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## **Phase Zero Design opens in Hartford, Greenwich, Boston**

August 25, 2009 - Retail

Phase Zero Design, architecture, planning and consulting firm, has opened in three locations, the Hartford, Greenwich, and Boston, Mass. markets. The firm will focus on providing services to the retail, corporate, residential, academic, hospitality and institutional market sectors.

"We're not your typical architectural firm," said Jim Kimball, president of Phase Zero Design. "Phase Zero Design was founded upon the premise that every project, whether large or small, begins before the beginning. We start at phase zero. This innovative approach provides our clients with tangible value by allowing them to have more ownership in the design process, teaching them to think more creatively in the context of what they do and by accelerating subsequent phases of their project."

"We are very excited about bringing our passion and expertise to the marketplace. We've received strong feedback from our clients and colleagues regarding our differentiation and business model strategy. The time is right to bring a fresh approach to architectural design services."

Phase Zero Design's business model is a blend of design, technology, strategic consulting and research. The firm is lead by subject matter experts who will utilize all or part of these resources for the benefit of their clients and projects.

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