

# CORE VALUES

## **DESIGN**

We aspire to create built environments that question, rethink and improve on the status quo, providing meaningful enrichment for its users, institutions and communities. Each design seeks a critical integration of fundamental form givers – program, site and spatial experience – informed by craftsmanship, materiality and sustainability. We believe design is pervasive, encompassing all aspects of our work and involving all members of our firm.

## **BALANCE**

We believe it is important to comprehensively integrate design, management, and technical considerations on our projects, effectively balancing high quality work with profitability in serving our clients.

## **DIVERSE PROJECTS**

We believe engagement with a broad diversity of project types, focused around our shared approach, provides valuable opportunities for synergistic design discovery and enriches the quality of our work.

## **COMMUNITY**

We believe that in serving our clients, our work should enrich their communities, extending a positive impact to the broader society; and that our firm – along with the people who compose it – should be active participants in the life of our local and regional communities.

## **COLLABORATION**

We believe collaboration among creative people leads to meaningful discovery and achievement, beyond what is possible by individual endeavors. Our approach seeks to cultivate a synergistic process of collaboration that effectively draws upon a rich diversity of participants.

## **CULTURE/PEOPLE**

We understand that our firm is defined by our people, and we seek to nurture the development of individuals and a collective culture that possess aspirations and capabilities for high achievement. Our emphasis is on creating a culture that promotes meaningful discourse, a rich exchange of ideas and effective mentoring, and rewards successful performance with increasing levels of responsibility.

## **ENVIRONMENTAL RESPONSIBILITY**

We believe it is important to promote environmental responsibility through the practice of sustainable design and application of “green” measures in the ongoing operation of our firm.

## **CONTINUING PRACTICE**

We believe it is important that the life of the firm extend beyond the productive life of the founding and current partners, continuing the professional business venture well into the future with transfer of ownership to succeeding generations.

*“We design environments that elevate the social experience.”*



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