

HUMANISM

CREATING ENVIRONMENTS FOR PEOPLE

THE STORY

DEFINING THE SOUL OF THE PROJECT

INNOVATION

CHALLENGING CONVENTIONAL THINKING FOR CREATIVE OUTCOMES

INTEGRATION

FOSTERING COLLABORATION BETWEEN ALL DISCIPLINES

SUSTAINABILITY

STRIVING FOR INDEFINITE VIABILITY AND LIMITING IMPACT ON THE ENVIRONMENT

CONTEXT

UNDERSTANDING THE OBLIGATIONS INHERENT IN THE SITE

AESTHETICS

PURSUIT OF MEANINGFUL COMPOSITION, APPROPRIATE MATERIALS AND A THOUGHTFUL ARCHITECTURAL LANGUAGE

CONTENT

SEEKING TO FULLY UNDERSTAND OUR CLIENTS' BUSINESS, INDUSTRY AND PROJECT REQUIREMENTS

PERFORMANCE

MEETING THE PROJECT NEEDS IN THE MOST EFFICIENT AND OPTIMAL MANNER

REPRESENTATION

EXPRESSING THE DESIGN IDEA

DESIGN METRICS

