



VENTURE
ARCHITECTURE



VENTURE
ARCHITECTURE

For over 15 years, we've unleashed every project's highest potential through our client-centric approach to architecture and design. In that time, Venture Architecture has become known for solving complex architectural problems. This includes intricate project sites, code problems, and major organizational shifts. Our design process turns space into a vital tool that serves all those working, learning, and living inside their walls. It's our differentiator and where we shine.

Candidly, each project has a complicated story. Even when everything appears from the outside to be trending the right direction, overlapping and changing dynamics can pose significant challenges. Our firm digs into the interworking's of the project and goes behind the scenes of the story for every one. We know how to untangle the story, sort it out, and deliver the best solutions possible.

Venture Architecture is a Denver based firm delivering meaningful, culturally driven spaces. As explorers, we are fueled by a tireless work ethic, focused communication, and singular design instincts. We help clients make the most of every square inch to enable people to work, learn, live, and be at their best.

Best Regards,

Martin Goldstein
Principal Architect

a more meaningful space.

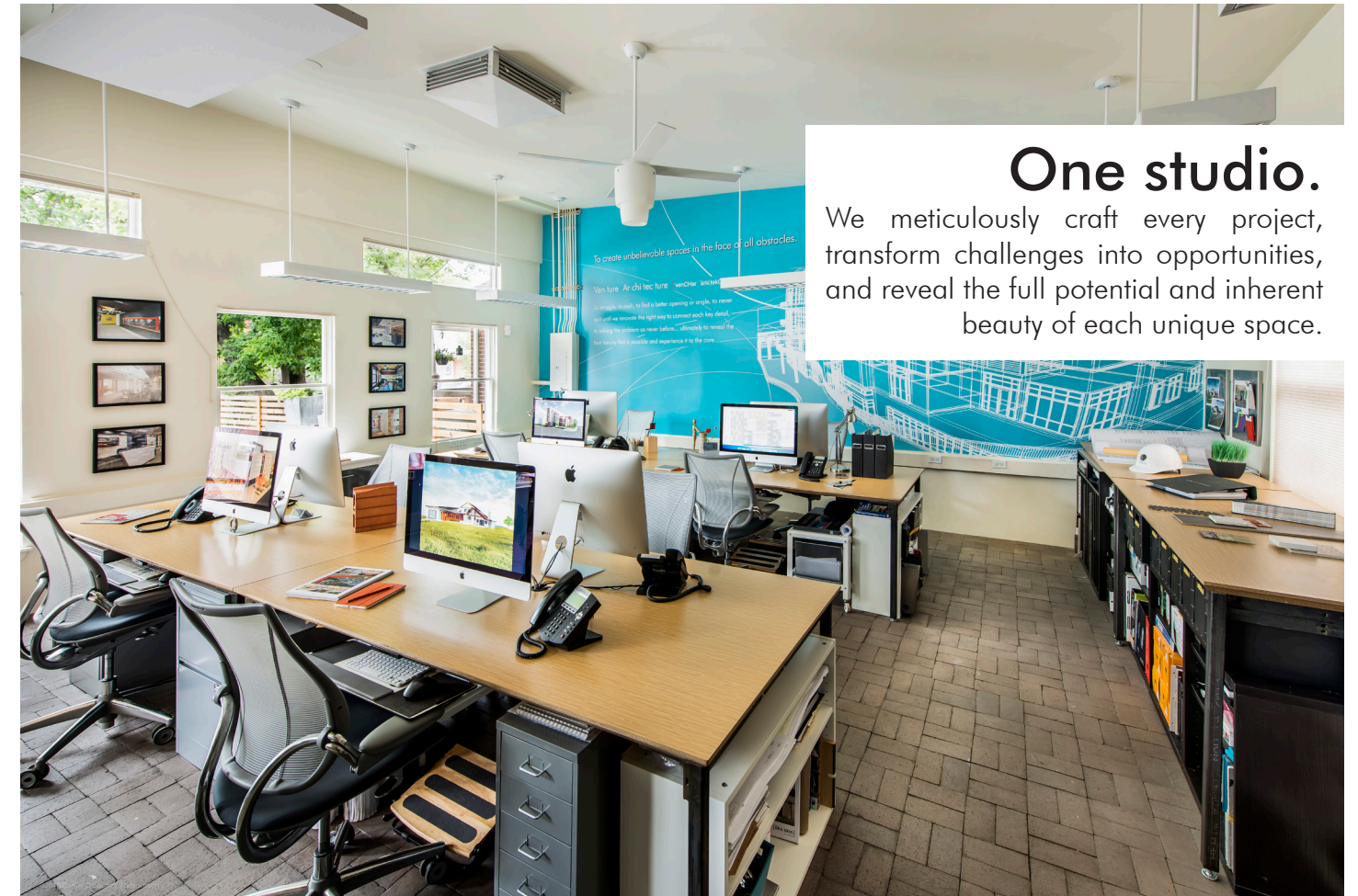
One team.

We cultivated a uniquely tight-knit, passionate, and talented architecture team around the most curious, communicative professionals with tireless work ethics and singular design instincts.



One studio.

We meticulously craft every project, transform challenges into opportunities, and reveal the full potential and inherent beauty of each unique space.



Our philosophy.

Venture Architecture was founded in 2006 with one goal: to make architecture meaningful. Our designs enhance the culture of an organization, improve operations, promote our client's brands, and impact the daily experience for all who use the space. They make the most from every day, dollar, and square foot.

We approach design with a client centric mindset; trying to learn everything we can about a project and then utilize this information to design the best solution possible. Before we can design, we need to know who our clients really are and their goals. We align with the organization's past as well as its vision for the next chapter. This enables us to plan for future challenges; both known and unknowable. Oftentimes it leads us to create new, innovative approaches that better optimize the concept, budget, and schedule. Through concept design, our technical documents, and to the end of construction, we keep pushing each project forward to reveal the best space possible.

A philosophy like ours requires a tremendously strong team. Venture is composed of a tight knit, passionate, and innately curious group of architects and interior designers. We combine our collective experience and harness our unique perspectives. With direct principal involvement as well as industry leading designers, our team's focus is what drives every Venture project to success.



One mission.

Discover, Design, and Deliver a more connected culture, a more focused experience, a more meaningful space.

Our process.

At the center of all our projects is our clients. When we first join a team, we begin by listening to our clients to help dissect their goals and vision. During our unique programming phase, we pull ideas and data that allow us to start assembling the different pieces of a space: capacity, function, and identifying any restraints that may exist. Our team involves our Clients from the beginning to end to ensure that the perfect design is delivered.

As each design concept progresses, we start to develop its technical details. This is when our engineering consultants begin their work. Working inclusively together, we integrate their input, and hone in on the strongest possible design. Our aim will be balancing the design's intent, budget, and schedule.


Similarly, we strive to incorporate the general contractor and their teams of subs-contractors, fabricators, and suppliers as early as possible. Bringing them in to the design process enables the project to have the highest degree of success because they add valuable perspective to the design process. It also enables our broad design team to focus every project dollar towards the highest level of value.

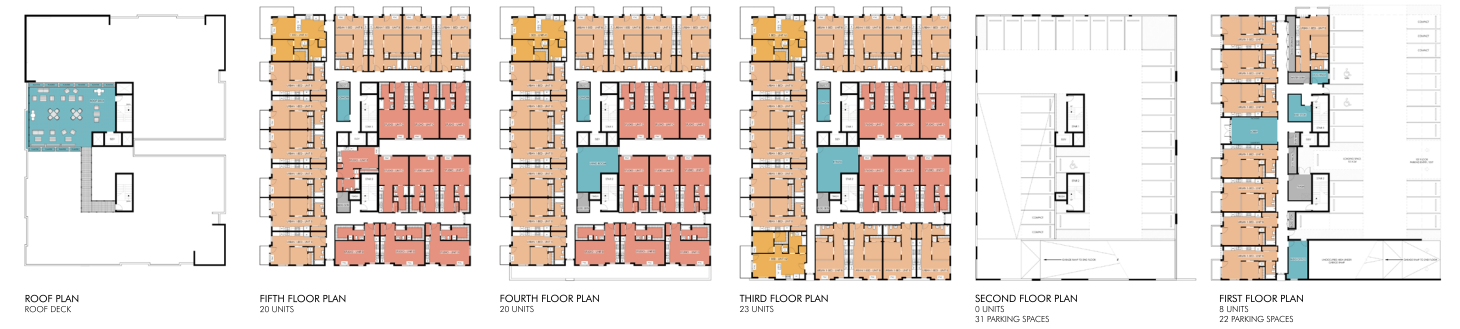
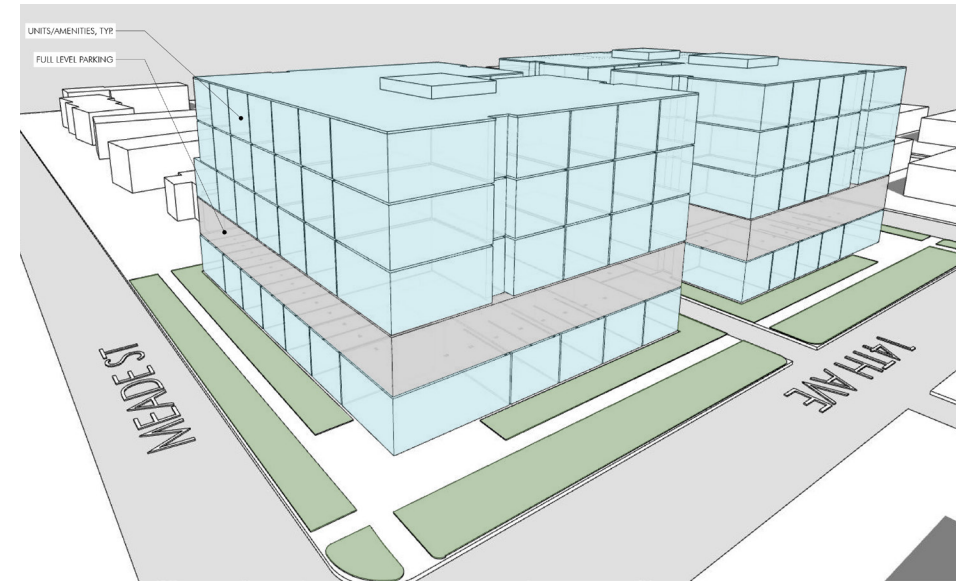
Working together with the consultants, contractors, and client's vendors is essential to our process. All our best work is made possible by strong project teams that successfully integrate each member of the project. With our client approved vision in view, Venture leads these teams towards the goal of delivering the spaces with the most value, opportunity, and meaning possible.



