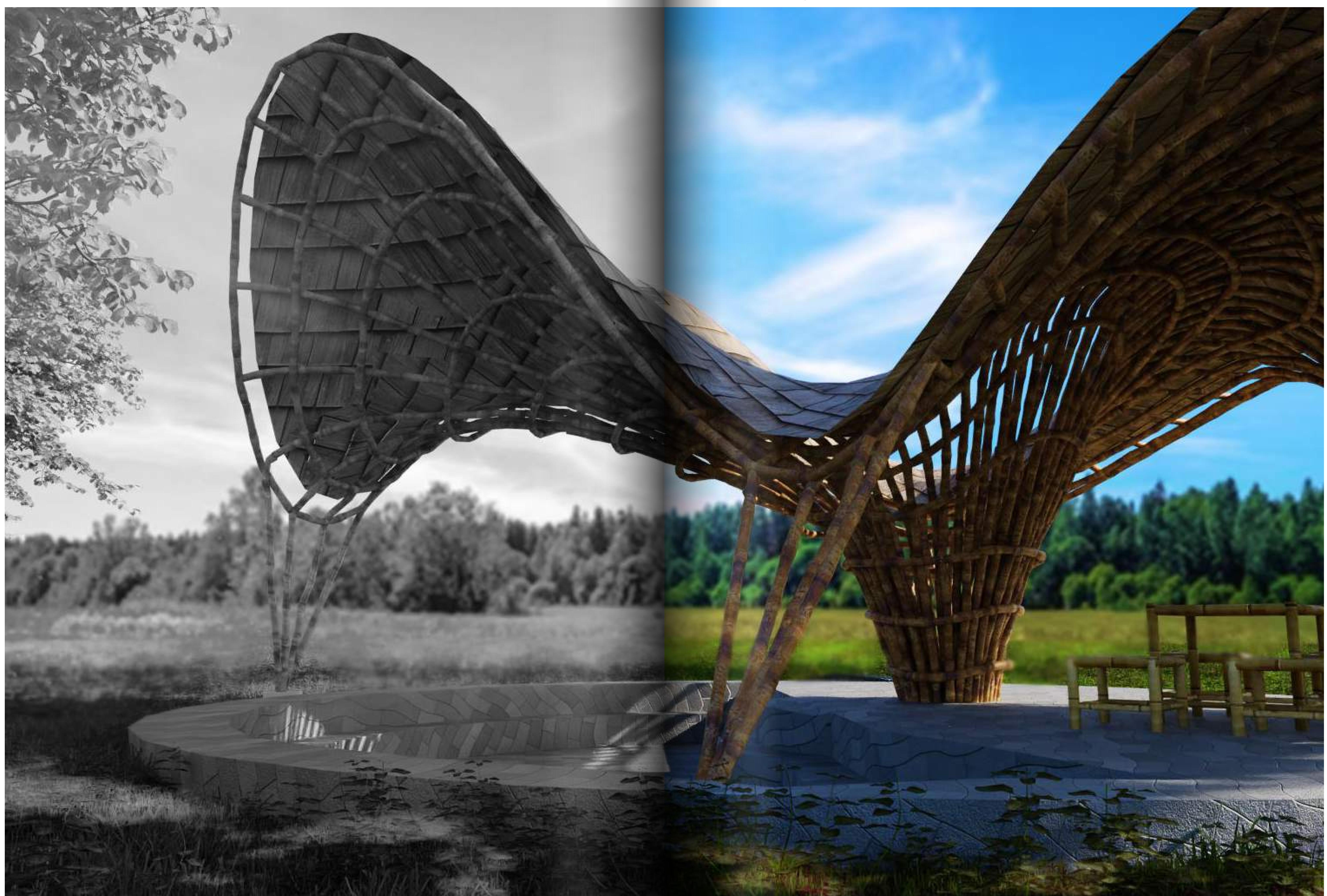
03 WHAT DO I STRIVE FOR?

Featuring: **LICAU** - A Community Pavilion

In the same year, we won the UAPSA-BU Design solution competition with our project LICAU. Drawing inspiration from the distinctive Kawa-Kawa Hill, the pavilion embodies the spirit of its surroundings, creating a space that invites the community to connect with both the land and each other. The sunken base of the pavilion mirrors the hill's natural contours, while the undulating roof, crafted from innovative materials like tensile fabric and bamboo, not only provides insulation but also reflects the organic forms found in nature. By designing a structure that complements its setting, Licau fosters a sense of place, encouraging visitors to pause, reflect, and engage with the breathtaking views of Mt. Mayon. This project reinforces the idea that architecture should resonate with its environment, creating spaces that are not just built for people but also for the land they inhabit.

