

URL: <https://stvp.stanford.edu/clips/architecture-to-drive-change>

Sharon Prince, CEO and founder of Grace Farms Foundation, encourages listeners to consider the power of architecture to drive outcomes, express a vision, and communicate values.



Transcript

- What is so surprising, fascinating, 00:00:08,760 and under realized is the power, the enormous power of architecture to drive new outcomes and even humanitarian outcomes.. As a fellow entrepreneur, I think of architecture as a three-dimensional expression of a vision.. And one other thing is that you think about architecture, space, and I do believe, does communicate.. So you start to wrestle with this idea, "Well, what does space communicate?" And also, you know, can it embed values into space? Can you do that? Can it be generative over a hundred years? You know, what can it do?..