

ARCHITECTURE & HERITAGE CONSERVATION

Design & Conservation Portfolio

Thirty years of practice between the walled city of Cartagena de Indias and the Ozark foothills of Arkansas.

JAIME CORREA VELEZ · JCV · DESIGN & CONSERVATION

jaimecorreavelez.com





FOUNDING ARCHITECT

Jaime Correa Vélez

Architect and founder of Jaime Correa Vélez Design & Conservation, with three decades of practice between Cartagena de Indias and Arkansas: heritage restoration, author's residential design, and institutional work.

Licensed architect in Colombia with NCARB-verified credentials (2025), AIA International Associate, ICOMOS expert member, and recipient of the Epifanio Garay Medal (UNIBAC, 2024).

30	2	EN / ES
YEARS OF PRACTICE	COUNTRIES	BILINGUAL PRACTICE

JCV jaime correa vélez Design & Conservation

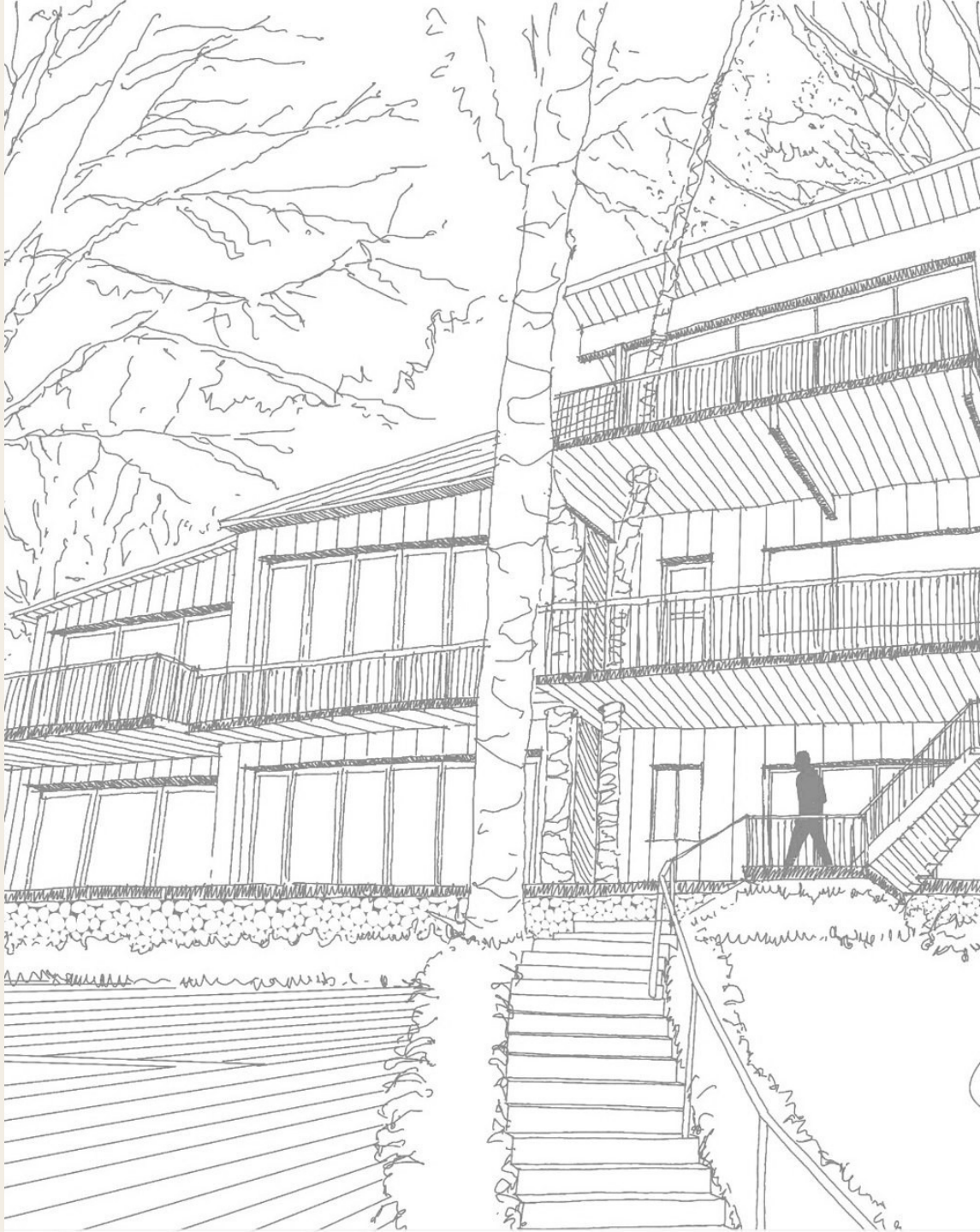
THE STUDIO

A practice built across two hemispheres

Jaime Correa Vélez Design & Conservation is a transnational architecture and heritage-conservation practice with three decades of continuous work (1995–2026): the historic fabric of Cartagena de Indias, a UNESCO World Heritage Site, and the contemporary residential and commercial landscape of Hot Springs, Arkansas.

