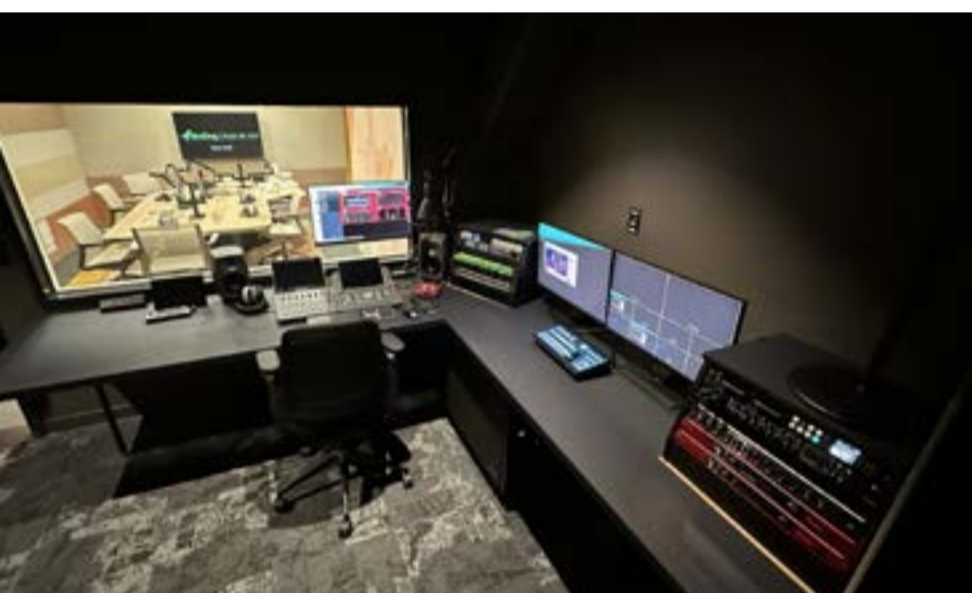


# Realizing POTENTIAL

There are a number of forces influencing industries today – many of which derive from the fundamental backbone to any economy: people and resources. As shifts in behaviors, policies and technologies occur, new opportunities present themselves.



## Expedite Production

Just as content creation studios are transforming the entertainment and media industries, so are the behind-the-scenes technologies critical to their production and distribution. From full movie productions to streaming podcasts and music studios, the industry is embracing an immersive experience for creatives and audiences.

## Choices & Impacts

As buildings in campus environments are reconfigured, optimized and migrate to higher-performing systems, we are working with clients to understand what the changes means on a macro and micro level. We are working across teams to explain the critical technologies that support clean buildings and how they influence infrastructure demands, energy conservation opportunities, potential environmental impacts, and operational considerations in terms of maintenance, expenses and life expectancy. [read more](#)



## Shifting Investments

As society defines what's next after 15 years of growth and transitions in workforce demographics, we apply lessons from the past to navigate the emerging landscape. As clients re-evaluate CapEx commitments and how to improve operational expenditures (OpEx), we are engaging with planners and teams alike to reinvest in existing spaces to make them reflect today's needs. Together, we are asking the questions — *How can these spaces run more efficiently? Uphold and advance environmental goals? Reflect today's workforce, student, researcher, inventor, or consumer? Adapt to new technologies that enhance the occupant experience?*

