



RETHINK, REFINE, REUSE, REDESIGN

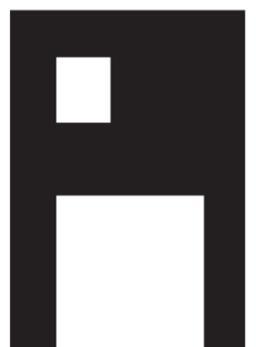
Since day one, A house has constantly been rethought, refined, reused and redesigned as there are few blueprints to what we are doing. In making time to evaluate the processes of things, we believe that anything can – and should – be questioned at any time. Always in constant transformation.





THE COMMUNITY IS OUR MOST CREATIVE TOOL

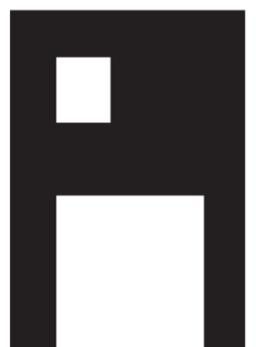
The knowledge of our community informs us in the development of each destination – through advisory boards to guiding principles. Being a member of the A house community also invites you to tap into a collective brain when in need, making use of the skills that allows for ideas to grow in-house: from first draft to final product.





SPACE FOLLOWS PROCESS

Each destination has been customized to suit the particular creative and innovative processes of one or more industry – whether it be editing studios or lab kitchens – as the desired output won't materialize without an adequate space for experimenting, concentrating or collaborating.





EXPECT GREAT OUTPUT FROM UNEXPECTED INPUT

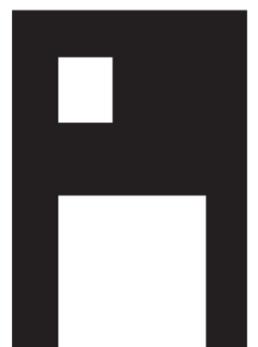
With an infrastructure set up around social interactions, unexpected meetings occur daily within the walls of our destinations: at our work- and event spaces, during our activity programming and at the restaurants under each roof. Encounters that grant the possibility of a diverse output.





THINKING BY DOING

The best way to get something done is to start doing it. Prototyping is a natural part of creativity, just like mistakes and insights are. From materializing what we are doing along the way of a project, new ideas and perspectives can emerge – especially when shared with other members of the community.





SHARING PROBLEMS, NOT JUST SOLUTIONS

Research, curiosity and the exchange of perspectives are important components in stimulating creative development and innovation. As others preoccupy themselves with only sharing new solutions, we strive to understand and share problems. Why? Because one problem can generate a 1000 new solutions.





CREATION REQUIRES RECREATION

We believe that creation requires recreation. As people are our most powerful creative tool, we need to embrace their needs as human beings. All work and no play makes anyone a dull creative. That's why resting, laughing and socializing are crucial creative tools as well. Because if you feel good, you'll do good. But if you don't work, nothing works.