NEWTON MEADE

These two, 5-story apartment, 70-unit (140 units total) buildings located in Denver are slated for completion in 2024. Meticulously crafted, these for rent apartments will provide a home for the every day Denverite to live, work, and afford. This progressive design will boast a spectacular rooftop deck overlooking the Downtown skyline and post-covid lifestyle amenities such as Resident Coworking Spaces.

-  **DENVER, CO**
LOCATION
-  **144,000 SF**
GROSS AREA
-  **IN DESIGN**
DESIGN DURATION
-  **18 MONTH EST**
CONSTRUCTION DURATION
-  **140 UNITS**
APARTMENTS
-  **NAT CAPITAL GROUP**
DEVELOPER





PROFESSIONAL BULL RIDERS, INC

As one of two lead architects on the project, Venture's Principal Architect, Martin Goldstein, spearheaded the ground up design of this iconic four story building in Pueblo, CO. The design intention was to create a building and space that showcases the professional bull riding cultural heritage, while imersing it with a contemporary aesthetic.*

*Project was completed at a prior firm.



 **PUEBLO, CO**
LOCATION

 **45,000 SF**
RENTABLE SPACE

 **6 MONTH**
DESIGN DURATION

 **11 MONTHS**
CONSTRUCTION DURATION

 **H.E. WHITLOCK**
GENERAL CONTRACTOR



THE BLUFFS

This 98-unit, 6-story upscale apartment building in Pueblo is slated for completion in 2024. The building will sit atop the bluff on the west bank of the Arkansas River, offering residents impeccable views of the city. It has a carefully crafted, forward-looking style and sophistication that considered its relationship with both the neighborhood and city skyline. Its special design will have a positive impact and bring meaning to its residents and neighbors alike.



 **PUEBLO, CO**
LOCATION

 **86,675 SF**
GROSS AREA

 **IN DESIGN**
DESIGN DURATION

 **EST 14 MONTHS**
CONSTRUCTION DURATION

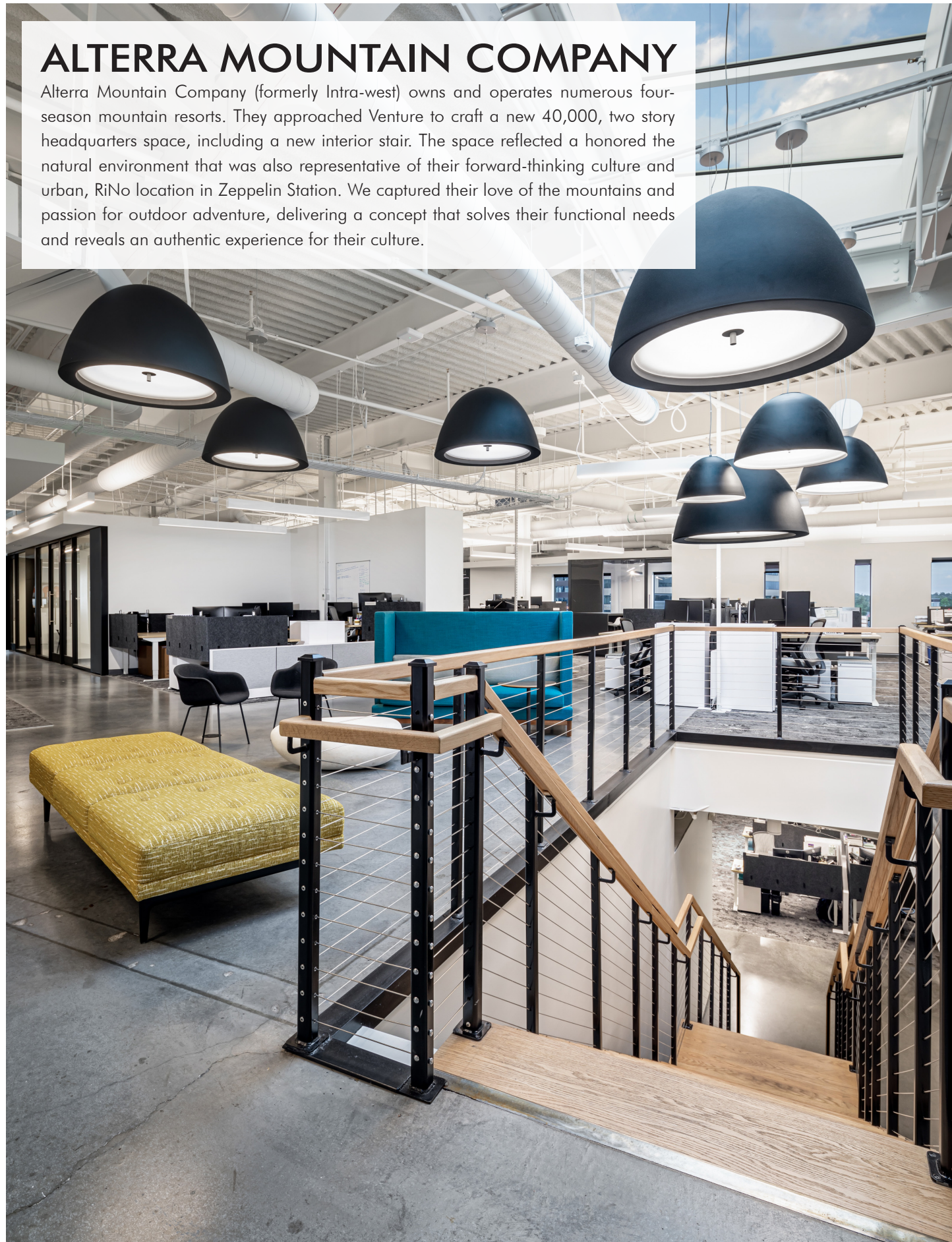
 **97 UNITS**
APARTMENTS

 **OREAMOS DEVELOPMENT**
DEVELOPER



ALTERRA MOUNTAIN COMPANY

Alterra Mountain Company (formerly Intra-west) owns and operates numerous four-season mountain resorts. They approached Venture to craft a new 40,000, two story headquarters space, including a new interior stair. The space reflected a honored the natural environment that was also representative of their forward-thinking culture and urban, RiNo location in Zeppelin Station. We captured their love of the mountains and passion for outdoor adventure, delivering a concept that solves their functional needs and reveals an authentic experience for their culture.



 **DENVER, CO**
LOCATION

 **29,156 SF**
RENTABLE SPACE

 **7 MONTH**
DESIGN DURATION

 **5 MONTHS**
CONSTRUCTION DURATION

 **ALCORN CONSTRUCTION**
GENERAL CONTRACTOR

 **JOHN, JT, & MATT HAMMETT**
OWNERS REP



VISTA TOWER

This 20-story tower is currently in the planning stages for Pueblo, Colorado. Located in their old downtown neighborhood, the unobstructed views and ground level retail will benefit the city and its residents. Using porcelain tile skin and self-adjusting window tint, the views will be spectacular. Slated for 2022 delivery, the building is intended to be a beacon and catalyst to reflect the best of this important town to the centennial state.



PUEBLO, CO
LOCATION

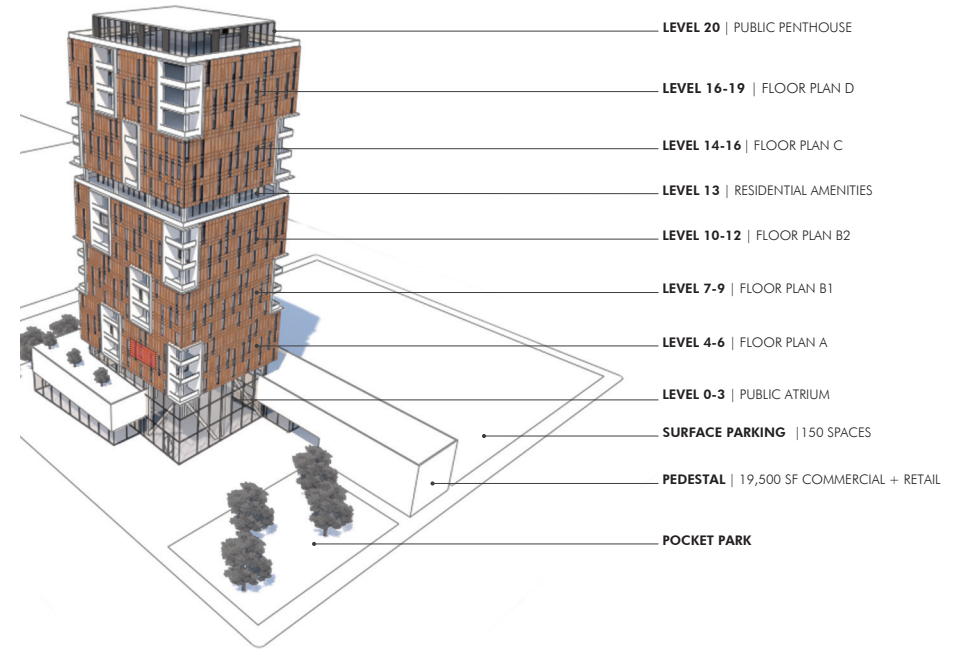
140,000 SF
GROSS AREA

IN DESIGN
DESIGN DURATION

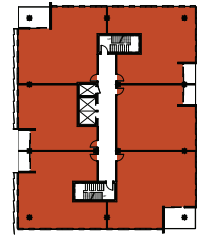
24 MONTH EST
CONSTRUCTION DURATION

20 STORIES
CONDOMINIUMS

CONFIDENTIAL
DEVELOPER



Approx sqft:
6,312 sqft total
1,185 sqft corner unit
860 sqft center unit



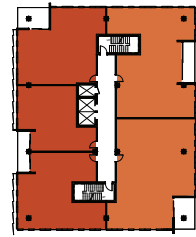
FLOOR PLAN A -
(6) 1 BEDROOM UNITS

Approx Sqft:
6,385 sqft total
1,626 sqft left units
1,185 sqft right corner units
860 sqft right center unit



