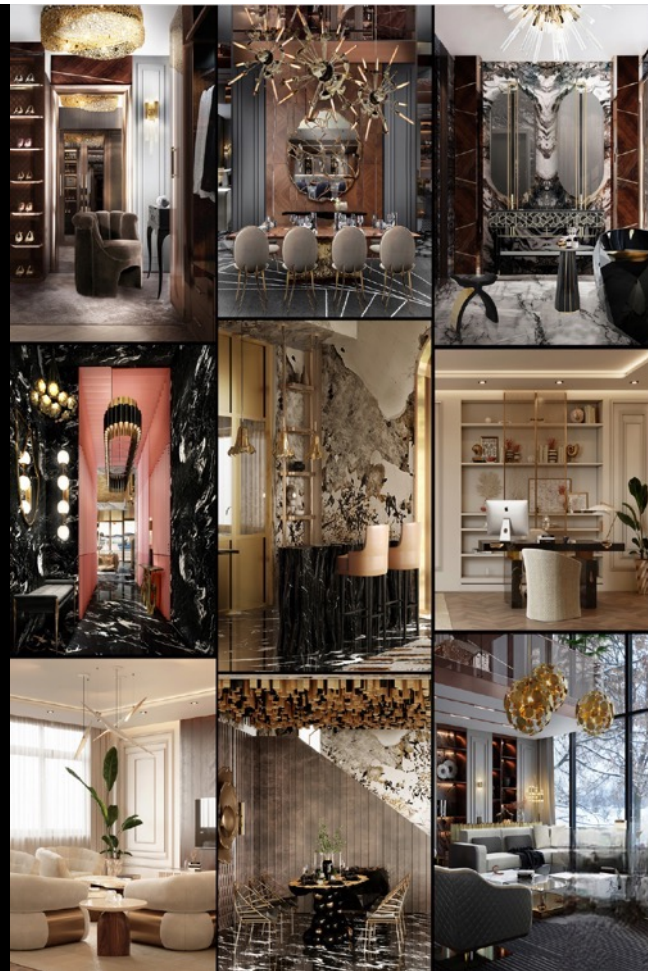


Build Your Team.

Connecting with the world's finest creative and delivery professionals for your project.



Beyond Traditional Services

Bespoke Matchmaking

Connecting UHNWI clients with architects, designers, project managers, and contractors whose track record, style, and scale of experience match their specific project — not who happens to be available.

Comprehensive Framework

A defined, four-discipline selection process gathering evidence-based intelligence on each candidate — portfolio, permit history, publication trail, and peer reputation.

Strategic Alignment

Balancing your personal vision with market conditions and project realities to build a team that performs together, not just on paper.



Understanding You

The foundation of exceptional design begins with deep understanding. We employ sophisticated techniques to capture every nuance of your lifestyle, preferences, and aspirations.



The Outline Brief: Your Vision Documented

The FYI outline brief serves as the foundational document capturing your complete vision, preferences, and requirements. It acts as a roadmap for architects and designers, ensuring everyone involved remains aligned with your goals throughout the project journey.

This living document remains adaptable, allowing for refinements based on market insights gathered during our KYM (Know Your Market) process, ensuring your project reflects both personal taste and strategic market positioning.

1

Architectural Style

Clearly defined vision from contemporary to classical

2

Materials & Finishes

Preferred materials ensuring quality and taste

3

Amenities & Features

Must-have elements enhancing lifestyle

4

Budget Guidelines

Framework for informed decision-making

The Foundation: Why Selection Matters

The Architect's Vision

Your architect shapes the bones of your home—from structural integrity to aesthetic appeal. They orchestrate spatial planning that maximizes comfort, design exteriors that captivate, and integrate sustainability that reduces environmental impact while enhancing long-term value.

Every decision affects how your home functions, feels, and fits within its environment. The right architect balances beauty with practicality, creating spaces that flow naturally and inspire daily.

