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BETA.Ø is an award-winning architecture firm based in Madrid which develops its professional activity in architecture, urban planning, landscape and design.

We consider our work to be an opportunity to improve the natural and urban environment and the quality of life of the people who trust in us to develop their projects.

Our daily work constitutes a stimulating challenge to identify the optimal solution, which must also be creative and make it possible to give added value to each project (the beta.Ø). That which captures its essence, embracing the changing nature and necessary evolution of each project within the complex development of the construction process, will provide value over time.

## PROFESSIONAL APPROACH

### *WE DESIGN FOR PEOPLE*

Our methodology is based on the extensive training and accumulated experience of our professional team, both within our office and at prestigious international architecture firms. The ongoing search for and discovery of new architectural solutions that most effectively address the needs of our clients is the essence of our work.

Every project, regardless of its scale, represents an opportunity for improvement. Therefore, we adopt a careful approach that involves a comprehensive, in-depth analysis of the strategic factors of the project. In so doing, we discard trends, architectural style and form in pursuit of the essence of each project.

Location, culture, programme, function, user and budget make up our framework within an open and diverse disciplinary structure, promoting collaboration and the exchange of ideas among professionals.

We therefore use collaboration and dialogue as a method, valuing human interaction. We involve clients by inviting them to work hand-in-hand with our team of highly talented multidisciplinary professionals, who act as experts and advisors, integrating the various agents in the construction process, helping the client to make the right decisions.



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### *INSPIRED BY NATURE AND HUMAN BEINGS*

We try to create a working environment that promotes understanding, empathising with our clients' needs, enriching and expanding perspectives in order to obtain an overall picture of the project. Its restrictions, goals and objectives, reinforced by the culture, technology and social dimension of our team, become a rich source of inspiration that make extraordinary architectural results possible.

Thus, each project becomes a unique expression of the context in which it is developed and situated, the climate and intended use of the space.

The object of our work is to examine the conditions of the context and location of our projects in detail, attempting, by means of its development, to improve its conditions. We interpret every project as a support through which the user can interact with the surroundings, adapting them to his or her needs with the deepest respect and appreciation for nature and the environment.

### *COMMITTED TO SUITABLE + SOCIAL + INNOVATIVE DESIGN*

At the heart of our work lies a commitment to social sustainability and close collaboration with clients, users, contractors and other parties with an interest in the development of each project.

We know that a good design is one that gains efficiency and improves people's quality of life. Therefore, we conduct a thorough analysis of the social and environmental implications of each phase of the project.

We look for technical and building solutions that are effective, economical and natural in an effort to minimise environmental impact, integrating bioclimatic strategies in our designs to improve the energy performance of buildings.

Cross-collaboration with other agents enhances our work, enabling us to leave our comfort zones and think outside of the box in order to find new creative solutions.

We always seek out cutting-edge, sustainable building materials, techniques and technologies, integrating the construction technology of each environment in the project development process.

Our team works with optimism, commitment and responsibility to obtain the best results for every project in every location.