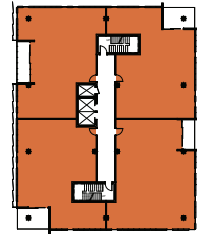
FLOOR PLAN B1 -
(3) 1 BEDROOM UNITS
(2) 2 BEDROOM UNITS

Approx Sqft:
6,385 sqft total
1,626 sqft right units
1,185 sqft left corner units
860 sqft left center unit



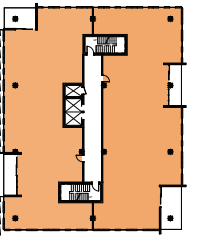
FLOOR PLAN B2 -
(3) 1 BEDROOM UNITS
(2) 2 BEDROOM UNITS

Approx sqft:
6,470 sqft total
1,626 sqft units

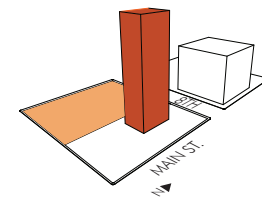


FLOOR PLAN C -
(4) 2 BEDROOM UNITS

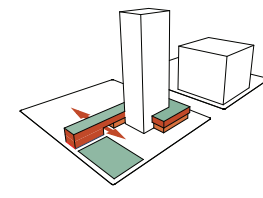
Approx sqft
6,369 sqft total



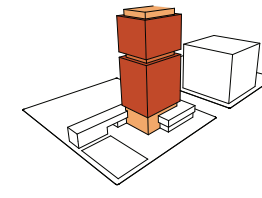
FLOOR PLAN D -
(2) CUSTOM SUITES



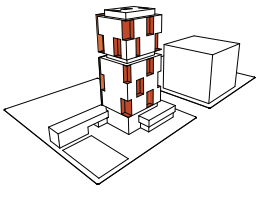
01 TYPOLOGY -
CONDO TOWER + SURFACE PARKING.
SETBACKS IN RESPONSE TO PUEBLO ZONING.



02 PEDESTAL -
COMMERCIAL PROGRAM ADDED TO THE FIRST TWO STORIES CREATING HUMAN SCALE AND CREATING SEPARATION AGAINST BUSY STREET AND PARKING. THE ROOF & ENTRY COURT IS ACTIVATED AS **GREEN SPACE**.



03 MASSING -
TWO MASSES ADDED CONTAINING 15 FLOORS OF **LIVING UNITS** (76 TOTAL) WITH PUBLIC FLOORS AT GROUND + PENTHOUSE LEVELS. **RESIDENT AMENITIES** AT INTERMEDIATE LEVEL.



04 SUBTRACT + SCREEN -
SUBTRACTIONS ARE APPLIED TO THE LIVING UNIT MASSES CREATING PRIVATE BALCONIES. **SCREEN** ADDED TO WESTERN FACADE TO PROTECT AGAINST OVERHEATING DURING SUMMER AFTERNOONS



OPEN TABLE SUPPORT HUB

Our fifth and largest project for Open Table Colorado, this project focused squarely on employee recruiting, development, and retention. Their culture was critical to the team's performance and needed a space to thrive. This led to a space with a wide array of creative, teaming and collaboration spaces. Acoustics were paramount in order to enable these spaces to perform at their highest level. The resulting suite is uniquely tailored to the team and fits well in their post-Covid workplace strategy.



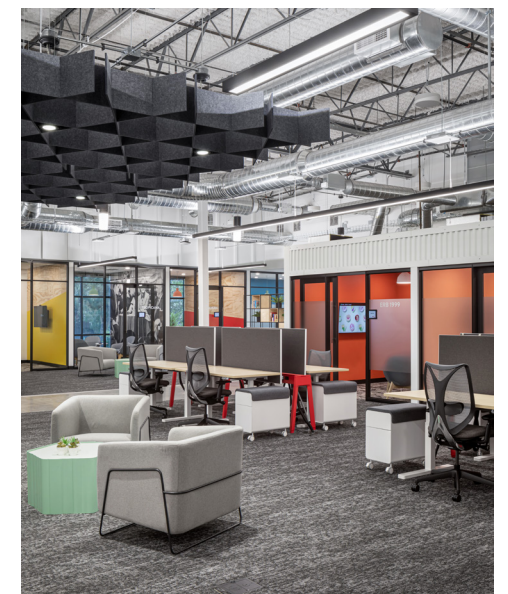
 **CENTENNIAL, CO**
LOCATION

 **34,000 SF**
RENTABLE SPACE

 **8 MONTH**
DESIGN DURATION

 **10 MONTHS**
CONSTRUCTION DURATION







 **IAI CONSTRUCTION**
GENERAL CONTRACTOR

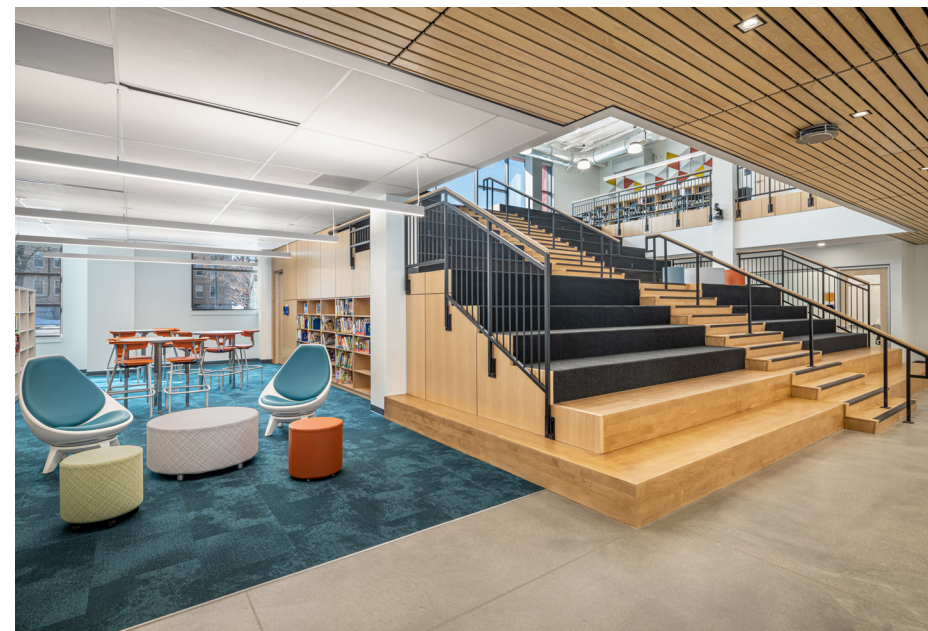


INTERNATIONAL SCHOOL OF DENVER - ACADEMIC BUILDING

This facility is the first step to recognizing the school's new Master Plan. Its three stories will allow for an eventual, partial fourth floor. The upper half of the building is tailored to a clustered approach where students from each language tract can interact and share culture. The lower half supports both Lower and Middle School needs. This includes a Learning Center, Design / Maker Lab, Music, Art, and Science spaces. The statement building is a beacon that reminds the staff, students, and families that the school has matured into a robust statement for the best in education.



-  **DENVER, CO**
LOCATION
-  **41,400 SF**
GROSS AREA
-  **10 MONTH**
DESIGN DURATION
-  **14 MONTHS**
CONSTRUCTION DURATION
-  **FRANSEN PITTMAN**
GENERAL CONTRACTOR
-  **ISDENVER**
PRIVATE SCHOOL
-  **GOLD MEDAL WINNER**
ARCHITECTURE PRESS RELEASE (APR)





CROCS HEADQUARTERS II

Located within Oracle's Broomfield campus, the 190,000-square-foot space will transform an existing building into Crocs' "Home for Work." Plans for the new space will more than double Crocs' current footprint to accommodate the company's 450+ new team members. Renovations will emphasize the company's culture of collaboration and openness, reflecting Crocs' values of democracy, comfort, and simplicity. The design inspiration seeks to maximize opportunities for the Crocs team to collaborate, gather, and team build in the social hubs of the building, including the lounge, huddle spaces, and coffee counters. These features come together to compose a natural flow throughout the space that connects teams across departments, aligning with Crocs' spirit of partnership.



