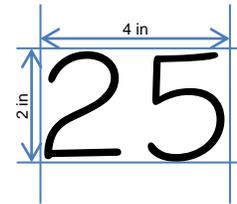


Designform

A PUBLICATION ON DESIGN
SUMMER 2011, 2 PAGES



*Years of
Quality
Design*

Twenty-five years ago, a young architect ventured out into the design world. With a good number of successes and years in the industry under his belt, this young architect grabbed the bull by the horns and went for the dream of owning a firm. The economy was not pleasant, similar to current times, but if our young architect waited for 'things to get better', our story may have never happened. With a wing, a prayer, and few good sketches in his book, his adventure began...

Of course, now it's 2011. Our young architect is now twenty-five years older, still the president of the firm he started, and leads and guides young designers within the firm every day. In today's economy, not too many people can say that.

Craig Rogers knows that twenty-five years of successful business did not happen from sheer luck. Relationships have been fostered and strengthened,

facilities have been designed and constructed, and **Designform** remains a regional leader in the commercial and industrial architecture industry. Our clients range from real estate development companies to colleges and universities to utility corporations. This broad range of expertise affords all of our clients the highest level of service, and we constantly strive to exceed any expectation.

The past twenty-five years have included a wide-range of projects for Designform. From our beginnings with the interior renovations for Secor Corporate Headquarters, to the rebuilding of the Studio Arts Building in Five Points South, the design and interior improvements for B&A Warehouse, multiple classroom and parking structures for the University of Alabama at Birmingham, the Mercedes Service Parts Central Warehouse, and the new Eastern Health

Center, Designform has produced some of the most exceptional designs in Birmingham. We also have completed many projects within the Southeast, helping those economies grow with the addition of distribution facilities and utility corporation training facilities.

Each day, we are truly thankful for the clients who have stood with us along the way. Over the course of these twenty-five years, Designform has designed over twenty million square feet of space. We have studied each need, and insured all project goals would be achieved successfully and timely. Each client is treated with the utmost respect and honesty, and we live by the Platinum Rule: treat others in the way they would want to be treated.

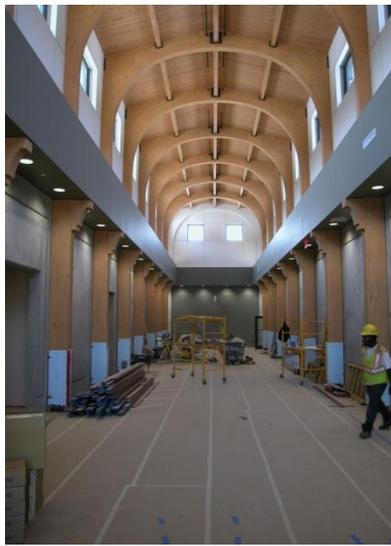
The past twenty-five years have been good to us, and we are looking forward to the next twenty-five.

See 25 YEARS, page 2

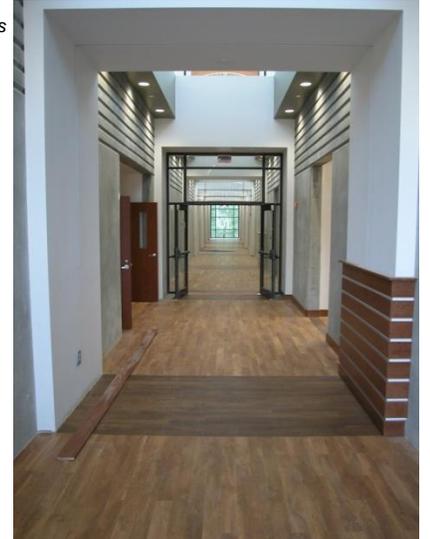
25 Years, from Page 1

Due to the demand for clean energy generation, more utility companies are turning to nuclear power to meet the need. This demand is resulting in the construction of state-of-the-art plants across the United States and world. Multiple utility companies in the United States have applied through the Nuclear Regulatory Commission for applications for new nuclear facilities. Due to improved regulations through the NRC, the application process can last months or years. During this 'wait' period, these utility companies can begin the conceptual design to determine what needs could be met by the new facility.

Over the past two years, Designform has worked in tandem with utility companies, such as Southern Company and TVA, to develop training facilities at the new plant sites. Because the reactor technology is constantly being updated, utility companies face the task of ensuring their employees on site are thoroughly trained to use it. Designform has approached this issue and provided the ideal design solution. Each training facility by Designform has been designed for ease of future expansion and room conversion to meet whatever need arises. Multiple computer labs, chemical/mechanical laboratories, and classrooms have been designed to use state-of-the-art learning equipment, such as SMART



Nuclear Operations Training Facility, currently under construction



boards and touchscreens. The facilities themselves have been designed to incorporate renewable and recycled-content products, as well as low energy lighting. The design of these facilities proves that timeless design can be green while also ensuring optimum growth for the future.

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WELCOME MARY MORGAN ROGERS!!

On Tuesday, June 14th, proud parents Justin and Morgan Rogers welcomed the arrival of little Mary Morgan. She was 9-lbs. and 21 inches tall. Mom, Dad, and Baby are all doing fine, and sister Bella and brother Palmer are excited for her to be at home with them.

Congratulations, Justin and Morgan!

Want to send your own wishes to the new bundle of joy? Post to our [Facebook wall](#) or send an email to info@designforminc.com!