



CELEBRATING  
55 YEARS

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## **2020 Women Who Build Spotlight: Laura Pirie, Pirie Associates**

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Laura Pirie, Principal at Pirie Associates

How many years have you been in your current field? 35 years

What motivated you to step out on your own? I stepped out on my own because I knew there was a better way to practice - to evolve how architects do what we do. Put very simply: WHY and HOW we make matters. For us and for our clients. We engage intentions (why) and attention (how) to create better outcomes. In our view, better means empowering people in their places. First, through being led by their wisdom. Second by letting them in on the “secret” of what good design does for them, their communities, and the world. Collaborating this way in turn empowers architects. It’s a win-win way to work – what’s better than that?

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