BROOMFIELD, CO
LOCATION

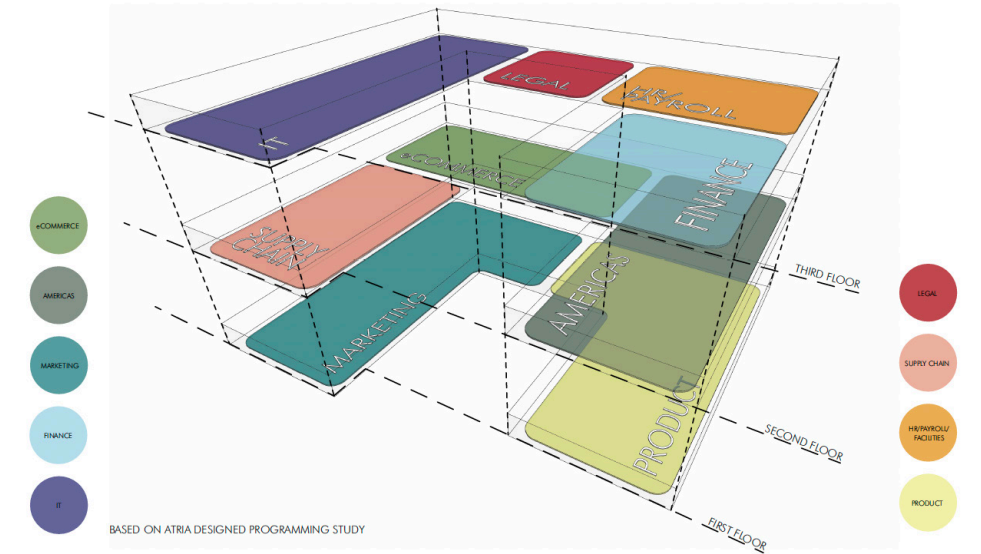
199,099 SF
RENTABLE SPACE

10 MONTH
DESIGN DURATION

11 MONTHS
CONSTRUCTION DURATION

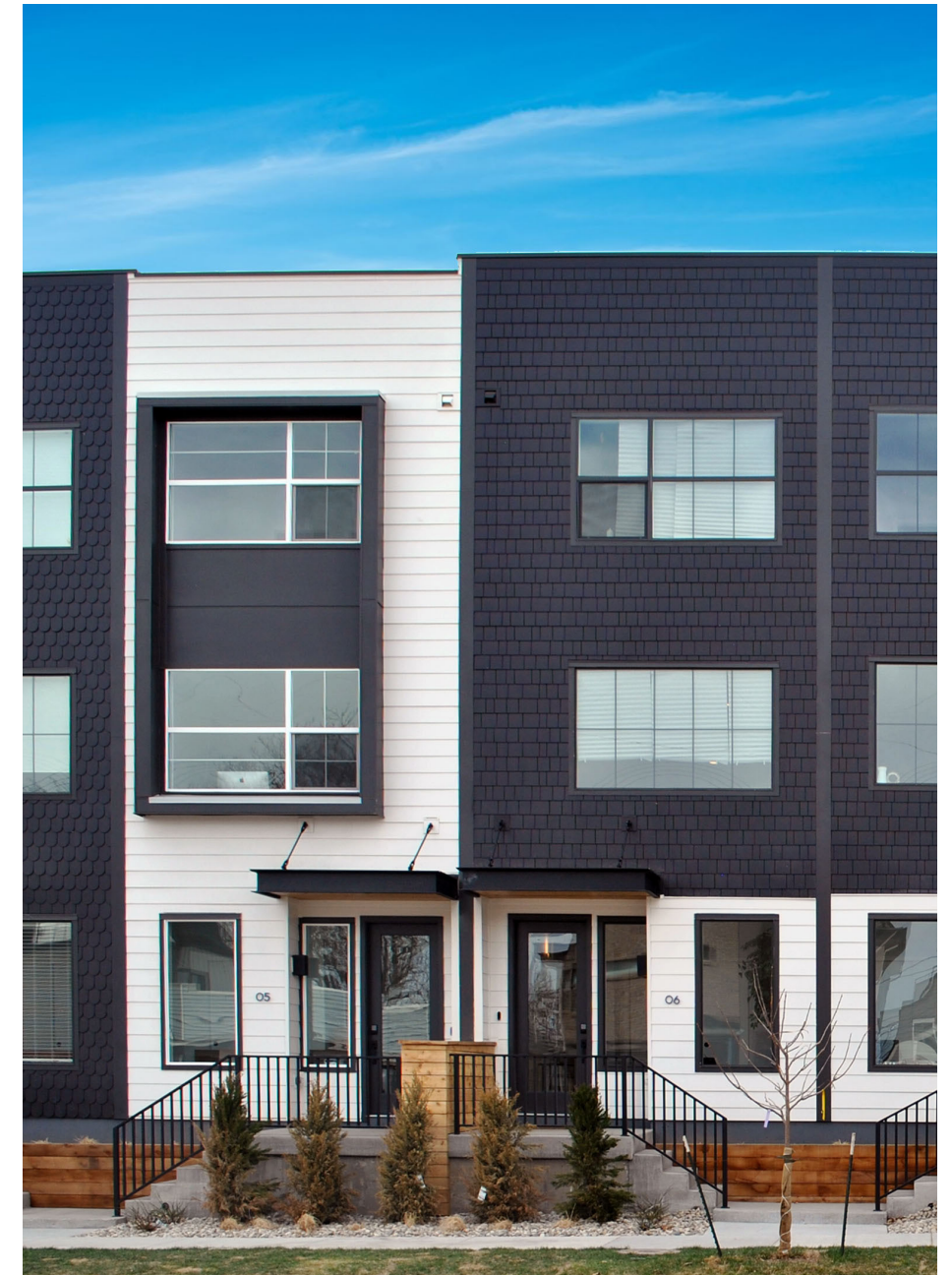
FRANSEN PITTMAN
GENERAL CONTRACTOR

TASK
OWNERS REP



JASON STREET ROW HOMES

This project seeks to enhance the neighborhood with inexpensive materials and intentionally designed interior spaces. Close to downtown, it offers roof decks with a view and an internal alley with landscaping to relate to the human scale as well as the best that urban life can offer. Intended for down-sizers and families, this project makes the case for density that is both attainably priced and well-designed aesthetically.



 **DENVER, CO**
LOCATION

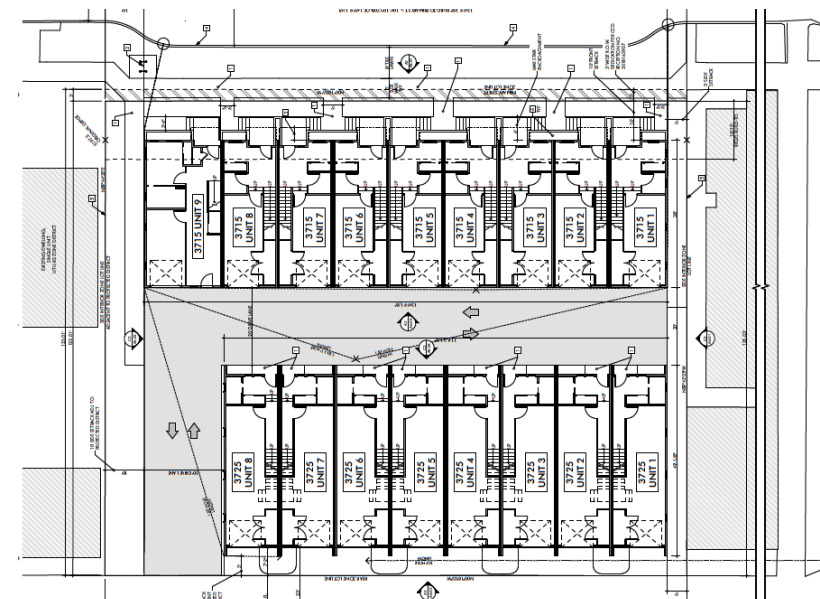
 **29,260 SF**
GROSS AREA

 **5 MONTH**
DESIGN DURATION

 **10 MONTHS**
CONSTRUCTION DURATION

 **17 UNITS**
ROW HOMES

 **RED T**
DEVELOPER



SPEC OFFICE B

This new, ground-up facility is being studied for a mixed-use development. The project is intended to infuse old and new with the modern screen which allows for sun protection while maximizing views against the classic brick veneer. The proposal includes a rooftop restaurant and bar which balances the clients programmatic requests while making the most of the vibrant neighborhood which surrounds it.



 **DENVER**
COLORADO

 **42,000 SF**
RENTABLE SPACE

 **2.5 MONTH**
DESIGN DURATION

 **12 MONTHS EST.**
CONSTRUCTION DURATION

 **13 SUITES**
OFFICE + RESIDENCE

 **INTERNATIONAL FINANCE**
SERVICE GROUP | DEVELOPER





INSPIRATO

Inspirato is a private travel club providing members access to the Inspirato Collection of hundreds of curated luxury vacation options. Meaning "Inspired" in Italian, Inspirato serves as a daily reminder that when you travel well, creating lasting memories and relationships with family and friends, you live a more inspired life.