A compact, principal-led practice that takes on the full arc of a project — heritage diagnostics, design, documentation, and site supervision — without the overhead of a large permanent office.

30+	2	1984	EN / ES
YEARS OF PRACTICE	COUNTRIES	UNESCO INSCRIPTION, CARTAGENA	BILINGUAL PRACTICE



Reynolds House, lakeside façade sketch (2021).

THIRTY YEARS OF PRACTICE

A professional timeline, 1995–2025

Establishment

1995–2000 · 6 YEARS

1995 Advanced AutoCAD; practice in the firms of Galvis, García, Fegali and Ibarra.

1997 Architect, Jorge Tadeo Lozano University.

1998 Specialty in Heritage Preservation. POT Cartagena: cartography coordinator.

2000 Architecture license. Contests and Sundial Park beside Castillo San Felipe.

Academy

2001–2004 · 4 YEARS

2001 Teaching: 5,000+ hours, 1,500 students. Colombia's first infographics diploma, with BIM.

2003 University Teaching Diploma, Javeriana. Evaluator of the first ECAES. Technology Area head.

2004 Registered researcher, Ministry of Sciences.

Blooming

2005–2011 · 7 YEARS

2007 Founder of the firm. Heritage management of Hard Rock Cafe. Nominated Architect of the Year, SCA Bolívar, at 35.

2008 Casa del Virrey Eslava: 59 units. Bastión Luxury: 25 units.

2009 Monumental restoration criteria.

2010 Book "Historical Cartography of Cartagena". PEMP: director of cartography.

Production

2012–2018 · 7 YEARS

2012 May: leaves teaching to run the studio 100%.

2013 Restoration of the Convent of San Diego.

2014 Advisor, Technical Committee, IPCC. Advisor to the Planning Office and IPCC (technical coordination of the PEMP).

2016 ICOMOS expert member. Urban management: economic use of squares.

2017 Seguros Bolívar Building: master plan. Co-author, "Bellas Artes como Historia de Cartagena". Joins ICOMOS-ISCCL.

2018 PEMP: urban inventory and intervention levels. Las Botas Hostel, Hilton "Motto" format. Co-author, "Drawings and Sketches of Architecture".

Projection

2019–2025 · 7 YEARS

2019 Columnist, El Universal de Cartagena.

2020 AIA International Associate. Start of U.S. practice. ICOMOS-ISCCL voting member. PEMP San Francisco (2020–2022).

2021 NCARB AXP. New Hope Therapy Clinic. Don Munro Center, ASMSA.

2024 Epifanio Garay Medal (UNIBAC). SCA Bolívar board.

2025 NCARB verifies his Colombian credentials (Foreign Architect Path).

HOW WE WORK

An author’s workflow in eight steps

Every commission follows the same eight sequential steps, from the site survey to the selection of materials. The method builds each project twice — first digitally, then on site — so the author’s design stays intact from the first sketch to the last detail, in close coordination with the general contractor and the engineering teams.



1 Documentation

Survey of the site, its history and the client’s brief.

2 Conceptual development

Hand sketches and massing studies that root the idea in its place.

3 Client feedback

Alternatives reviewed and refined with the client.

4 Design development

Parametric BIM model with structure and MEP coordinated.

5 Interactive visualization

Renders and 1:1 walkthroughs on screen and mobile devices.

6 Contractor & engineering

Constructability, structure and MEP reviewed with the builder.

7 Construction documents

40+ technical sheets: schedules, details and enlarged elevations.

8 Materials selection

Mood boards and finishes aligned with the design and the budget.

Technology behind the method

BIM & coordination

Autodesk Revit and the AEC Collection, with Dynamo routines; architecture, structure and MEP in one parametric model.

Visualization

SketchUp and V-Ray for photorealistic renders; Twinmotion and Unity/WebGL for interactive walkthroughs at 1:1 scale.

