



DESIGN + ARCHITECTURE

## Design Approach

Twelve key factors guide our design and decision making process. Each influencing the other to form a fitting solution. The Architecture we create is a product of the dialogue between these twelve factors - each as a complement to the other, fusing together to form the spaces ,building and place.

*Client* as catalyst, listening to and interpreting their needs, desires and objectives.

*User* as participant, understanding and supporting the occupants experience.

*Context* as invitation, providing clues, which the architecture will respond to.

*Purpose* as meaning, searching for the underlying essence of the project.

*Principles* as strategy, formulating the ideas that will infuse the composition.

*Elements* as objects, determining the components that will define and shape the form.

*Program* as organizer, mapping the relationships and boundaries.

*Codes* as law, accounting for and integrating requirements and restrictions.

*Capital* as resource, embracing the limits of time and money.

*Material* as substance, selecting to perform and evoke.

*Systems* as synergy, integrating suitable materials with appropriate technologies.

*Fabrication* as making, simplifying process to produce optimum assemblage.

The Architectural Language we speak is an expression of the shared values the stake holders agree to communicate. The purpose of the language is to strike a tone which resonates the desired mood, feeling and experience the building wants to convey.