 **DOWNTOWN**
DENVER, COLORADO

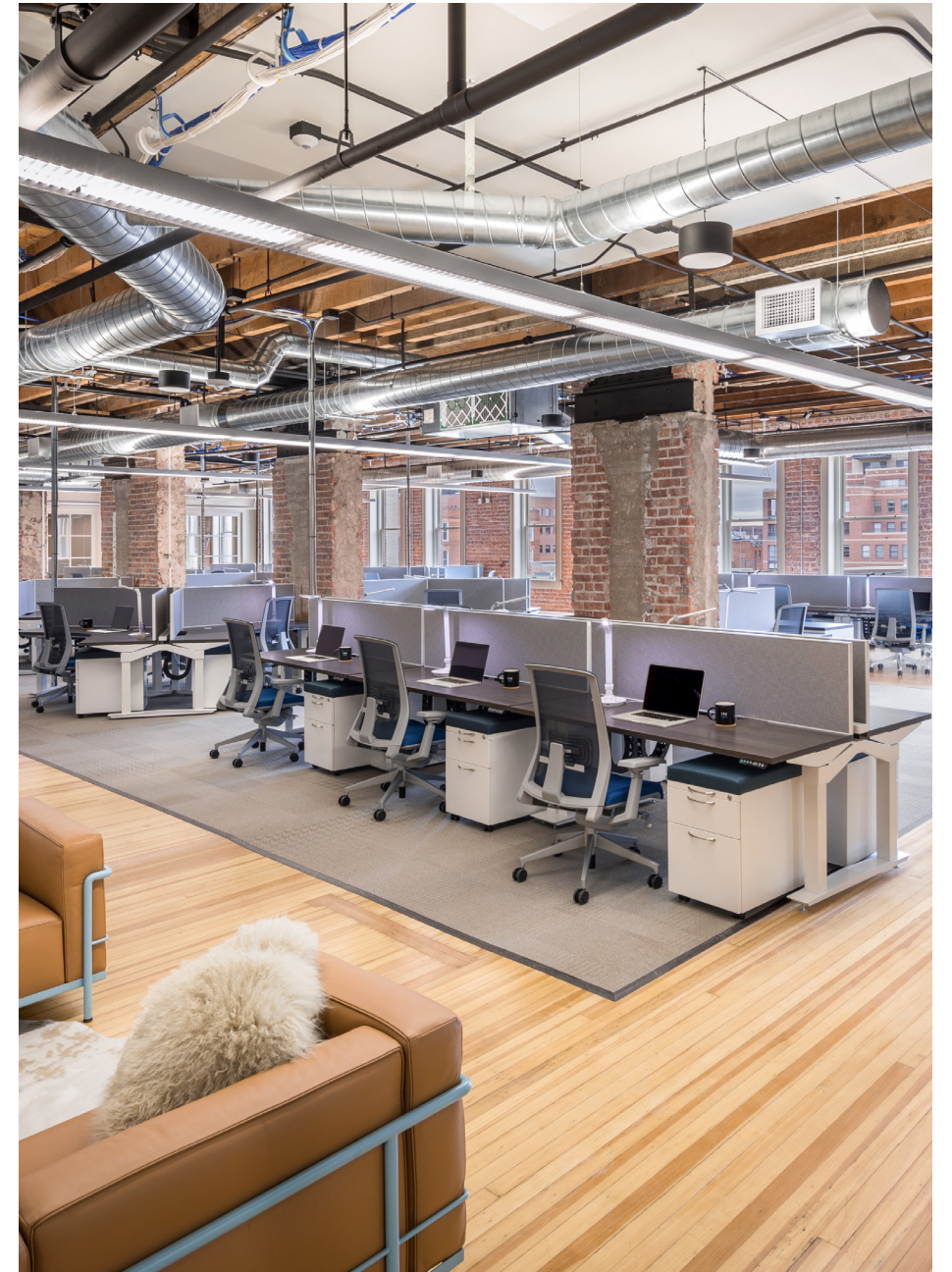
 **50,000 SF**
RENTABLE SPACE

 **3 MONTH**
DESIGN DURATION

 **10 MONTHS**
CONSTRUCTION DURATION

 **JORDY CONSTRUCTION**
GENERAL CONTRACTOR

 **CATALYST**
OWNERS REP





REDI LAB

As a way to give back to the community, Venture Architecture donated our design services to the Colorado Academy to help bring the new REDI Lab facility to life. The space was specifically designed to allow students an opportunity for self-directed learning to harness their Research, Entrepreneurship, and Design and Inquiry skills. The open floor plan encourages collaboration and support among the students, while still offering the flexibility to work independently.



 **DENVER, CO**
LOCATION

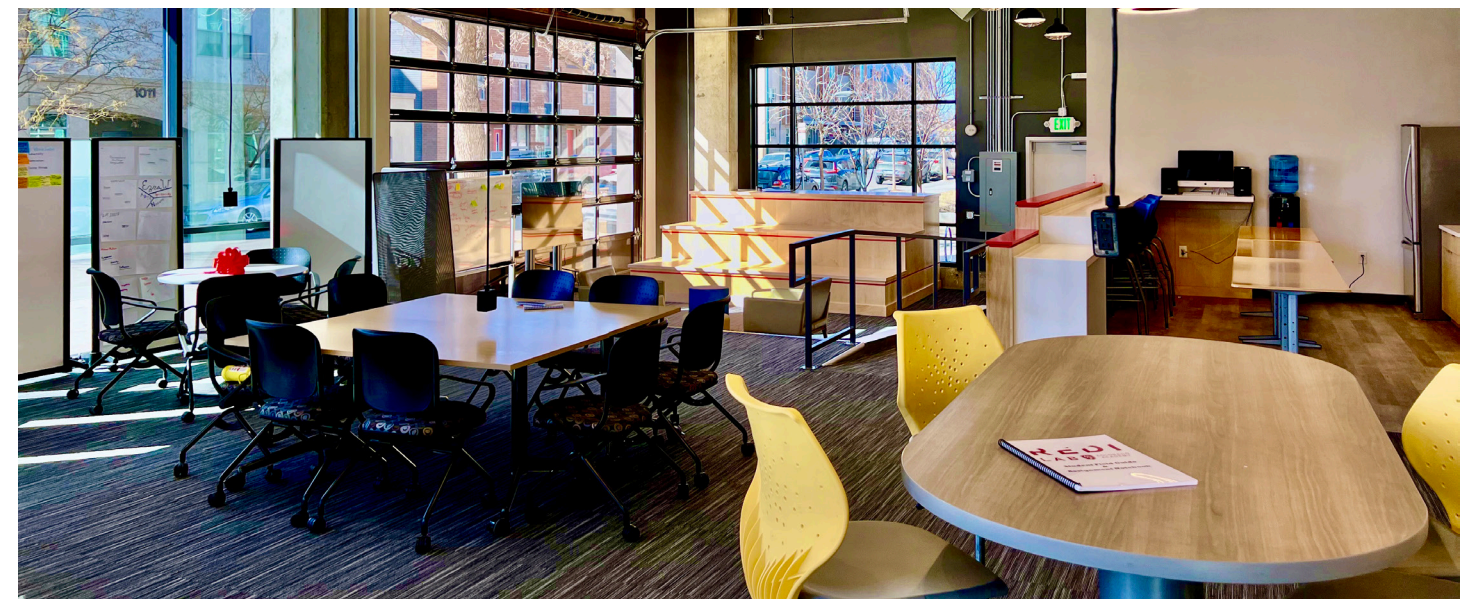
 **2,600 SF**
GROSS AREA

 **1 MONTH**
DESIGN DURATION

 **3 MONTHS**
CONSTRUCTION DURATION

 **MAX**
GENERAL CONTRACTOR

 **COLORADO ACADEMY**
PRIVATE SCHOOL





400 E THIRD

Resting 16 stories above grade, this condo building has become a staple of the Denver skyline in the Cherry Creek neighborhood. Boasting an entire city block of underground parking, this building also includes amenities such as a first-class workout facility, business center, conference room, and unit storage in the basement.*

*Project was completed at a prior firm.



 **DENVER, CO**
LOCATION

 **188,208 SF**
GROSS AREA

 **10 MONTH**
DESIGN DURATION

 **14 MONTH**
CONSTRUCTION DURATION

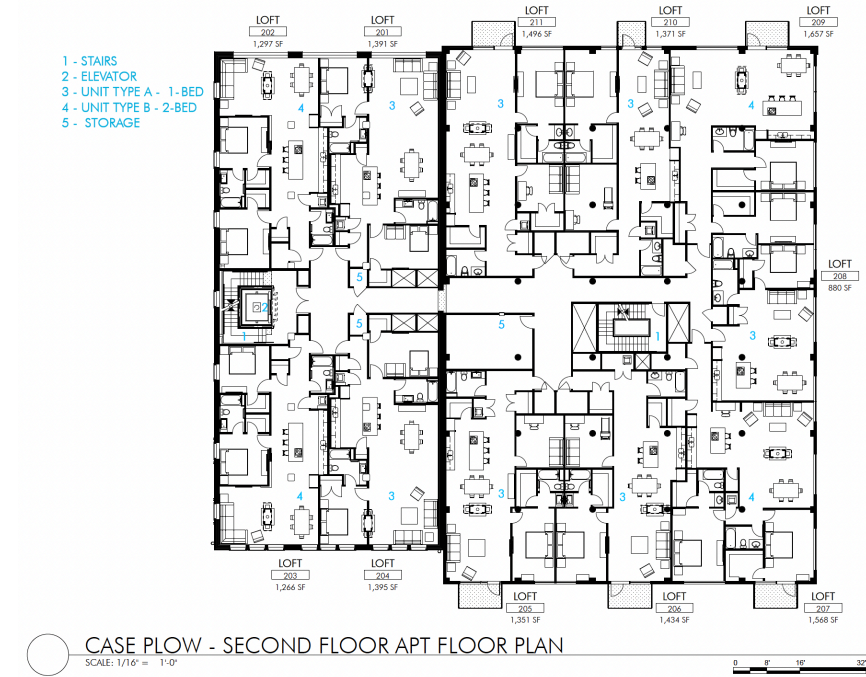
 **117 UNITS**
CONDOS

 **PENN DEVELOPMENT**
DEVELOPER



CASE PLOW

Acquired in 2006, the historic Case Plow and Rock Island buildings were built in the 1880's and 1920's, but they have largely sat dormant for over 30 years. Our team brought them back to life by designing the repairs and modifications to the core and shell to meet current day requirements. The use of both eye Market Tax Credits in addition to multiple historic tax credit sources posed many challenges. After a lengthy and intensive discovery phase, we were able to partner closely with the developer to deliver a unique and highly valuable multi-use property consisting of restaurants, retail, and residential.