The Interior Designer's Touch

Your interior designer translates architectural vision into lived experience. They craft functional layouts for daily activities and entertaining, establish aesthetic harmony through furnishings and color, and deliver custom solutions for storage, lighting, and technology integration.

The designer's expertise ensures every room serves your lifestyle while reflecting your personal style—transforming architectural spaces into your home.

The Foundation: Why Selection Matters

Project Manager / Owner's Representative

Your PM is the client's advocate in every room. They translate your vision into contractual accountability — scope, schedule, budget, and permitting — while managing the inevitable friction between creative ambition and construction reality.

At the ultra-luxury scale, the right Owner's Representative brings independent budget oversight, permitting and code expertise in the specific jurisdiction, and the credibility to challenge a \$60M contractor when the work is wrong.

General Contractor (ECI)

For ultra-luxury projects, technical capability is table stakes — what separates exceptional builders is their subcontractor relationships, financial stability under pressure, warranty culture, and experience working at the precise intersection of scale, specification, and discretion your project demands.

Early Contractor Involvement (ECI) is common on large-scale developments and not often used for “smaller projects”. We firmly believe that ECI is the secret sauce that brings the ultimate risk mitigation benefits to our curated vision for exceptional execution.

LRA's Comprehensive Review Process

01

Portfolio Review

We conduct thorough evaluations of each professional's body of work, examining diversity across project types, sizes, and styles.

This includes analyzing their ability to incorporate current design trends while maintaining timeless quality, plus assessing technical proficiency in space planning, material selection, and code compliance.

02

Compatibility Assessment

We ensure the architect's design philosophy aligns seamlessly with your project goals.

This involves evaluating vision alignment between modern and traditional preferences, reviewing material choices for aesthetic and sustainability matches, and confirming the architect's approach resonates with your aspirations.

03

Style Cohesion Analysis

We examine how your chosen architect and interior designer will collaborate effectively.

Our analysis focuses on shared design language for seamless transitions, coordinated color palettes and textures, and unified material integration throughout your home to create harmonious spaces.



The Power of Our Comprehensive Database



Detailed Professional Profiles

Every architect and interior designer in our database has a comprehensive profile featuring specialization tags, visual documentation of past projects with before-and-after transformations, client testimonials, and industry awards that highlight their expertise and credibility.



Client Avatar Development

We create detailed avatars representing your tastes, lifestyle, and work style. These include demographics like family composition and lifestyle habits, aesthetic preferences from minimalist to bohemian, and functionality needs such as home offices, children's play areas, or entertainment spaces.



Intelligent Matching

Our sophisticated matching process cross-references your avatar with professional profiles, evaluating compatibility based on design styles, project experience, and client feedback. We shortlist 2-3 architect-designer pairs, ensuring diverse styles while maintaining alignment with your vision.



Our Architect Database Attributes

Design Styles

Cataloged by primary architectural focus—modernist, classical, contemporary, traditional, or eclectic

Specializations

Expertise areas including sustainable design, historic restoration, coastal properties, or mountain estates

Firm Profile

Office size, location, team composition, and capacity for project management

Financial Structure

Fee arrangements, typical project costs, and budget management track record

Performance History

Timeline adherence, client satisfaction ratings, and portfolio of completed luxury projects

Working Style Assessment

Communication Style

Identify preferred interaction methods.

Compatibility Analysis

Evaluate potential relationship dynamics.



Collaboration Preferences

Assess openness to feedback and partnership.

Decision-Making Profile

Analyze approach to choices and changes.

Presenting the Shortlist

We prepare comprehensive presentations for each shortlisted architect, including detailed profiles, curated portfolios, and relevant project case studies.

Throughout this process, we encourage your active participation and input. Our collaborative approach ensures you feel confident and informed in your decision-making, fostering ownership of the selection process. We facilitate meetings, coordinate portfolio reviews, and provide expert guidance while respecting your ultimate authority in choosing your design partner.

Visual Storytelling

Compelling presentation of each candidate's work — portfolio, project photography, and published features.

