

## Design Philosophy

Our mission is to consistently push the boundaries of architecture and urban design. We experiment with new spatial concepts, intensifying existing urban landscapes in pursuit of a visionary aesthetic that encompasses all fields of design. Our practice is a place for innovation and for challenging the way we think about design and the urban environment that surrounds us. Innovation, technology, and sustainability are the three concerns of our firm which guide us to creative solutions for each design challenge.

We utilize the techniques and resources of new technologies which are unique to Los Angeles and are a confluence from the movie industry, aerospace engineering, medical technology and manufacturing, automotive industries, as well as a subculture of craftsman, inventors and entrepreneurs. This mixture of cutting-edge technology and individual resourcefulness influences our design and construction process. We utilize a range of 3D software, game engines, AI image generation together with robotic manufacturing to visualize our design. We are on a continuous mission to research and experiment with new building materials and construction techniques using 3-d technology and manufacturing techniques outside the architectural profession. As part of this process, we work closely with an eclectic group of contractors and manufacturers throughout the design process to develop building systems and build full scale mock-ups for our projects.

Finally, we pursue a design approach that integrates a wide variety of sustainability concepts and new building materials with the goal of minimizing the embodied carbon footprint of our buildings. Our approach is a holistic one that looks at all aspects of the design and construction process with the goal of producing an innovative Architecture that takes full responsibility towards its environmental impact. Starting with the design, the choice of materials, the energy consumption and the way how we build. We collaborate with world leading energy consultants and engineers that support our mission and help us to provide our clients with the best possible solutions that can make a significant difference to our environment.