Site capture

LiDAR point clouds and drone imagery to document existing buildings and urban settings with precision.

Artificial intelligence

AI-assisted concept exploration and research, always curated by the author’s hand and judgment.

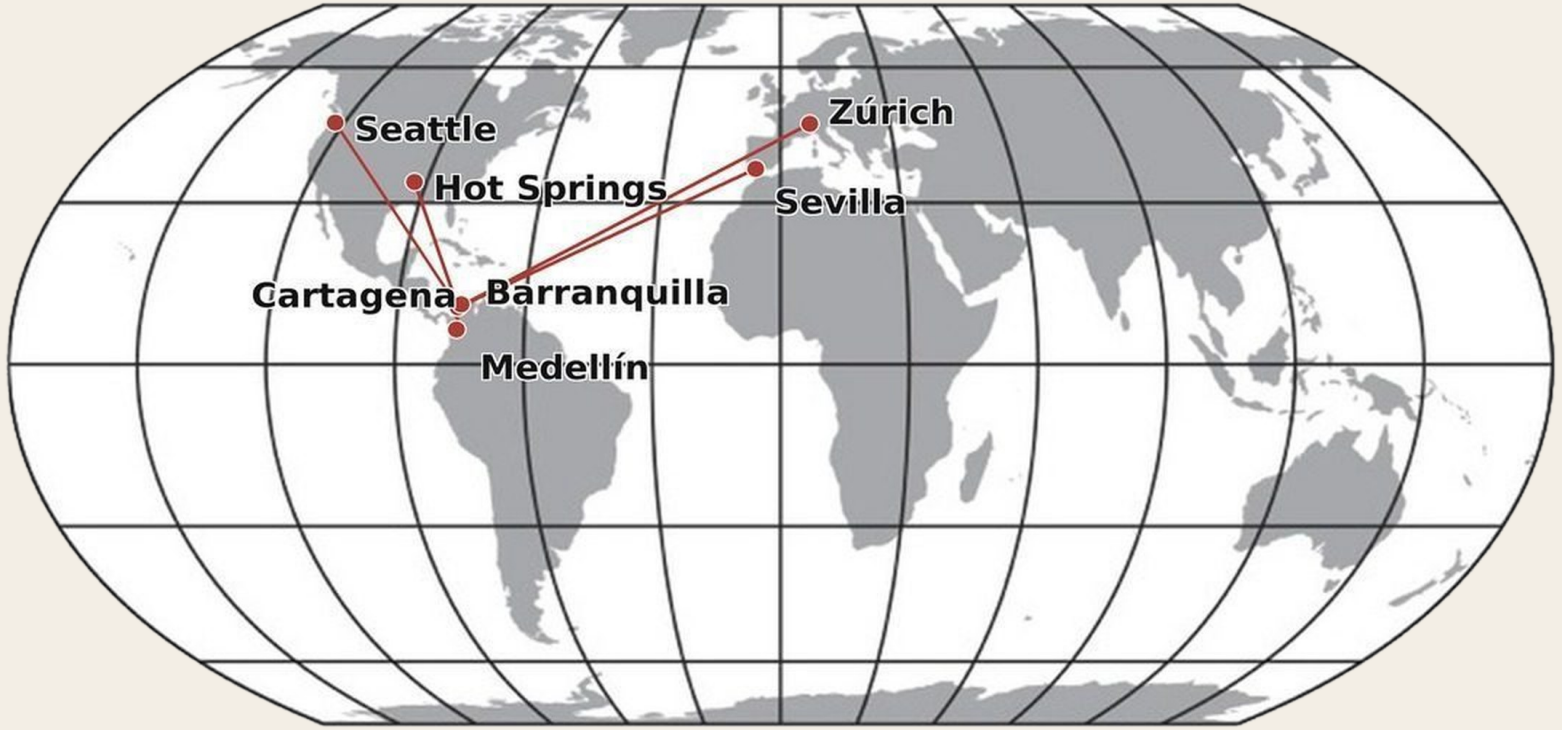
Collaboration

Cloud-based task management and a private client workspace to follow progress and leave feedback.

The “digital twin” approach — the house is built first as a coordinated model — anticipates conflicts before they reach the site and keeps the budget aligned with the design.

