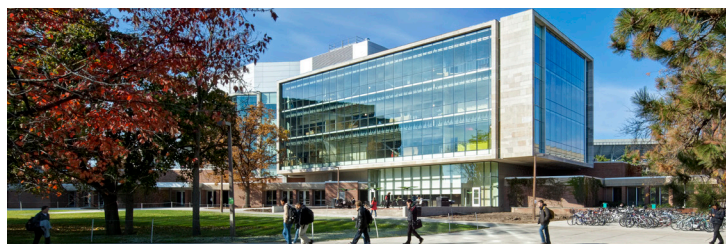
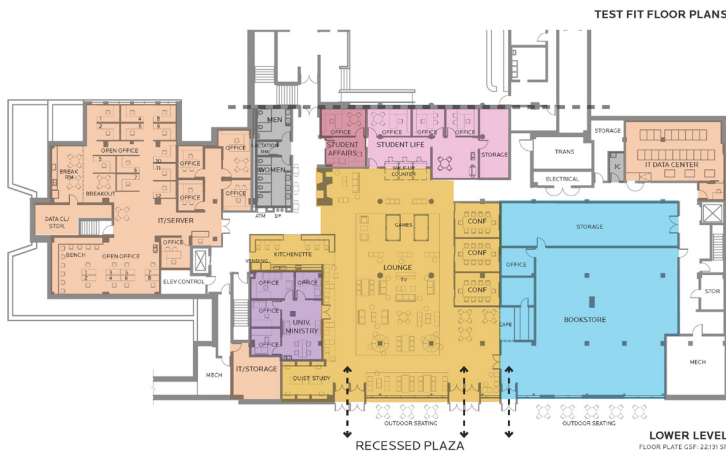


# 1 RELATIONSHIP

Forming partnerships with architecture firms across the country for projects of this scale and complexity is a tactic regularly used by both Hamilton Anderson and Moody Nolan. Our practices are organized to utilize and leverage the specific expertise each firm brings to a project, creating a framework which enables us to work collaboratively in order to provide the most value with minimal overlap.

The assembled team of Hamilton Anderson/Moody Nolan for the MSU Multicultural Center brings together the top two minority-owned design firms in the region. Uniting our two firms is our similar culture of quality projects, community focus, higher education portfolio and teaching philosophies.

The collaboration between Hamilton Anderson and Moody Nolan has proven to be successful, most recently on the West Village development in Detroit, where the two firms worked together to leverage their strengths and deliver a superior product to the client.



	West Village	MSU Wells Hall	UDM Student Center	WSU Student Center
Hamilton Anderson	●	●	●	●
Moody Nolan	●			
Peter Basso Associates				●
Nasr Desai			●	
Kirk		●	●	●

# 2 KEY ISSUES

We base our **design approach** on four important ingredients: collaboration, engagement, resourcefulness and innovation.

## Collaboration

Our team's methodology emphasizes collaboration with the University, students and faculty. We listen, ask questions, and listen even more to fully understand your issues and goals, givens and intentions. We are responsive to all constituents of the plan, defined by strategies that set the vision and roles that are shared with the client team. We want a process as open as possible to clarify priorities and build consensus. All the nuance, circumstance and complexity of creating a diverse multicultural center will benefit from our cooperative team approach that blends varied experiences, backgrounds, and disciplines.

Successful planning balances creativity and technical proficiency; it takes passion, patience and a cooperative spirit. Collaborative efforts will focus on developing an in-depth understanding of concerns, opportunities, and desires: What is the potential for the site and building? How far can we push sustainable initiatives? What do we keep? What to take away? What do we add? Where are the best opportunities to encourage interaction? How do changes respond to the need for security? Technology? How does MSU react to economic fluctuations? How can we connect to adjacent and nearby uses for greatest impact? What are the costs? What is first? How quickly can it get done? Sharing ideas and working together will contribute significantly to the goal of improving MSU and will serve as a highly useful tool for implementation. It is the exchange of knowledge that produces the highest creative yield. Therefore, the most critical component to a successful project is maintaining an open mind to collaboration.

