



Alchemy Architects have always been guided by a belief that the quality of our surroundings has a direct influence on the quality of our lives, whether it's in the workplace, at home or in the public realm. Further, we acknowledge that architecture is generated by the needs of people, which are both material and spiritual, maintaining a concern for the physical context and sensitivity to the culture and climate of place.

The central drive of the practice is to create elegant, rigorous and innovative design solutions that respond to each development's site constraints, operational, financial and programme requirements of the client. The design and management of all projects, regardless of scale, complexity or building typology is approached on the same basis with the following core values of simplicity, efficiency and legibility being the driving force.

As professionals we have a dual responsibility, firstly to our clients we serve, but also to the public domain, who ultimately become the many users of our designs. The design of each new project is

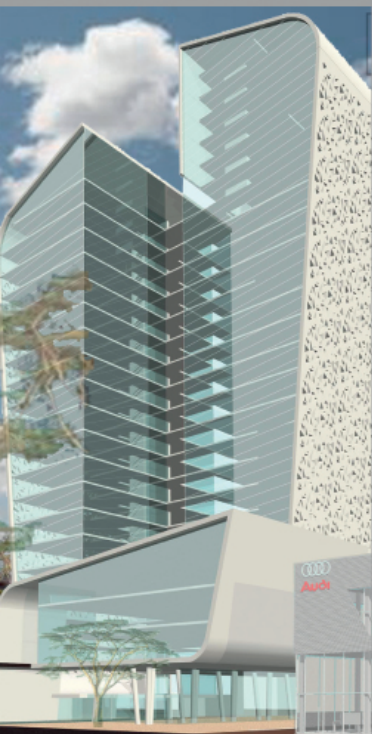
reviewed regularly, both formally and informally, so as to meet the projects initial objectives. Alchemy Architects is committed to sustainable building design. The practice's ambition is to establish an individual sustainability profile for each project, so as to promote a strong sustainability ethic, where we strive to work closely with clients to explore and balance capital costs with lifecycle costs, in terms of energy and resources.

We recognise, however, that as architects, we are only as powerful as our core values. We understand that not every project will be able to meet all the desired criteria of sustainability; however, we believe that we have a responsibility to try and encourage clients and developers to adopt these sustainable strategies.

Alchemy Architects and its principle member are registered with the South African Council for the Architectural Profession, South African Institute of Architects, its regional body the Gauteng Institute for Architecture, and the Green Building Council of South Africa.



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