- OKLAHOMA CITY, OK**
LOCATION
- 62,045 SF**
GROSS SF
- 6 MONTHS**
DESIGN DURATION
- TBD**
CONSTRUCTION DURATION
- TBD**
GENERAL CONTRACTOR
- BRICKTOWN CANAL PROPTY**
HARDING & SHELTON LLC
DEVELOPER





CROCS HEADQUARTERS I

Having spent the last several years successfully growing as a company, Crocs was looking to celebrate its exciting new chapter of life. This new space was geared to be a “Home for Work”, and aims to reflect Crocs’ democratic, easy going culture. With that in mind, we approached the design with the same keen eye that they take to their footwear. The smooth flowing space raises through the high ceilings and connects the teams across a diverse set of interactive corporate neighborhoods. The work spaces all connect in the center of the building where we’ve created a hub for social gathering, individual work, and places to team build. The outcome was a headquarters that aligns with Crocs’ authenticity and reflects their “come as you are” culture.



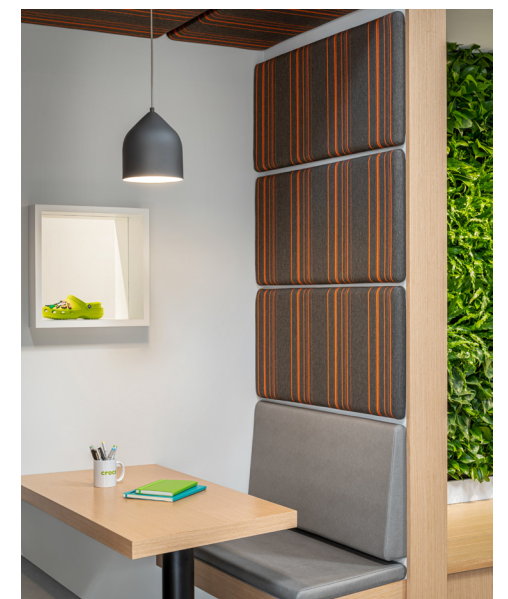
 **BROOMFIELD, CO**
LOCATION

 **88,293 SF**
RENTABLE SPACE

 **5 MONTH**
DESIGN DURATION

 **8 MONTHS**
CONSTRUCTION DURATION

 **I2 CONSTRUCTION**
GENERAL CONTRACTOR



WINONA FLATS

This 100-unit, five story apartment building was designed to appeal to young, urban professionals and features suites and amenities that are geared to their Colorado lifestyle. This includes large closet spaces inside each unit that were crafted for easy storage and care of their outdoor gear. Harnessing views of the mountains and city, this new multi-family project's exterior concept will help revitalize and bring vibrant, dynamic design to this center city neighborhood.

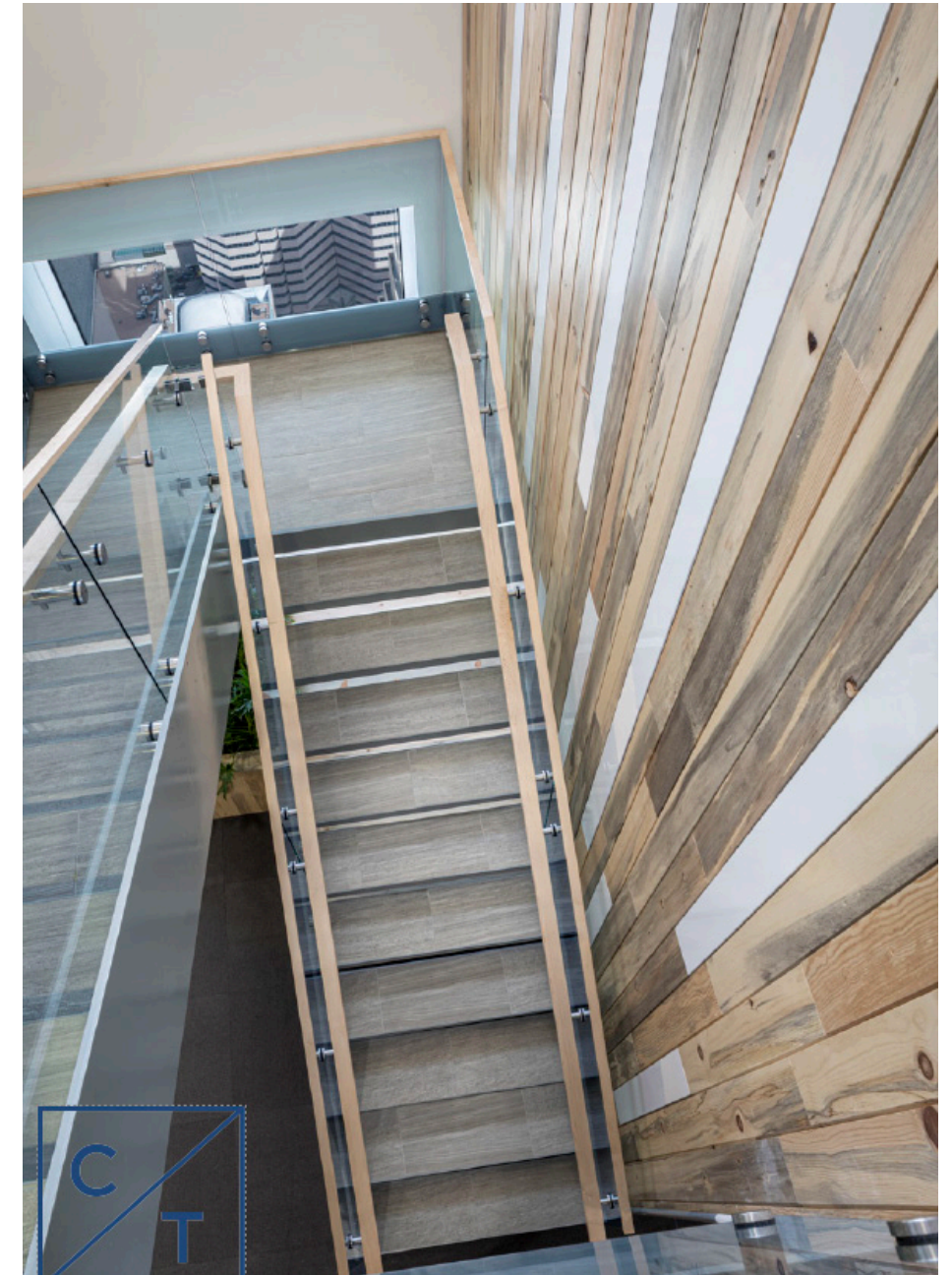
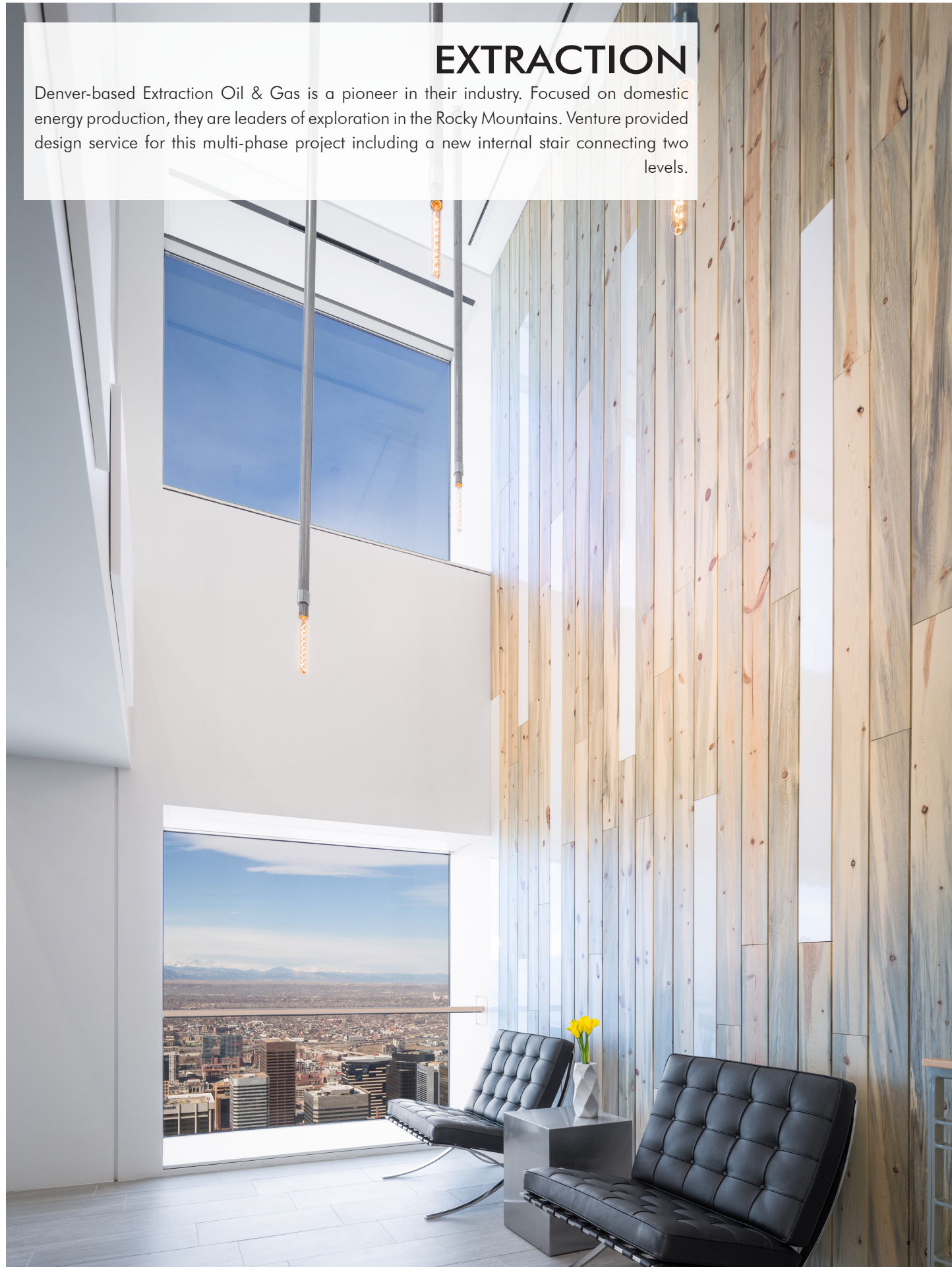


-  **DENVER, CO**
LOCATION
-  **87,778 SF**
GROSS AREA
-  **10 MONTH**
DESIGN DURATION
-  **14 MONTHS**
CONSTRUCTION DURATION
-  **100 UNITS**
APARTMENTS
-  **CONFIDENTIAL**
DEVELOPER



EXTRACTION

Denver-based Extraction Oil & Gas is a pioneer in their industry. Focused on domestic energy production, they are leaders of exploration in the Rocky Mountains. Venture provided design service for this multi-phase project including a new internal stair connecting two levels.