Spaces that are one with nature.





03 WHAT DO I STRIVE FOR?

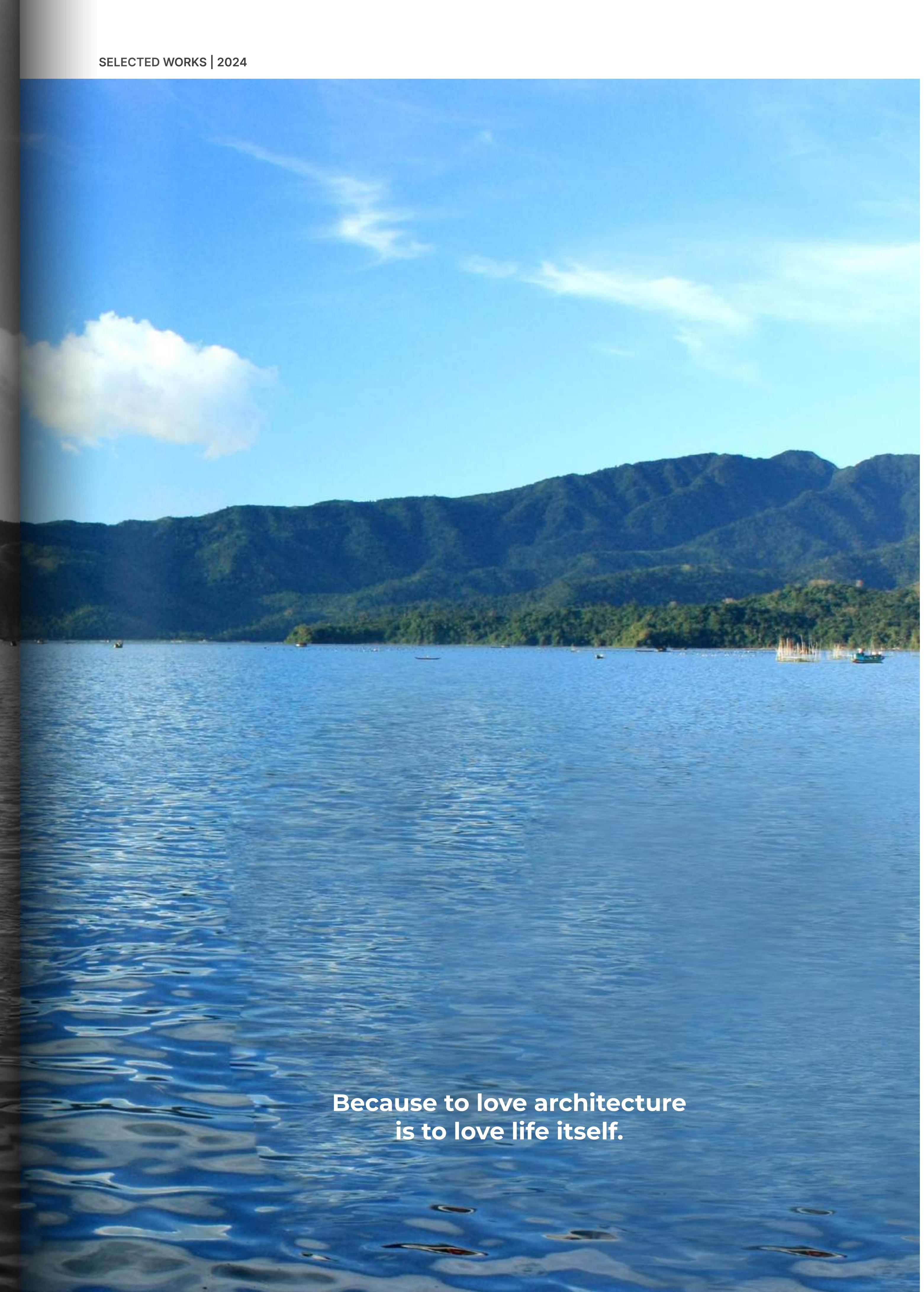
Featuring: SAKAG - Buhi Tourism Complex

This project was one I truly felt connected with, as it beautifully intertwines context and culture. SAKAG embodies the rich culture and history of Buhi within its tourism complex, offering amenities for accommodation, leisure, exploration, education, and preservation. Guests are invited to immerse themselves in the local lore of the "Golden Pamuntugan Bell." The rooftop "Pamuntugan area" showcases stunning views of the lake and mountains, encouraging relaxation and a deep appreciation of nature. With undulating walls that mimic the gentle waves of the lake, the design invites visitors to experience the legend firsthand. Inside, vernacular architectural features create a sense of familiarity, enhancing their connection to Buhi's culture. SAKAG reflects the stories and traditions that shape the community, celebrating the vital relationship between people and place.



Spaces that respond to context.

