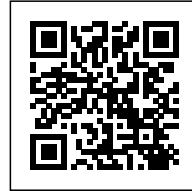




## ON HIS PRACTICE

Posted on September 22, 2016 by urbanNext



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Urban design is often a discipline that places a primary emphasis on pragmatic concerns such as infrastructure, function and logistics. Adriaan Geuze, principal at West 8, discusses the value of understanding first and designing for the cultural context in urban design projects. He explains how a focus on people, characters and narratives results in projects that have meaning beyond their functional requirements, and become part of the city's life.

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