WHERE WE WORK

Seven nodes, nine time zones



UTC−8
Seattle

UTC−6
Hot Springs

UTC−5
Cartagena · Barranquilla · Medellín

UTC+1
Seville · Zurich

THE STUDIO TEAM

One studio, seven nodes

The studio works as a distributed network coordinated in real time in the cloud: a management core between Hot Springs, Cartagena and Seville, and specialists in Seattle, Zurich, Barranquilla and Medellín. Projects move across time zones, so a set of drawings keeps advancing around the clock.

MANAGEMENT CORE



Jaime Correa Vélez
HOT SPRINGS · CARTAGENA
Founding principal and design author



Samantha Bonilla Correa
SEVILLE
BIM & sustainability director, project manager



Cecilia Vélez
CARTAGENA
Legal representation in Colombia

SPECIALIST NETWORK



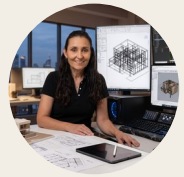
Jairo Fula
SEATTLE
UX/UI, interaction and mixed reality



Andrés Linares-Guerrero
ZURICH
Creative & curatorial direction



Adriana & Marcela Ríos
BARRANQUILLA
Interior design, procurement and home automation



Sandra Patricia Gómez
MEDELLÍN
3D modeling and rendering



CONSERVATION — RESIDENTIAL RESTORATION

Casa del Virrey Eslava

Historic Center, Cartagena de Indias — 2005–2009

Among the most emblematic boutique residential restorations in the Historic Center: a monumental 18th-century building — a 15,000 m² complex of nine properties once joined for 150 years as a school — converted into 59 premium residential units.

Jaime Correa Vélez led the intervention criteria before heritage authorities, the unit design, the detail drawings, and the photorealistic pre-visualization for marketing. Designed four-handed with architect Alberto Samudio Trallero; this collaboration was the catalyst for founding his own studio.



Interior courtyard and pool terrace.



Unit: double-height living area with the original timber roof.

CONSERVATION — MID-CENTURY MODERN

Edificio Seguros Bolívar

Bocagrande gateway, Cartagena — master plan since 2011

An outstanding example of Mid-Century Modern architecture (1964–1967, Arq. Edgar Bueno). JCV has exclusively developed its Restoration Master Plan since 2011, with execution since 2013: survey, pathology assessment against sea-salt damage, a rooftop gym, lobby remodeling, ground-floor retail, and removal of informal additions.

A model for intervening Modern buildings in protected heritage settings: it raises their heritage and commercial value while leaving their historic character untouched.

2011
MASTER PLAN STARTED

1,000 m²
ROOFTOP INTERVENED

60
UNITS REVALUED



The rooftop and the ground floor

Designed in 2017, the rooftop crowns the building with a tropical reading of Le Corbusier’s Unité d’Habitation: a thermo-acoustic roof, solar panels, a social lounge, panoramic terraces, and a lookout gazebo, raising the value of every unit without a single additional square meter of new construction. At street level, a retail project with a green roof and landscaped terraces.



Rooftop at dusk: thermo-acoustic roof, solar panels, and gazebo.



Contemporary gym with views over the bay.



Ground-floor retail and landscaped plaza.



Landscaped terrace and restaurant gallery.



CONSERVATION — INSTITUTIONAL RESTORATION

Convento de San Diego (UNIBAC)

San Diego neighborhood, Cartagena — since 2008

A monumental 17th-century convent complex that today houses the University of Fine Arts and Sciences of Bolívar. The studio led the design and technical consulting for the restoration and structural reinforcement of a critical segment of the cloister.

A milestone: the archaeological discovery of a 17th-century cistern in perfect condition, integrated into the educational use under criteria approved by the Ministry of Culture and the IPCC.

The project earned the Epifanio Garay Medal from UNIBAC (November 2024).







Cloister from the air · arcaded courtyard · cafeteria terrace.

CONSERVATION — ADAPTIVE REUSE

Hard Rock Cafe Cartagena

Plaza de los Coches — opened 2007

Survey and heritage management of the 2,000 m² colonial building — home for two centuries to the Royal Trade Consulate Tribunal — adapted to an international commercial use, with supervision of the fidelity of its colonial façade.

It reconciles the criteria of a UNESCO site with the demands of a global brand. Open since December 2007, it has repeatedly been named the best restaurant in the entire chain.



RESIDENTIAL — ARKANSAS, UNITED STATES

An author’s residential pillar

Twelve author’s residences across Arkansas make up JCV’s Design-Driven Homes pillar; six are shown here. Each responds first to its site and its client, never to a repeatable catalog. Scope covers interior design, professional rendering, landscaping, and interactive spatial simulation.