Transparent Evaluation

Clear rationale for each recommendation, with scored breakdowns by matching dimension.

Client Feedback

Structured format to capture your initial impressions after each presentation.



Selecting Your Interior Designer

The interior design phase focuses on finding designers who can translate the architectural vision into cohesive, livable spaces that authentically reflect your personal style. This stage is crucial for ensuring that the overall aesthetic harmonizes seamlessly with the architectural framework established in collaboration with your architect.

We prioritize designers whose philosophy and portfolio demonstrate an ability to create interiors that are both visually stunning and functionally exceptional. The designer must complement the architectural style while bringing their unique creative perspective to enhance the living experience.

1

Portfolio Review

Evaluating past projects and design philosophy for alignment with your vision.

2

Architectural Compatibility

Ensuring the designer's approach harmonizes with the architectural plan.

3

Style Cohesion

Confirming seamless integration of all design elements throughout the home.

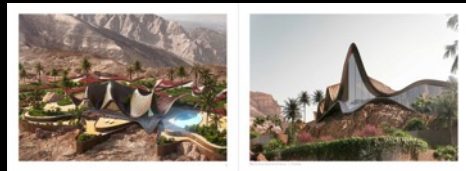


MARIO CUCINELLA
FOUNDER AND CREATIVE DIRECTOR OF MCA

Mario Cucinella is the founder of Mario Cucinella Architects, based in Bologna and Milan. In 2009, he founded School of Sustainability, a post-graduate training center aimed at training professionals in the field of sustainability. In 2006, he was curator of the Italian Pavilion at the 10th International Architecture Exhibition of the Venice Biennale with the exhibition "Designing Italy". In 2009, he founded MCA Design, focused on the internal and external design of interior spaces with more collaborations with the most famous firms in Italy, companies. The impact of his work has been recognized with the lifetime fellowship of the American Institute of Architects (2017) and with the International Fellowship of the Royal Institute of British Architects (2016). In 2018, MCA participated in COP24, the UN Climate Change Conference in Katowice, with the TELA - Technology and City project designed with RHP, displayed in the Bull Better New urban exhibition.

Five Awards

- 2010 - Architecture Awards, (Pirelli, USA) awarded in the category (Built Commercial) Project - Lingard Group Headquarters, Milan, Italy
- 2010 - AIA Award 2010 (London, USA) entered in the category (Built - Streets, Project) - Argenyale Italia, Biennale di Architettura, Venice, Italy
- 2010 - European Sustainability Award (Brussels, Belgium) entered in the category (Built - Streets, Project) - Argenyale Italia, Biennale di Architettura, Venice, Italy
- 2017 - Honorary Fellowship Award (New York, USA) by the American Institute of Architects to Mario Cucinella for exceptional work and contributions to architecture and society on an international level
- 2018 - RIBA International Fellowship (London, UK) to Mario Cucinella by the RIBA Committee of the Royal Institute of British Architects (2018)



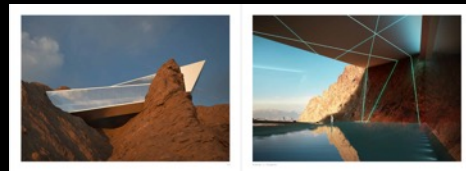
NUNO FONTARRA
PARTNER | ARCHITECT

Highly creative, innovative, self-driven, Nuno has propelled the conceptualization and design development of many of Mecanoo's most innovative and sculptural projects including the National Museum of Natural History, United Arab Emirates, National Housing Centre for the Arts (Oma Abu Dhabi, United Arab Emirates), Cultural Centre, Sharjah in United Arab Emirates and Conference Centre, Spain, amongst others. He has led multiple competition designs including the Real Garden Club, Saudi Arabia, Paga Towers, Hong Kong and an urban campus for the European Space Agency, Germany.

