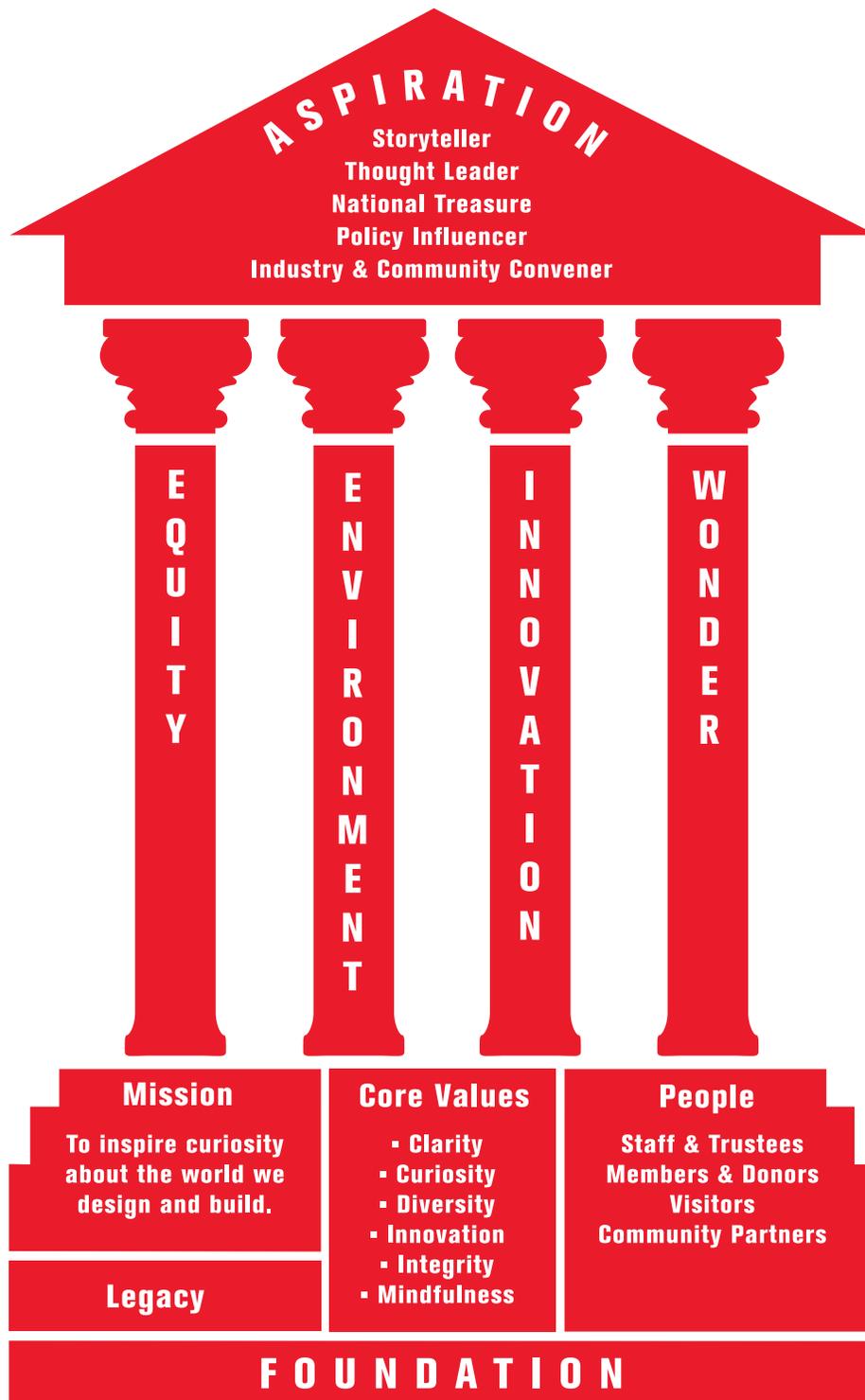


BUILDING FOR IMPACT



BUILDING FOR IMPACT

EQUITY

We believe:

- Design and construction are powerful tools and forces that can connect people to opportunity and empower communities to thrive.
- It is important to tell stories, collect materials and curate experiences that empower audiences to consider how and if the built environment around them contributes to an equitable society. We are committed to giving them the knowledge to explore what that means and why it matters.

Our impact:

We provoke new thinking from our visitors on issues of equity and social justice embedded within our built environment and the industries that design and build those environments. NBM challenges all visitors, participants and stakeholders to see the intentionality of design in the world around them and the power of design to provide or prohibit opportunity. We enable new perspectives and we push new thinking.

Through our commitment to Equity, we enlighten and empower.

ENVIRONMENT

We believe:

- Sustainability is a guiding principle of all great design and development. We believe that climate change is real, and that achieving net zero carbon emissions is an urgent priority.
- The design, development, building materials, construction, and property management communities are primary contributors to carbon emissions -- and have a responsibility and opportunity to contribute to the solution for carbon emissions reduction.

Our Impact:

NBM connects commercial and community priorities to influence and accelerate action. We bring more people into these conversations by making the reality of climate change relevant to people's daily lives -- and by empowering students/visitors to see themselves as critical contributors to future outcomes.

Through our focus on sustainability and climate, we educate, influence and contribute to solutions.

INNOVATION

We believe:

- Great design improves lives and sparks joy.
- Innovation in design, building and construction continuously transforms our world – looking back at the past and forward to the future.
- NBM's role is to champion new ideas and technology that solve problems, provide opportunity, respect the environment and improve communities.

Our impact:

As NBM advances its reputation as a champion for high-design, we do and we will compel our country's greatest design-thinkers to align with us. We attract regular and repeat visitors who look to NBM for cutting-edge content and beautiful design experiences. Future generations of building industry leaders will note NBM as formative in their careers.

Through our passion for innovation and high-design, we inspire innovative thinking and incubate the innovators of tomorrow.

WONDER

We believe:

- Experiential learning begins with wonder and inspiration – the intersection of imagination, creativity, discovery, playfulness and awe.
- Our home is an awe-inspiring world-class destination – whose design embodies our mission and is unparalleled in its ability to spark joy and offer transformative experiences.

Our Impact:

We rise to the rank of a bucket-list, must-see, must-do destination for millions of visitors who experience happiness, well-being and a renewed sense of curiosity through our transformative experiences.

By embracing wonder, we spark joy and invite the world to dream with us.

