

## Our Approach\_Design



At ADP, we believe that architecture has the power to transform. Communities can be rejuvenated, business revitalised and a new sense of place created. This ability to change our physical world means that architecture has an intrinsic effect upon quality of life. We ensure that people - their needs, both physical and emotional - are at the heart of our design process.

Placing people at the centre of our work means we celebrate difference: each project, each client and each community is unique, with individual aspirations and requirements. As a result, the solutions we deliver are bespoke, the product of close engagement with our clients and thoroughly analysing a particular site. This understanding arises from a consistent, diligent process. We examine the site with rigour and sensitivity, unlocking its potential through creative, inspiring design concepts.

Consideration creates clarity in our designs: emerging from intelligent analysis, our architecture seeks an elegant simplicity, intimately connected to context and need. Our buildings are not about fashion, or a predetermined style. They embody powerful, rational ideas delivered well; solutions that just feel right, fitting both their setting and their purpose.

We love design, and we are fascinated by how buildings are constructed. Every building we create should express that sense of enjoyment and curiosity. We look for opportunities to add wit, delight, flair and fun. We are excited by modern building techniques and innovations, but not for their own sake: we use them only where they genuinely add value and create opportunities. Good design, whatever its scale, is not over-precious: it should seem effortless and be hard-working, practical and robust, offering clients and end users excellent value.

Our designs are hard-working in other ways, too. We are part of a fragile planet, and architecture has a vital role in conserving resources, and reducing the impact of the built environment on climate and landscape. We search for astute, measurable solutions to issues of sustainability - ideas that bring practical benefits, too.

This philosophy creates architectural intelligence: a concept that embodies the analysis, science, design and engineering of intelligent structures. These should serve and celebrate people. This results in architecture that inspires: both appropriate and sustainable, contextual and contemporary.