Value of Design

To Increase the Value of Design
- Advocacy for all scales of design
- Collaboration outside the discipline
- Inclusion of all creatives

The Common Ground: Design

Impacts on:
- Individual: be naive and bold
- Firm: become subversive designers
- Profession: share and support “the other”
- Community: change the culture of design acceptance

Then...

Outcomes
- Architect as catalyst
- Design is a verb
- Elevate relevancy through stories
- Master collaborator to change community

Measurements
- Promotion: recognition of value of architecture in other industries
- Passion: executed ideas/issues
- Increase connectivity to other design disciplines

Now...

Actions
- Do one thing. Better.
- Ideals competition is issues competition
- Engaging community & parallel disciplines as designers
- Execute locally and at a small scale
- Promote, share stories through dynamic content
- Change historic perception of architects

Catalyst