

*something to be carefully upheld. What is this next era of television? What is it on the cusp of? What will be the next "first" to happen here?*

*In order to establish a true genius loci for a place one must embrace a process of deep research and analysis, in order to discover possibilities and unique design opportunities.*

*This is a rewarding journey that uncovers hidden narratives as well as a vision for the future. It is an immensely important responsibility to conceptualize a place, a new model for an environment where people will demand to work.*

*To achieve this, one must go beyond the "generic" and strive to create settings that evoke a deep emotional connection, which will lead to memorability.*