## Engagement

Grasping programmatic, economic, social and political forces actively operating within an organization is essential to generating excitement and "buy-in" for creating a plan of action. There are many ways to structure an engagement process with the decision makers and users-including topical work sessions, day-long (or multi-day) design charrettes, and progress review meetings. We encourage stakeholders to actively participate in discussion and share information regarding needs and desires and to systematically develop strategies to build on strengths, address weaknesses, overcome obstacles and build opportunity. We will create a working structure for interaction and feedback, where progress is continual and coincides with the project schedule. We will work with you to develop this structure, knowing the engagement process that fits best is one that encourages step-by-step consensus building, keeps everyone equally informed, avoids surprises and focuses on the conceptually



DIVERSE



NEXT GENERATION



STUDENT ENGAGEMENT



INFORMATION GATHERING



CONNECTION

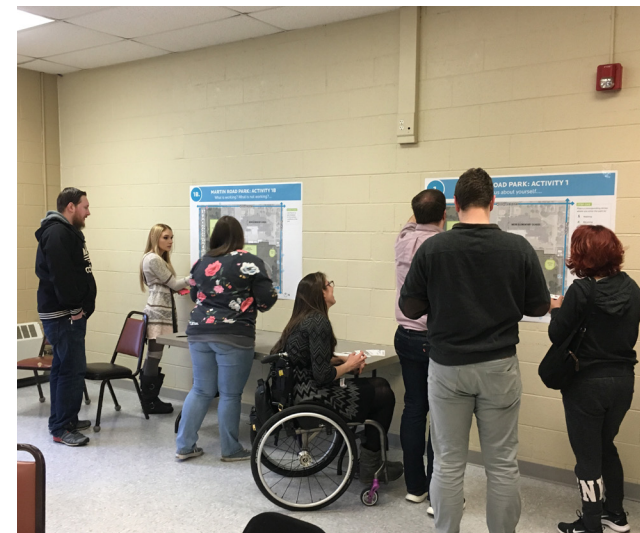
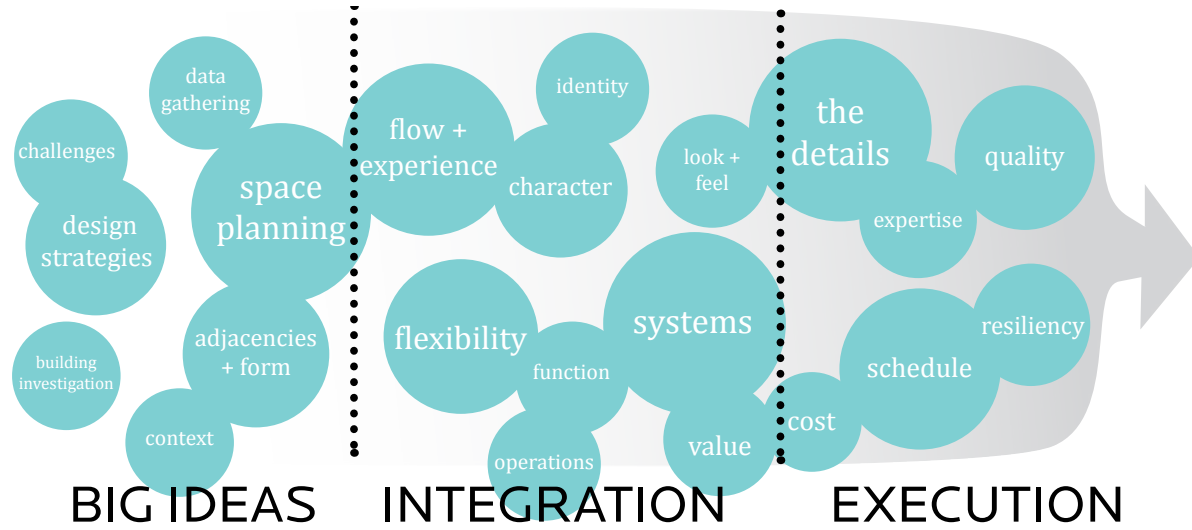


