



## SERVICE OFFERING

**Our Service Offering** - combines Architectural Design, Urban Design, Sustainable Communities and Development Strategy. The firm was created to reflect new Global Thinking, Innovation and Strategic Design that are the foundations for the new thriving sustainable city. The old, familiar design approaches no longer work in this emerging competitive and constantly changing environment. Our team brings equal parts experience, vision, insight, hard-boiled pragmatism and new design thinking that creates successful new brands, strong vision, and lasting value to our clients. We position our design thinking as an extension of the client's business value proposition. This allows our team to develop solutions faster, smarter and be more focused on innovative value creation that is unique to each client.

**New Practice, New Vision of Service**, based on innovation and focused on next-generation solutions to position our clients for future opportunities and challenges. Matching the challenges ahead requires a coordinated and integrated point of view that combines innovations in strategy, policy, planning and placemaking for places and the people and communities who live and work in them. This integration is outcomes and implementation focused. It envisions a new urban agenda that accepts the daunting environmental, equity and economic challenges ahead.

Our firm brings the resources and experiences to meet these challenges. Our respective principals have been on the front lines of some of the most creative and challenging projects globally and locally. These on-the-ground experiences have led us to envision a new service offering built on ideas and practices that are not in the marketplace of ideas today.

**Strategic Design, Sustainability and Urban Placemaking.** Our Practice is an Evolution of our background creating some of the most iconic, visited, and recognized places in the world. The founding vision of Strategic Design, Sustainability and Urban Placemaking informs all of the firm's work. Urban International Studios is propelled by a

leadership team and dedicated international staff members from all over the world. The Firm is a multi-disciplinary, international design firm headquartered in the Bay Area. The design team brings a diversity of cultural backgrounds and ideas to continually challenge and evolve innovative design solutions to global and local challenges. All of our work is based on creating a strong sense of place and context, whether it is a single building, a neighborhood, or an urban district. Our design process brings urban design and architecture and technical specialists together. This integrated team approach creates solutions that solve complex programmatic issues and are creating the next-generation thriving and sustainable city.

**Integrated Business Strategy** into all of our project design services is the core of our practice. This process connects business requirements and business strategy to the design process for both public and private sector clients alike. This allows the firm to more easily develop creative solutions that are grounded in a clear and coherent analysis of new business drivers, changing market conditions, and new product or economic revitalization opportunities.

We start with a thorough understating of what has worked and the limitations of what has not worked in practice. This becomes the starting point for innovations that integrate strategy, planning, and placemaking in ways that are game-changing and affect real outcomes for the people and communities where we work.

**Collaborative Problem-Solving.** Project constraints, market conditions, and client goals are creatively integrated through our collaborative approach to innovation and value creating solutions. Exceptional team communication is fundamental to our management philosophy.

**Architecture of Place Matters.** Urban International Studios is a recognized leader in creating rich and engaging places that are proven Live-Work-Shop-Play destinations. Our team approach to urban placemaking is the basis for these globally successful urban communities. We live in a world where people have incredible choice as to where to live, and shop, and work.

**Success in This Competitive Environment** requires a new generation of urban ideas and places that are clearly distinctive and engage the user in new ways. Successful Urban Places today requires creating environments that elevate to become high-value, sustainable and social-cultural destinations - that define authentic places and create a lasting emotional connection with the public. These enriched urban places become an important part of the life of the community. All great places do this, which is why they are so timeless, memorable and repeatable.