Pursuing Design + Research: Creativity, Diversity & Sustainability in a Complex Global Ethos

Our modern world is highly complex with escalating challenges, depleting resources, rapid urbanization and growing pressures to act responsibly. Into this demanding milieu architects, planner, designers and other environmental design professionals strive to respond, transcend and succeed. To devise appropriate solutions requires an exercise in creativity and innovation coupled with informed and inspired decision making. Design and research in this sense prove complementary and reinforcing. While the world is growing smaller in many ways the plethora of positions and diversity of cultures warrants great sensitivity and attention to individual and community needs while concurrently addressing economies of scale and internationalization of supply chains, products and processes. The power of design is remarkable, potent and essential in such a complicated, turbulent and unpredictable ethos. The value of research is undeniable, impressive and required given the inherent convolutions of the system. Design and Research Matter!