

## projects

### The Brady Campaign Washington, DC

Interior Architectural Services for the  
relocation of an association



The design goal for The Brady Campaign was to create a brand which represents the organization's mission of non-violence through sensible gun laws, as well as their diverse, nonpartisan membership base. It was important to the organization the space address the two equal and vital components of their mission: shaping and influencing national gun-control laws and community and victim out-reach.

Themes of energy, momentum, and authority are created through dramatic curves and interesting architectural geometries, including a portal-like entry into the space. Intersecting curves throughout the space also thematically represent unification and reconciliation. The use of glass throughout the space communicates open thinking, compromise and problem solving, as well as political and corporate transparency. The use of color – including serene colors such as blue and purple – also reinforce this theme.

The Brady Campaign transformed from a closed, office-intensive work environment to an open, highly energetic, collaborative one. Collaboration areas strategically placed throughout the space creating opportunities for interaction, creativity, problem-solving and socializing.

The organization regularly invites victims and their families to their space to speak with staff members and share their experiences. Therefore it was very important to The Brady Campaign the space feel inviting and safe. The use of wood, stone, and other residential-feel materials create a comfortable, safe, and peaceful environment for those affected by gun violence.

