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NBBJ - Creating Community

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- Containing newly photographed visuals, this issue sets out to provide a behind the scene look at NBBJ's perspective on the future
- Published to mark NBBJ's 75th anniversary

NBBJ has been collaborating with the world's most admired pioneering companies including Microsoft, Samsung, Amazon, Tencent, and Alibaba, as well as designing for institutional leaders. The firm has successfully developed a "trans-disciplinary" culture within their practice as mentioned in Clifford Pearson's introductory essay.

Included are multiple interviews with their clients to explore why NBBJ continues to be their first choice. Marking their 75th anniversary, this publication is NBBJ's first monograph and includes 14 noteworthy projects selected from their most recent works. With newly photographed visuals, the issue sets out to provide a behind the scene look at NBBJ's perspective on the future.

Text in English and Japanese.

Contents:

Introduction: What's Next – Clifford Pearson; Roundtable: What We Care About – Steve McConnell, Jonathan Ward, Alyson Erwin, Nate Holland, Vivian Ngo. Amazon in the Regrade, The Spheres, Doppler and Meeting Center, Day One. Client Interview: John Schoettler, Interviewer: John Savo, Dale Alberda. REI at the Spring District, Columbus Metropolitan Library, Northside Branch. Client Interview: Alison Circle, Interviewer: Mike Suriano. Meridian Center for Health. Essay: Escaping Good Design – Shannon Nichol. The Bill & Melinda Gates Foundation, Samsung America Headquarters. Client Interview: Jim Elliott – Interviewer: Jonathan Ward. Ant Financial Z Space. Essay: They're Alive! Skyscrapers that Breathe, Evolve, and (Maybe Even) Move – Clifford Pearson. Tencent Seafront Towers. Client Interview: Chao (Ivan) Wan – Interviewer: Wei Hu. Rainier Square, The Realm and Great Room, Taikoo Place. Essay: New Methods, New Results – Phil Bernstein. Hangzhou Olympic Sports Center, Seattle City Light, Denny Substation. Essay: The Re-Socialization of Patient Care – Richard Dallam, Ryan Hullinger. Massachusetts General Hospital, Lunder Building. Client Interview: Jean Elrick – Interviewer: Joan Saba, Jay Siebenmorgen. New General Hospital. Essay: The Distance Between a Neuron and a Building – John J. Medina.

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