 **CENTRAL BUSINESS DISTRICT**
DENVER, COLORADO

 **75,000 SF**
RENTABLE SPACE

 **3 MONTHS**
DESIGN DURATION

 **3.5 MONTHS**
CONSTRUCTION DURATION

 **MAX CONSTRUCTION**
GENERAL CONTRACTOR

 **BROOKFIELD**
OWNERS REP



SLO-CO APARTMENTS

At five stories, this multi-family building will be home to nearly 100 young families and professionals. Largely composed of studio units, this project will add to its neighborhood along mass transit line and nearby redevelopment. It includes amenity support transparently integrated for pets, parties, and extra gear storage for bikes, skis, and boards. The design has been attentively crafted with business realities such as schedule, budget, and affordability closely in mind, but while preserving form and function.



 **CONFIDENTIAL**
DENVER, COLORADO

 **87,778 SF**
GROSS AREA

 **10 MONTH**
DESIGN DURATION

 **14 MONTHS**
CONSTRUCTION DURATION

 **100 UNITS**
APARTMENTS

 **CONFIDENTIAL**
DEVELOPER

- 1. UNIT TYPE A - 2 BED
- 2. UNIT TYPE B - STUDIO
- 3. UNIT TYPE C - 1 BED
- 4. ELEVATORS
- 5. STAIRS
- 6. BIKE / GEAR STORAGE
- 7. TRASH



SECOND FLOOR LAYOUT





ROTH CONDOS

Targeting entry level owners, this condominium project was highly schedule sensitive. The design team working as closely as possible with the local regulatory agencies, the owner, and the construction team to ensure a timely delivery. This pair of buildings borders an adjacent park and offers a modern Colorado feel for largely younger, first time home owners.



FEDERAL HEIGHTS, CO
LOCATION

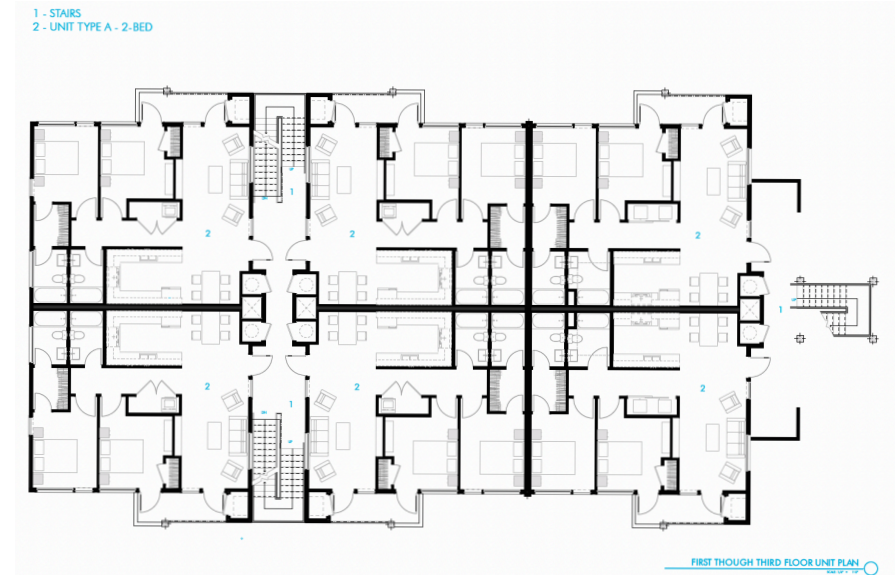
23,827 SF
GROSS AREA

10 MONTH
DESIGN DURATION

14 MONTHS
CONSTRUCTION DURATION

21 UNITS, TWO BUILDINGS
CONDOMINIUMS

CONFIDENTIAL
DEVELOPER



WELLS FARGO LOBBY

Hired by Beacon Properties, we were asked to reimagine the Wells Fargo Center's historic architecture into something modern, vibrant, and light filled. The ownership team wanted to appeal to new as well as established tenants by honoring the classic and grand lobby of one of Denver's most iconic buildings with modern amenities and better functionality. With this in mind, we sought to retain the grand gestures of architecture – the brass and mosaic ceilings, vaulted accents and granite finishes – while capitalizing on the volume of space with upgraded lighting, a new reception desk, and areas for visitors and tenants to gather outside the office. Working in conjunction with an experiential design firm and many specialized vendors, we also designed 70' tall structures to accommodate a show-stopping interactive display.



 **DENVER, CO**
LOCATION

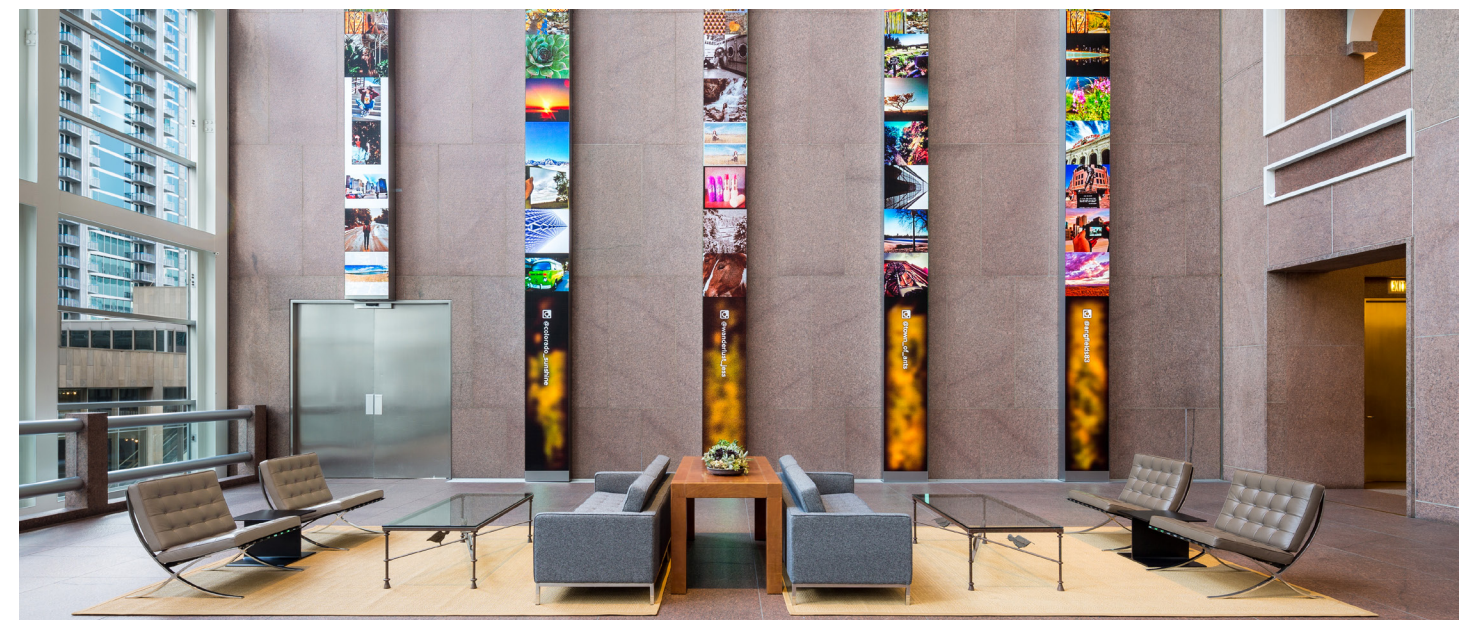
 **17,000 SF**
RENTABLE SPACE

 **6 MONTH**
DESIGN DURATION

 **6 MONTHS**
CONSTRUCTION DURATION

 **JORDY CONSTRUCTION**
GENERAL CONTRACTOR

 **CALLAHAN MANAGEMENT**
OWNERS REP





SCR ENERGY

Venture started working with SRC Resources and their brokerage team to study new locations for their central office. Working together, we identified a new location that required complete remodel down to the core as well as the addition of a new internal stair to connect the suite's second and third floors. It had to align with an existing internal stair that connected the first two levels, so we designed it to sit directly over top and then redesigned the existing lower stair. Then, to provide an exposed ceiling aesthetic while working within the budget, we blended drop ceilings in the offices along side exposed public spaces like the hallways, conference rooms, and main lobby.