Nuno's method arises from a comprehensive understanding of the built environment, balanced with a free thinking international approach, derived from his global experience. Combining an on-site design and engagement, Nuno seeks to instill ideas from a complete group of stakeholders, into clear and concrete strategies, harmonizing on-site site conditions. Nuno has taught at TU Delft, Pira Jussu Institute in Rotterdam and Utrecht University in Delft, Netherlands.

Five Awards

- 2012 - RIBA Award, (London, UK) awarded in the category (Built - Streets, Project) - Argenyale Italia, Biennale di Architettura, Venice, Italy
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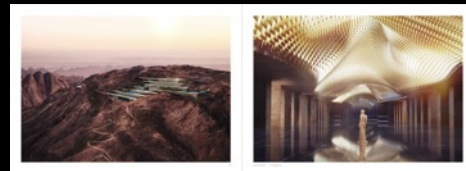
DAVID ROCKWELL, FAIA
FOUNDER & PRESIDENT

David Rockwell, FAIA, has long harbored a fascination with innovative environments. In 1984, he founded Rockwell Group, a cross-disciplinary architecture and design practice based in New York City, with satellite offices in Miami and Los Angeles. His work ranges from restaurants, hotels, airport terminals, and hospitals, to hotels, museum exhibitions, and Broadway sets.

David Rockwell includes the 2019 Pritzker Prize for Architecture for the medical pavilion at the National Cancer Institute for production design for the 2019 Oscars (2019) and 2019, the AIA New York Chapter President's Award, the 2018 National Design Award from the Cooper Institute National Design Museum for outstanding achievement in Interior Design, and the Presidential Design Award for the redesign of the Grand Central Terminal. Rockwell Group was named Best Company 2018, 2019 and 2021 as one of the most innovative design practices in their annual World's 50 Most Innovative Companies issue.

Five Awards

- 2019 Pritzker Prize for Architecture for the medical pavilion at the National Cancer Institute for production design for the 2019 Oscars (2019)
- 2019 AIA New York Chapter President's Award
- 2018 National Design Award from the Cooper Institute National Design Museum for outstanding achievement in Interior Design
- 2018 Presidential Design Award for the redesign of the Grand Central Terminal
- 2018 Best Company 2018, 2019 and 2021 as one of the most innovative design practices in their annual World's 50 Most Innovative Companies issue



Project Manager / Owner's Representative

The PM role is the least glamorous and most consequential appointment you will make. They hold the architect and contractor accountable to your interests — not to each other's professional relationship or to the fastest path to completion.

At the ultra-luxury scale, the right Owner's Representative brings three things no other team member provides: independent budget oversight, permitting and code expertise in the specific jurisdiction, and the credibility to challenge a \$60M contractor when the work is wrong.

Budget Discipline

Independent cost management, change order scrutiny, and contingency control — protecting your budget.

Schedule Management

Milestone accountability, procurement sequencing, and early-warning escalation when the programme is at risk.

Your Advocate

When the architect, contractor, and client want three different things, the PM's obligation runs to you alone.



Sourcing Your Project Manager

Evidence-Based PM Identification



01 Permit & Inspection Records

Building department records for high-value residential projects (\$5M+) identify the Owner's Representative by name in many jurisdictions. Factual, current, and verifiable — far more reliable than referrals.

02 Luxury Residential Networks

NAHB Custom Builder conferences, ULI residential councils, and ASPM directories filtered by residential category and geography. AIA's Construction Management practice group identifies architects who also operate as Owner's Reps.

03 Reverse-Engineering Projects

Identifying recently completed ultra-luxury homes and working backwards to the project management firm that delivered them.

04 Client Reference Verification

Our process requires direct reference interviews with previous ultra-luxury residential clients — specifically on budget adherence, change order management, and crisis handling.



Finding the Right General Contractor

At \$10M+, contractor selection is not about finding the lowest bid — it's about finding the firm whose culture, subcontractor relationships, and financial stability are equal to the demands of your project. Ultra-luxury residential requires contractors who understand that a homeowner is not an institutional client. Decisions are personal. Timelines are emotional. Standards are absolute.