Hankins House



Ratcliffe House



Ratcliffe House, aerial view



Reynolds House



Lusk House



Huddleston House



COMMERCIAL & INSTITUTIONAL — UNITED STATES

New Hope Therapy Clinic

Hot Springs, Arkansas — 2021–2024

The studio’s first major commercial and institutional project in the U.S.: a purpose-built, high-complexity pediatric and geriatric therapy clinic.

Jaime Correa Vélez originated the project and structured it as a joint venture with Taylor & Kempkes Architects. His team authored the full Schematic Design; Taylor & Kempkes developed it as Architect of Record. Built by Harrison Construction (Dec. 2022 – Feb. 2024) and entered into the 2024 AIA Arkansas design competition.





2021
MUNICIPAL APPROVAL

2024
CONSTRUCTION COMPLETED

AIA
2024 ARKANSAS ENTRY

INSTITUTIONAL — UNITED STATES

Don Munro Performing Arts Center

ASMSA, Hot Springs, Arkansas — Lead Designer with Taylor / Kempkes Architects, 2021

A new performing-arts building at the corner of Whittington Avenue and Cedar Street, where the school's campus meets the street, today occupied by a former hospital whose demolition is already decided. The design treats the corner at two scales: first as a piece of the neighborhood, then as a building.



BEFORE — the former hospital, a long masonry slab, turns a closed face to both streets.



AFTER — a performing-arts volume and a visual-arts wing joined by a bridge, open onto a terraced arrival plaza.

Urban and architectural concept

URBAN. The new plaza steps down to the corner and gives the school a public face where it had a wall. Paths connect it to the courtyard, residence hall and academic buildings; two lawn gardens frame the arrival. The design is ready to advance as soon as funding is secured.

ARCHITECTURAL. It takes its materials from the contemporary campus: warm brick, tall slot windows, metal and glass. A curved foyer wraps the corner; the stage house recedes in gray panel. A raised bridge joins the performing and visual arts centers; stairs and a ramp share the sloped plaza.



Before: the Whittington Avenue frontage.



After: terraced plaza and curved foyer.



Entrance courtyard with stepped seating and bridge.

HERITAGE POLICY AT CITY SCALE

Special Management and Protection Plan (PEMP)

Historic Center of Cartagena — UNESCO World Heritage Site since 1984

In a protected city, every project is read against a rulebook. For more than a decade, Jaime Correa Vélez has helped write it: consultant representing the universities (thematic digital cartography) from 2010 to 2012; advisor to the Planning Office and the IPCC, with technical coordination of the PEMP, from 2013 to 2015. He formulated the parameters of the protected visual cones and supported a height limitation that preserved the historic port's profile. In 2017 he left the city a revenue instrument to finance its plazas.

On June 26, 2026, Colombia's National Council for Cultural Heritage unanimously approved the PEMP for the Old Sector.





Regulatory fluency

How heritage rules are drafted, interpreted, and approved.

Evidence-based design

Heights and visual cones grounded in measurable sightlines.

Public space

An instrument that funds plazas and residual spaces.

RECOGNITION & CREDENTIALS

Jaime Correa Vélez

Founding architect, Jaime Correa Vélez Design & Conservation

30	5,000+	2	6
YEARS OF PRACTICE	TEACHING HOURS	ENTITIES: S.A.S. AND LLC	CONSOLIDATED ALLIANCES

Licensure	Architect license in Colombia (CPNAA); AIA International Associate; credentials verified by NCARB through the Foreign Architect Path (2025), which validated half of the required experience; AXP underway toward commercial licensure in Arkansas.
Distinction	Epifanio Garay Medal, UNIBAC, November 2024 — the institution's highest distinction.
Publication	Co-author, Bellas Artes como Historia de Cartagena (2017) and Dibujos y Bocetos de Arquitectura (2018); columnist, El Universal (2014–2025).
Structure	S.A.S. (Colombia, legal representation: Cecilia Vélez) and LLC (U.S.): a distributed studio with specialists in Hot Springs, Seattle, Seville, Zurich, Cartagena, Barranquilla and Medellín.
Network	Builder partners in Arkansas (Whiley, Top-Notch, Harrison Construction), restoration partners in Cartagena, and BXD (Barcelona).
Practice	Full professional bilingualism, English and Spanish.

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JAIME CORREA VELEZ
JCV
DESIGN & CONSERVATION

Heritage conservation and design-driven architecture, between Cartagena de Indias and Arkansas.

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