

DESIGN STUDIO

MISSION STATEMENT

**Establish a
DESIGN FIRST
culture.**

PURPOSE



Ensure design continuity moving forward
▶ Elevate new designers to succeed our retiring team members



Connect the company through design
▶ Elevate design through critique, charettes, and mentorship
▶ Foster collaboration with every studio



Position CBA to achieve next-level projects



Expand our design boundaries

GOALS

- 1.** Establish a Pre-Design standard
- 2.** Host Design competitions (Socials)
- 3.** Develop ways to speed up the design process (templates, unit library, graphic resources)
- 4.** Research new market trends
- 5.** Identify talent and mentor designers in every studio
- 6.** Conduct frequent design critiques