The Role of Firm Culture and Design Technology in Practice

A firm’s culture can make or break any attempt to evolve. This can be especially true as firms strive for integrated, sustainable, and high-performing design outcomes that span their entire portfolios, not just a few high-profile projects.

This presentation will highlight how culture and design technology are cultivated at a leading architectural design firm that has won the most AIA Committee on the Environment (COTE) Top Ten awards, has been the AIA Firm of the Year, and whose founding partners just won the AIA 2024 Gold Medal award.

**BIO**

Dan Stine is the Director of Design Technology and leads the internal research program, Investigations, at the top-ranked architecture firm Lake|Flato, in San Antonio, Texas. He is a registered architect (WI), educator, author, blogger, and international speaker. In addition to teaching graduate architecture students at NDSU, he has written 18 textbooks, which are used extensively in the academic market.

Committed to climate action, Dan was on a six-person team commissioned by the AIA to write the AIA Climate Action Business Playbook. He serves on the national AIA Committee on the Environment (COTE).