The process that the architectural design process follows is the key to realising the aspirations of society and clients.

Ask the right questions
if you don’t ask you don’t get.

Some architects offer a stylistic solution to the enclosure of space.
Some architects offer a product which represents a lifestyle.
At FCB’s we find that we produce our best work where we are challenged by our clients. They expect us to help them to define the questions which need to be addressed, and solve the issues raised with our experience and skill.

So we believe that the character of our architecture comes firstly from defining what we believe to be the most important questions.

interpret the values embodied in the brief
understand the functional needs
respond to the context
develop an operable and low maintenance legacy
aspire to environmentally positive design
encourage collaboration in the design process
always remember the people using the place

These issues are not about style.
They are about
- learning from the past: what has been a success and what not,
- understanding the vernacular and its limitations in response to climate and function
- understanding which parts of tradition remain valid and where tradition can move forward
- developing appropriate climate responsive design
- using materials and technologies to use energy responsibly

The architectural community needs to help society define what should be applauded as ‘good design’ and how these criteria could be encouraged to influence the ambitions of projects.

In a globalizing world are there benefits in architects sharing experience outside their own cultural and climatic environments, learning from each other, and challenging local preconceptions?
I argue that there are and that this need not lead to a new homogenised International style, but greater innovation related to specific situations and briefs.
By encouraging collaboration between individuals with different experiences, lateral thinking can dissolve preconceptions and habit.
By asking questions rather than accepting the status quo, we can reinterpret requirements by offering new insights, and transferring knowledge and technological solutions.

There are issues which different cultures deal with in different ways. Learn from the other but do not copy slavishly.

Develop your own solutions by first defining the right questions to ask.