MULTICULTURAL

Over the years, HAA has quietly created opportunities for our community's next generation. Our efforts to engage and guide the young people of Detroit have been manifest in a number of different ways, sometimes institutionally and sometimes anecdotally. For instance, our Team is often found teaching architecture and design in local universities. We all serve on student reviews in these same situations. Some of our Team get involved in advisory boards and alumni associations as a way to ensure how our profession can be improved by advocating for the students. In addition, HAA has hosted student associations and student groups, including recruitment tours, studio and lecture office visits and supporting high school students and college students by offering internships during their spring break. HAA has also sponsored (and serves as host company) for scholars involved in programs like Challenge Detroit, Grow Detroit's Young Talent, ArcPREP, Wolverine Pathways, and the Pathways to Excellence Program. We all know that it is important to give back. But HAA has made a concerted effort to pave the way for young people in Detroit to become familiar with the design profession by introducing them to our company, which is led by Rainy Hamilton, an African American.



# 3 WORK PLAN



appropriate. Client engagement is a key imperative to a successful project delivery.

### Resourcefulness

The HAA Team understands the value of being resourceful. We know projects change, sometimes mid-stream, and our process will adjust in response. One of the traits we bring to the project is flexibility. In addition, our best success stories have often included a Construction Manager as an integral team member to our process. A CM brings real-world realities to the conversation. They ground projects in aspects pertaining to labor availability issues, material availability, construction practicality, construction sequence and schedules, phasing and construction site challenges, and most certainly a CM brings the unique perspective of construction costs. Blending these resources, making the design team a true resource to the process, assures a successful project delivery.

### Innovation

The HAA Team's reputation is built on delivering thoughtful and innovative designs that strengthen the relationship between past, present and future. We constantly strive to meet project requirements, articulate needs and meet market demands through innovative problem solving, avoiding cookie-cutter solutions that can creep into the planning process. The MSU Multicultural Center will be designed to be implemented in a responsible manner, featuring systems that minimize the impact to the existing buildings, the site, the physical environment and the cultural community of the campus. This approach provides for responsible implementation in the near term and minimized environmental and economic impact over time. The goal is to have funds for you go into programs rather than building maintenance and operations. Thinking about innovation as a creative opportunity to produce savings and value is another key to the successful projects the HAA Team has completed.



# 4 PARTNERS

Our approach to involving the client in our process is interdisciplinary, participatory, engaging, and centered around building consensus. This process employs several key features requested by our team from the client and stakeholders that support complex buildings:

### PROJECT MANAGER

Having one direct client contact at MSU, that is a point-person and remains accountable throughout the project's duration, has proven invaluable to our process.

### STAKEHOLDER PARTICIPATION

We believe broad participation and diverse viewpoints lead to the best outcomes. Stakeholders, final decision makers, and a focused project leadership team will need to be engaged at a high level of 90-95%. Ultimately, this is your project and it is critical to have your involvement throughout.

### TRANSPARENCY

MSU can ensure the success of this project by being transparent with their constituents and our team. Confirmation of the projects financial resources and program constraints is vital. Transparency also means providing direct design feedback around successes and failures at critical points in the project. Openly presenting the progress on the current status and project schedule helps to keep the entire team accountable.

### RESPONSIVENESS

A key component of a successful project is a clear approval process with timely review and approvals. Our team will ask you to be responsive to our team, to yourselves, and the project needs. Our team will present you with ideas that challenge your thinking to make the project better. You will need to challenge yourselves to be open minded and thoughtful about what you want to achieve.