The sourcing approach follows the work, not the marketing.

The Permit Trail

Building permit databases identify the GC of record on every project above threshold value. Our primary sourcing tool — factual, current, and verifiable.

Luxury Community Networks

Custom home communities (Yellowstone Club, Kukio, Kiawah Island) maintain approved builder lists. Entry requires demonstrated performance.

Subcontractor Intelligence

We interview luxury trade specialists in the target market to understand which GCs they prefer — and why.



General Contractor Registry Attributes

Project Scale Tier

Verified project completions segmented by construction value: \$5–15M / \$15–35M / \$35M+. A GC's largest completed project is their effective capacity ceiling.

Geographic Footprint

HQ location vs. markets with active subcontractor relationships. Local presence means permit relationships, inspector familiarity, and supplier networks.

Subcontractor Ecosystem

Quality of key trade relationships: structural, MEP, millwork, stone, glazing, and smart systems. Often more predictive than client reviews.

Financial Stability

Bonding capacity, surety relationship, and balance sheet health. A GC who runs into cash-flow problems mid-project creates consequences no contract can fully remedy.

Warranty & Defect History

Post-completion warranty claims, dispute history, and litigation record. Available through state contractor licensing databases and surety companies.

Cultural Fit

Ultra-luxury residential requires discretion, patience with client involvement, and willingness to execute to a specification that may evolve. Not every capable GC operates in this register.



The Contractor Selection Process

01

Qualification Round

Pre-qualification based on registry data: scale experience, geographic track record, financial stability, and reference checks. LRA conducts this — clients receive only qualified candidates.

02

Competitive Interview

Structured presentations from shortlisted GCs covering: their reading of your project's specific risks, proposed team, subcontractor selection process for key trades, and change order philosophy.

03

Reference Deep-Dive

Direct interviews with owners of recently completed comparable projects. Specifically: how did this GC handle the moment when something went wrong? Because something always does.



The Assembled Team

The four disciplines are selected as a system, not as individuals. LRA evaluates how the assembled team will perform together before any introduction is made.

Architect

The design visionary

Spatial and aesthetic authority — the structural and experiential framework of the home.

Matched on:

- Style compatibility
- Scale experience
- Geographic track record
- Publication & award trail

Interior Designer

The space storyteller

Lived experience and material detail — translating architecture into the life you will inhabit.

Matched on:

- Design cohesion with architect
- Personal relationship potential
- Specialty space experience
- Style score from Taste Exploration

Project Manager

The client's advocate

Budget, schedule, and compliance — the independent voice holding the team accountable to you.

Matched on:

- Delivery track record
- Jurisdiction expertise
- Independence from GC
- Change order discipline

General Contractor

The builder

Delivery, quality, and trade management — where specification becomes reality.

Matched on:

- Completed project scale
- Local trade ecosystem
- Financial stability
- Warranty culture



From Selection to Collaboration

1

Curated Presentation

We present your shortlisted professional pairings with high-quality visual references, detailed project descriptions, and transparent rationale explaining how each pairing complements your unique profile and project needs.

2

Interactive Consultation

Through facilitated discussions, we gather your feedback, address concerns, and refine selections. Your input shapes the final choices across all four disciplines.

3

Unified Vision Launch

Once selections are finalized, we organize collaborative kickoff meetings. We establish regular check-ins to maintain alignment, address emerging issues, and ensure cohesive execution.

Facilitating Connections

Schedule Meetings

Coordinate high-value introductions across all four disciplines with careful sequencing.

Structure Discussions

Provide focused meeting agendas tailored to each professional relationship and the client's communication style.

Observe Dynamics

Assess interpersonal chemistry — the intangibles that determine whether a professional relationship will thrive under pressure.

Document Impressions

Capture detailed meeting outcomes and client reactions to inform final selection recommendations.