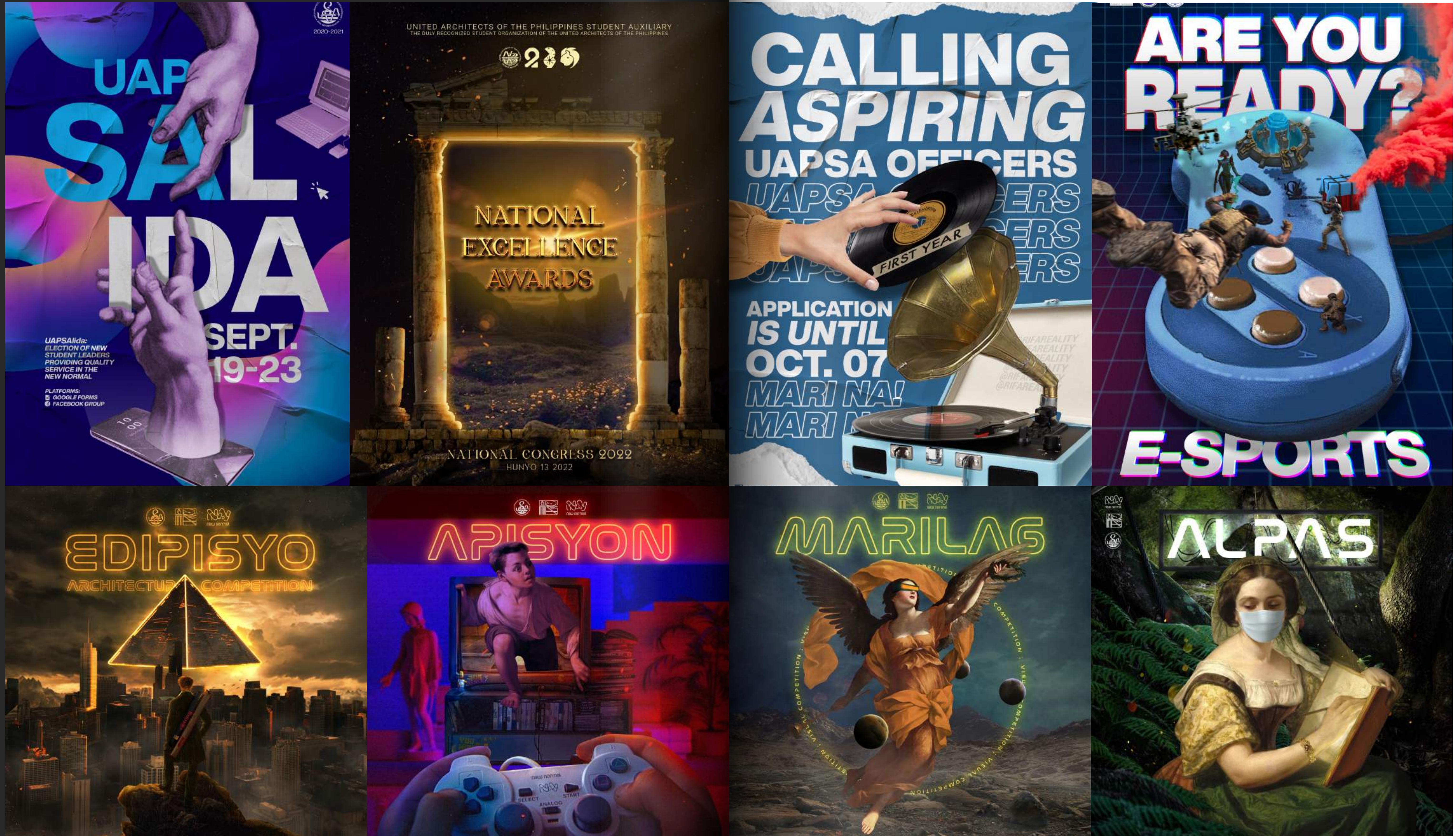




04

OTHER HATS I WEAR

Architecture may be my primary passion, but I also find creativity in other forms. As a graphic designer and creative director, I have explored visual storytelling through branding, digital illustrations, and visual communication. These experiences have taught me the power of compelling visuals to convey complex ideas and narratives. Beyond design, I am also a freelance web developer. In fact, this very portfolio is not just a collection of my architectural works but a website I meticulously crafted and coded myself!



05

LET'S CONNECT!

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joshuamorata.rifareal@bicol-u.edu.ph

EXPERIENCE

2023

→ VP FOR PROGRAMS & DEVELOPMENT

UAPSA Bicol University

2023

→ SITE ARCHITECT - APPRENTICE

MARC Design 08

Worked under guidance and mentorship of the site architect.

2022

→ ARCHITECTURAL INTERN

YAKAL Architects

Gained experience On-the-Job as a trainee.

2020 - 2022

→ CREATIVE DIRECTOR, STAFF

UAPSA Bicol University & National

Managed the Committee on Creative Operations. Member of the Standing Committee and Staff on Creative Media. Creative Deputy for the National Architecture Week 2021.

2020 - PRESENT

→ WEB DEVELOPER

The Bicol Universitarian / Freelancer

Designs and develops websites for businesses and individuals. Creates and maintains database.

2018 - PRESENT

→ GRAPHIC DESIGNER

Freelancer

Offers design services from print to digital media for businesses, events, social media publishing and more. Started designing user interface for software and websites.

2017 - 2020

→ LAYOUT ARTIST

CSNHS Solvers Club

Made visually appealing designs and layouts for print media such as banners, tarpaulins, posters, t-shirt, logos, and other layout services.



