



## Studio Philosophy

We take pride and enjoyment in developing a comprehensive design and the realization that design occurs in the smallest of projects, from a unique light fixture to a new restaurant experience. We know that design is involved in every moment of the project and weaved through the decisions made in the process. Our method to take the idea to fruition is in collaboration with the client coupled with our skill and knowledge, we develop an enhance form or language of what was initially conveyed in our first meeting. At the end of the day we want to apply our design capabilities to the project to satisfy the client and enjoy the spaces we create.

## Leadership Team



### Brian Krob, Principal

Passionate and well versed, Brian Krob loves to garner the most from every project. Aline Architecture is a practice that fosters innovation and looks to build upon each design experience. His approach is to apply his technological prowess with sensitivity to site and program to every design process. As full service design firm, his aim is to develop all aspects of the project and developing the parameters that dictate the program. Having worked several years in Los Angeles and many years in the Valley, Brian is a seasoned professional. He has been involved in several types of projects, but more specifically restaurants, custom homes, and hospitality build outs. In all cases, the appropriate starting place is to collaborate with the client to delve into where the design needs to go, thusly developing more than either party would have expected. He prides himself in fully comprehending the design problem and then utilizing his skill to develop the most appropriate solution.

- State of Arizona Registered Architect
- NCARB certified
- University of California Los Angeles, Master of Architecture
- Arizona State University, Bachelor of Science in Design



### Brian Laubenthal, Principal

Brian Laubenthal's philosophy is focused on environmentally conscious designs in harmony with their context and scale of site. His objective is to create methods for using materials that can be mass produced, but have the ability to be customized to the specific needs and language of a program or space, while embracing technology to create tactile qualities, scale, variation and relationships to movement. Brian enjoys bringing a heightened design impression to even the most simple project. Having completed a variety of projects, his concentration has been restaurants, commercial tenant improvements, and custom art design. Using his LEED accreditation Brian volunteers to help develop sustainable and healthy environments.

- University of Michigan, Bachelor of Science in Architectural Studies
- Arizona State University, Master of Architecture
- Associate of the American Institute of Architects
- LEED Accredited Professional
- Member of Partners in Progress (mentoring youth)



### Jeff Graham, Project Manager

Passionate about creating spaces that enrich lives and elevate perceptions. He believes that a thorough understanding of materials and construction methods and how these connect us to our history and environment is fundamental to creating such spaces. Jeff's studies at Taliesin, The Frank Lloyd Wright School of Architecture, gave him the opportunity to strengthen this understanding through a combination of studio and construction projects. The design and construction of the Mod.Fab, a 450 square foot residence, became fundamental to his education and allowed him the profound experience of participating in the full process of creating architecture. Throughout his



experiences, Jeff remains convinced that architecture is not simply a solution to a problem, but a way of connecting to people through built space and conveying our highest potential.

- The Frank Lloyd Wright School of Architecture, Bachelor of Architectural Studies
- The Frank Lloyd Wright School of Architecture, Master of Architecture



### Heidi Grimwood, Project Manager

Heidi's approach to architecture is to create buildings and spaces which enhance the local community by embodying dreams, developing creative solutions, drawing inspiration from the natural surrounding environment, and delivering a project which is an inspiration to others. She enjoys collaborating with the client and project team to generate ideas, develop details, and devising a well-integrated design. With prior experience in ground-up construction of retail developments and major brand hotels across the nation, Heidi recognizes the success of a project is not only measured by the success of the design but through continued communication and teamwork as well as an organizational approach to each project.

- State of Arizona Registered Architect
- University of Arizona, Bachelor of Architecture

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