Final Selection

Decision Matrix

Weigh pros and cons systematically

- Design philosophy alignment
- Communication compatibility
- Budget approach
- Scale & delivery evidence

Reflection Process

Guided discussion of impression

- Personal connection
- Trust factors
- Vision alignment
- Team chemistry

Final Documentation

Comprehensive selection report

- Selection rationale per discipline
- Decision factors
- Engagement terms & next steps
- GC: includes competitive pricing stage

Project Kickoff

①

Project Timeline

Establish clear milestones and expectations across all four disciplines from appointment to design completion.

②

Communication Plan

Define cadence and methods for updates — including how the PM, architect, and designer report to you.

③

Formalize Agreements

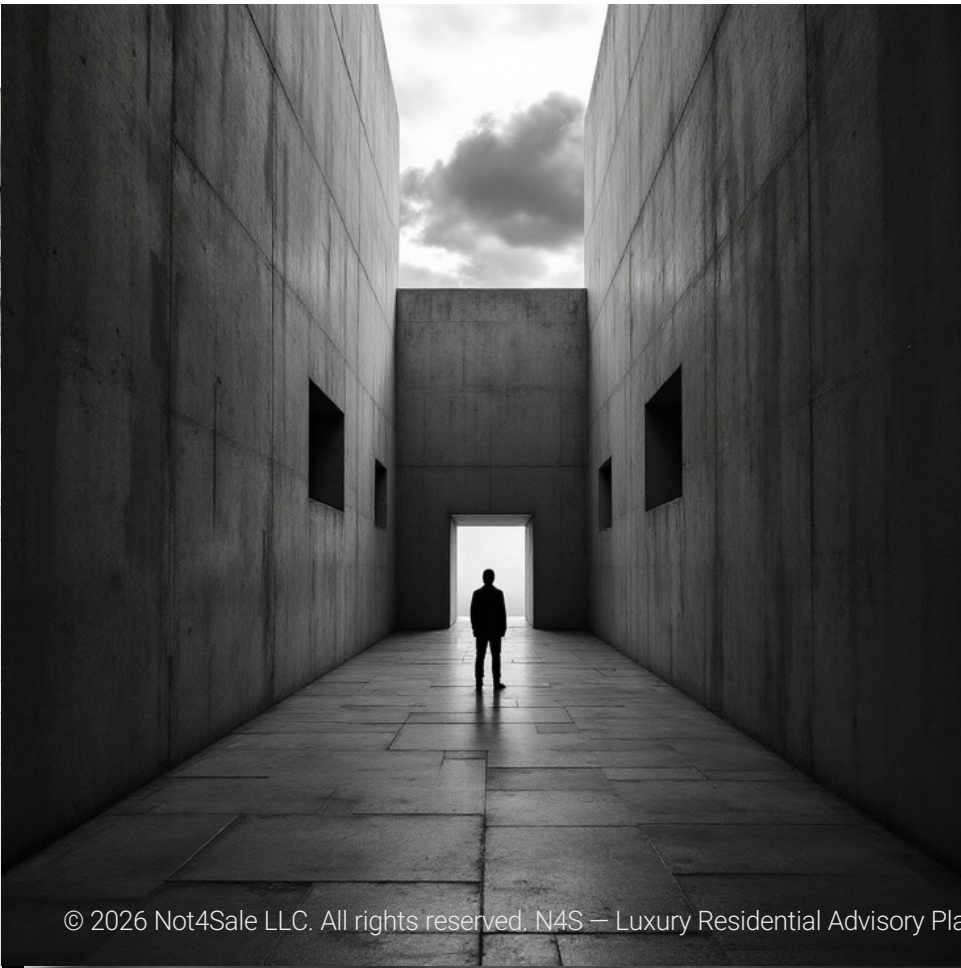
Execute contracts with transparent terms for each discipline. GC appointment may follow a final tender stage.

④

Launch Design Phase

Transition smoothly into active creation with all disciplines aligned, briefed, and under contract.





"The journey
not the arrival matters."

T.S. Eliot



Thank You.