EDUCATION

2019 - 2024

BICOL UNIVERSITY

Legazpi City

Taking up Bachelor of Science in Architecture in the Bicol University Institute of Design and Architecture (BUIDeA).

2013 - 2019

CAMARINES SUR NATIONAL HIGH SCHOOL

Naga City

Engineering and Science Education Program (ESEP) during Junior High. Science, Technology, Engineering and Mathematics (STEM) during Senior High.

AWARDS

2022

FONDATION JACQUES ROUGERIE ARCHITECTURE COMPETITION

Participant

2022

UAPSA BU DESIGN SOLUTION COMPETITION

Winner - 1st Place

2021

PICE BU MERCHANDISE DESIGN

Board of Judges

2019

ARCASIA STUDENT DESIGN COMPETITION

Participant

2019

HAQUATHON - SAVE PHILIPPINE SEAS

National - Participant

2018

REGIONAL SCIENCE FAIR AND OLYMPICS

Regional - 5th Place

2017

REGIONAL SCIENCE FAIR AND OLYMPICS

Regional - 2nd Place

2017

DIGITAL POSTER DESIGN COMPETITION

Regional - Best Visuals

2016

PATIRIBAYAN FESTIVAL IN MATH

Regional - 5th Place

REFERENCES

AR. JOBEL N. BARTOLOOME

Bicol University Institute of Design and Architecture

AR. ALWIN S. CALIG

Bicol University Institute of Design and Architecture

AFFILIATIONS

Present

UNITED ARCHITECTS OF THE PHILIPPINES GRADUATE AUXILIARY

Camarines Chapter

2023, 2021

UNITED ARCHITECTS OF THE PHILIPPINES STUDENT AUXILIARY

BU Chapter
Creative Director,
Vice President for Programs & Developmen

2022

UNITED ARCHITECTS OF THE PHILIPPINES STUDENT AUXILIARY

National - Creative Media Staff

2020

THE BICOL UNIVERSITARIAN

BU Student Publication - Web Developer

2019 - Present

BICOL UNIVERSITY ARCHITECTURE STUDENTS' ASSOCIATION

APPLICATIONS



Photoshop



AutoCAD



SketchUp



Blender



Revit



Rhinoceros



Illustrator



After effects



Premiere pro



Quantum GIS



V-Ray



Cycles Render

