



Smart Collaboration

Frequently OBMI needs to solve complex multidimensional problems for clients, from development strategy, product definition, building location, architectural identity, technical design, brand negotiation, or even market positioning. Experience has taught us that these problems are best tackled from a multidisciplinary perspective. Our process of utilizing smart collaboration in interactive sessions called “design-think workshops” encourage the engagement of all client and design team members. Together, we examine each project’s challenges and opportunities, advancing ideas and solutions.

In our “design-think” sessions we engage the creative visionaries, the strategists, the technical wizards, the organizers, the number crunchers, and the planners. We listen, we discuss, we sketch, we walk the site, we browse images, we argue, we muse, we sketch some more, we eat, we strategize again, we decide, we summarize, and we define the next steps.

At this stage, each expert team works on what was jointly agreed as the best project direction. We repeat these sessions throughout a project’s design, resulting in more refined solutions. Through Smart Collaboration, we share knowledge, foster client-expert trust, and make better decisions, while we all become joint authors of what is being created.

We’ve developed this smart, collaborative technique, to elevate what we do as designers. At OBMI, dynamic collaboration is our backbone and has proved a critical tool for creating some of our clients’ most successful projects.