

SAFDIE RABINES ARCHITECTS

Founded in 1993 by husband-and-wife team, Taal Safdie and Ricardo Rabines, Safdie Rabines Architects provides full architecture, interior, and urban design services. Their mission focuses on conceiving meaningful and notable spaces centered on the connection between building and landscape while recognizing the environmental opportunities present in each project. Safdie Rabine challenges themselves to distinguish the characteristics of every site constructed to ensure the project compliments its locale.



The Downtown Partnership had an opportunity to speak with Ricardo and Taal where we chatted about the following:

What opportunities help forward your success?

Ricardo and Taal: Elevating the narrative about why hiring an organization that has diversity and is part of the community of San Diego is part of everyone's success story.

What is your marketing strategy to reach the widest audience as a diverse business owner?

Ricardo and Taal: We strive to establish a personal and professional relationship that exceeds our client's expectations to have both repeat clients as well as excellent referrals to our client network.

How has the DSDP helped to elevate your organization's presence in the Downtown market?

Ricardo and Taal: By supporting the inclusion of diverse business and organizations in Downtown projects.

As a diverse business owner what do you want people to know or remember as we celebrate Hispanic Heritage Month?

Ricardo and Taal: To focus on the contributions to our San Diego region from our Hispanic community members – both historically and more importantly what is happening today!

What does being a diverse business owner mean to you?

Ricardo and Taal: Our work requires innovation, communication, creativity, and resourcefulness. We firmly believe that our diversity as a business (both from an ownership and staff point-of-view) fuels our creativity and perspective.

How do you celebrate diversity in your organization?

Ricardo and Taal: We celebrate our shared culture and passion for design excellence as a unifying goal. We participate in all-staff meetings once a week to gather, share and present our work so we hear from everyone in our firm with their diverse perspectives.

We thank Ricardo, Taal, and Safdie Rabines for being a valued member of the Downtown San Diego Partnership. Organizations like this allow us to advance the economic prosperity and cultural vitality of Downtown San Diego.

Learn more about [Safdie Rabines Architects](#)