

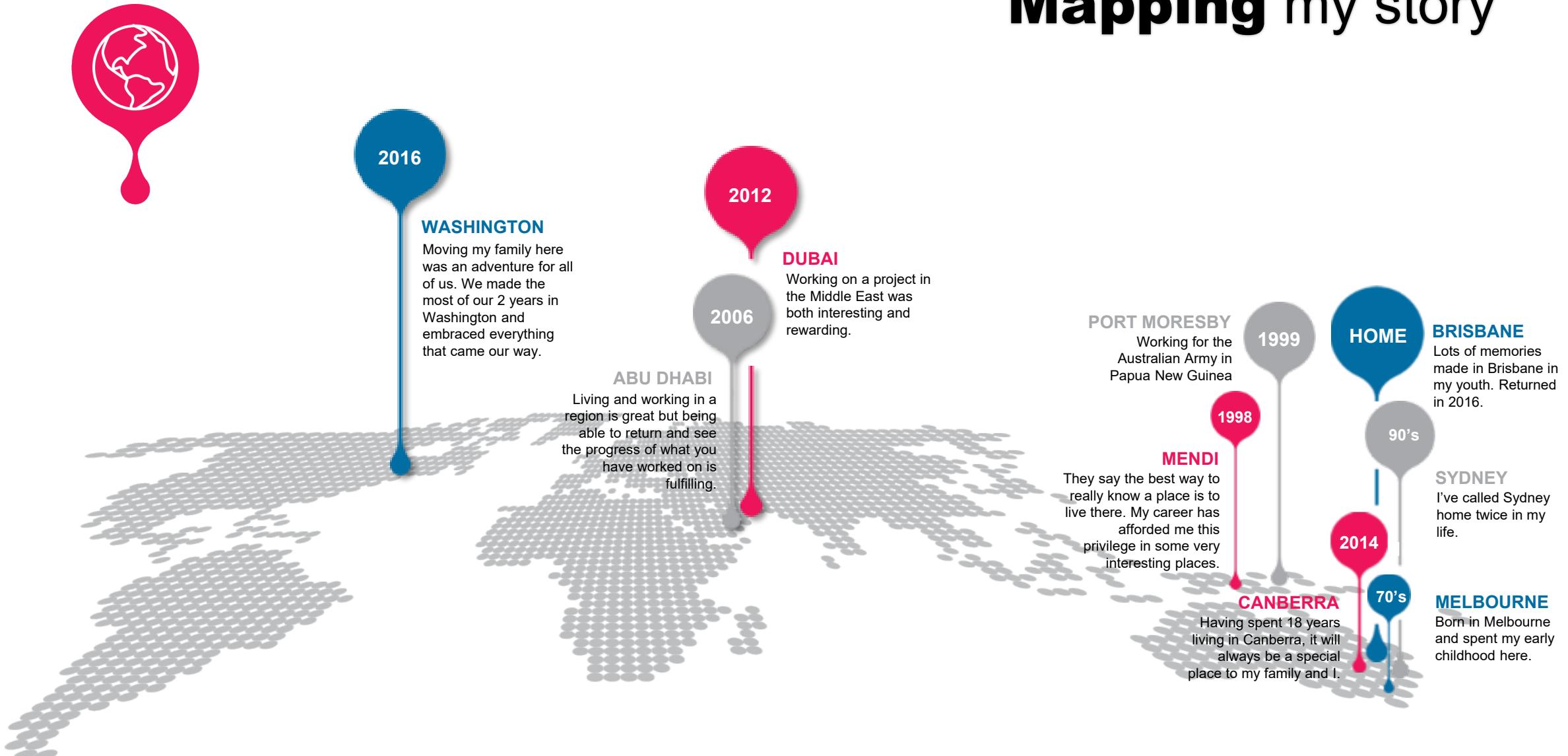
The background image is a wide-angle, aerial night photograph of the San Diego Convention Center. The building's distinctive green, curved glass roof is brightly lit, and its white structural supports are visible. In the foreground, a street with palm trees and a train track are visible. In the background, a bridge spans a body of water, and a tall, modern hotel building with many lit windows is prominent. The sky is a deep blue.

# Integrating Location and Design



Paul Murphy | GHD  
2019 AEC Summit @ ESRI UC

# Mapping my story





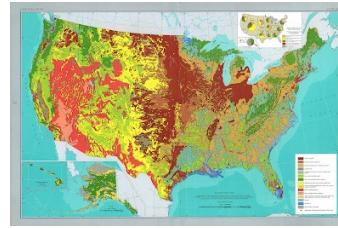
# Evolution of location and design



EMPIRE BUILDING



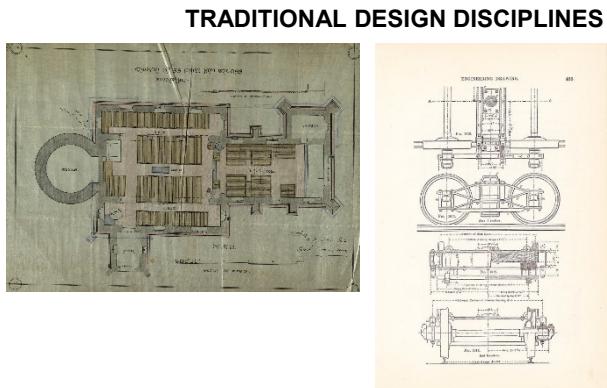
PANDEMIC MANAGEMENT



ACADEMIC LAND USE WEATHER



GPS EMBEDDED MOBILE DEVICES ON GLOBAL SCALE



TRADITIONAL DESIGN DISCIPLINES

FIELDS OF DESIGN BECOMES MORE BROAD



INCREASINGLY COMPLEX INFRASTRUCTURE DESIGN

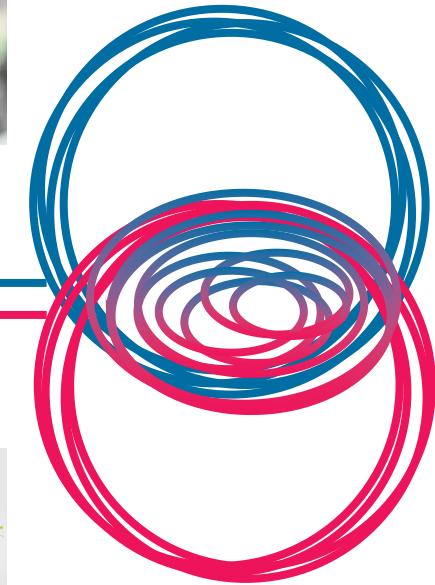


DESIGN THINKING



80% of business data contains location information

Location information supports decision making in every area of business



“The single biggest competitive advantage”

“Good design is good business”

Design thinking is a methodology that we use to solve any complex problem





2019

2020

2021

2022

2023