 DENVER
COLORADO

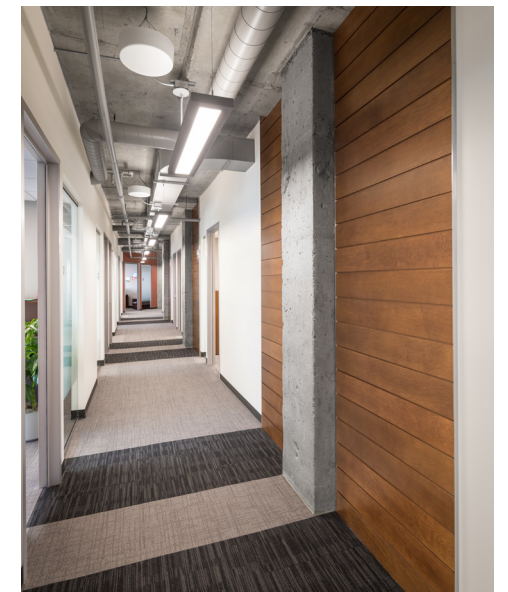
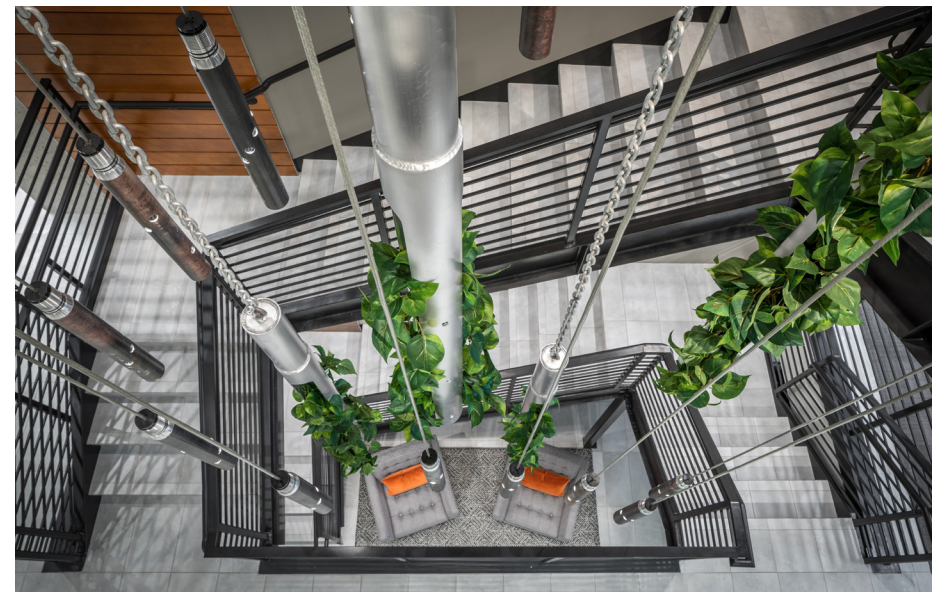
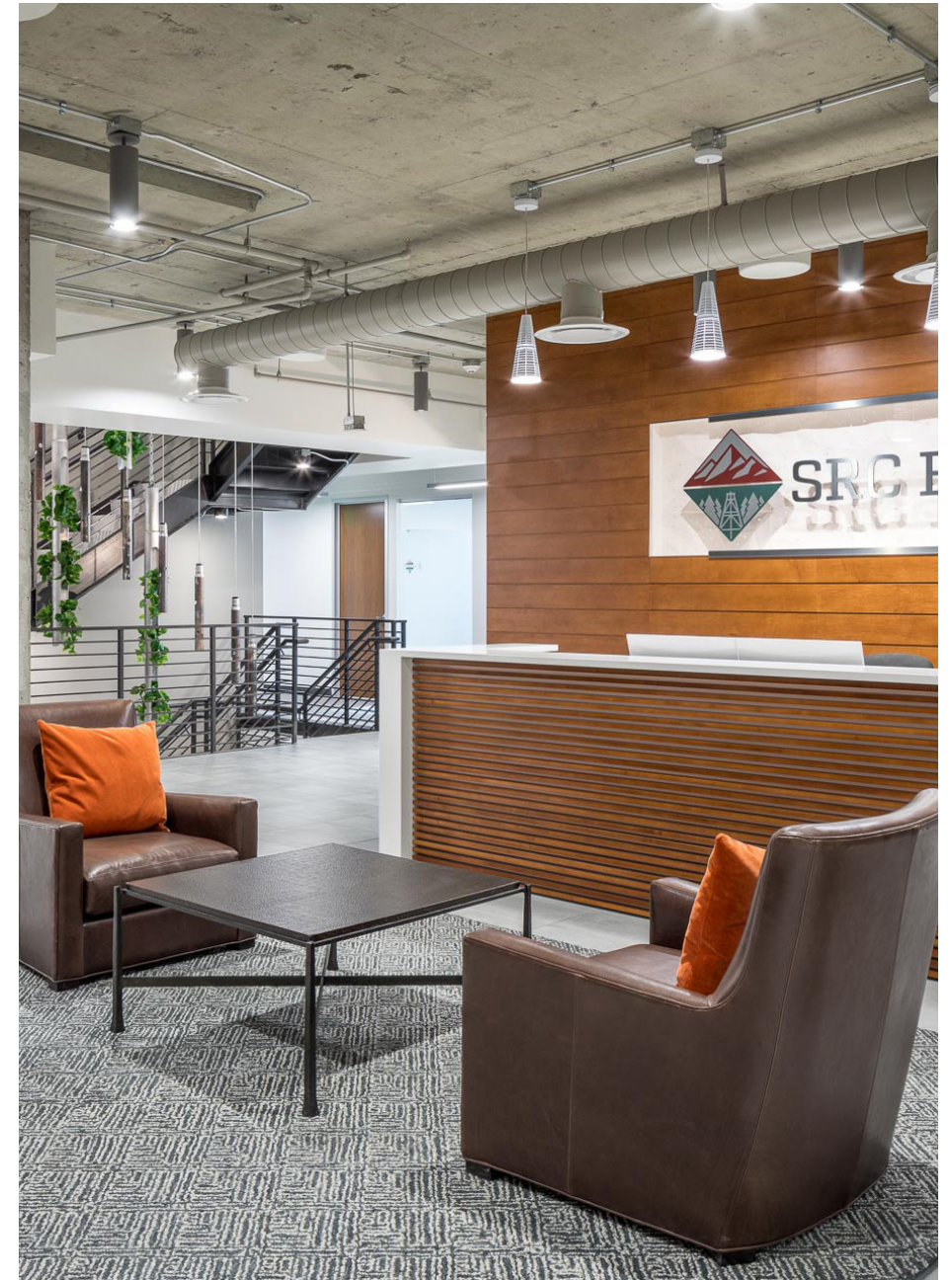
 40,000 SF
RENTABLE SPACE

 3 MONTHS
DESIGN DURATION

 4 MONTHS
CONSTRUCTION DURATION

 MAX CONSTRUCTION
GENERAL CONTRACTOR

 GEMINI ROSEMONT
PROPERTY MANAGER






KSL CAPITAL PARTNERS

As a highly successful hospitality and investment company located in Denver, KSL Capital Partners brought on our design team to create a memorable new office that reflects the work that they do. Our team was challenged by the client to establish a “never before seen” concept reflective of the company’s unique and exclusive approach to their resorts. We worked closely with the client team to deliver a space that evoked a combination of refinement with a custom artistic flair to reflect their sophisticated brand.



 **CHERRY CREEK NORTH**
DENVER, COLORADO

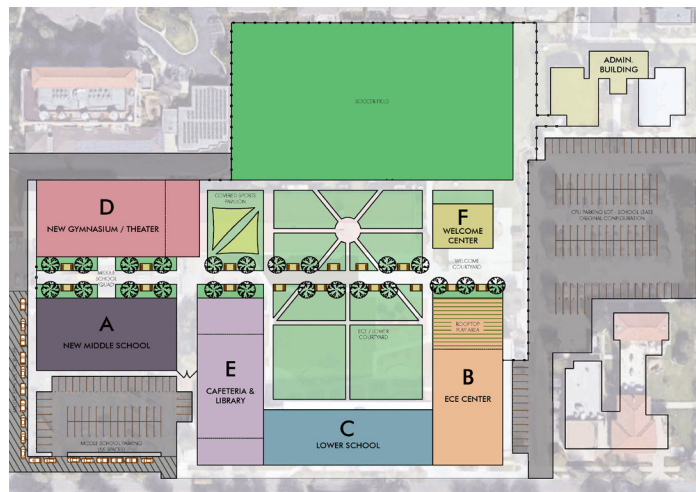
 **25,000 SF**
RENTABLE SPACE

 **3 MONTH**
DESIGN DURATION

 **3.5 MONTHS**
CONSTRUCTION DURATION

 **I2 CONSTRUCTION**
GENERAL CONTRACTOR





Additional projects.

Commercial Office.

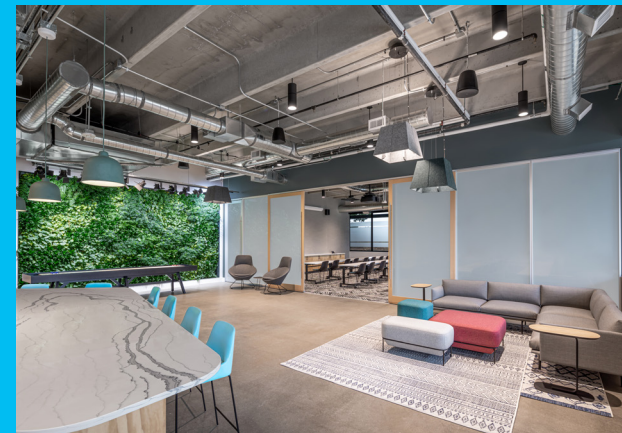
Exclusive Resorts
Applied Control
Boy Scouts of America
Richey May
Mikron
Open Table
Felsburg Holt & Ullevig
Harding Shelton Energy
169 Inverness
Colliers

Multi-Family.

4th Ave Row Homes
26th Ave Condos
Colfax & Vrain Apartments
Walnut Condos

Master Planning.

Columbine
Golden West
ISDenver Campus
The Edge





VENTURE
ARCHITECTURE

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