



**Keith Griffiths**  
**Chairman**  
**Aedas**

Keith Griffiths is a design leader and founder of Aedas. He, as an internationally respected architect and planner, has a deep understanding of the growth of major cities and their changing markets, society and culture. He is passionate to create unique and timeless architecture which appropriately responds to its location and culture and meets the requirements of change and growth.

Keith has designed award-winning, successful projects for most of the leading developers in Asia and his experience includes high-rise, mixed commercial, retail and masterplanning as well as airport and civic buildings. He is passionate about his and Aedas' design and for his clients' success. His passion for design extends into his many lectures, publications and academic work upon the appropriate directions for urbanisation and cultural identity.

Keith has guided Aedas' philosophy that great design can only be delivered by people with a deep social and cultural understanding of the communities they are designing for. He and his team value diversity and consider a diverse world is a more interesting world and that in every commission Aedas undertakes, they must first seek to understand the society and culture of the local communities to contribute professionally to the built environment. Leading Aedas' wide portfolio of buildings across Asia, Europe, the Americas and the Middle East, he is one of the creative minds behind the famous city skyline of Hong Kong's Central District and numerous significant developments throughout China and Southeast Asia.