

85%
of the architect's
workflow
can currently be
automated by AI

(Anthropic, March 2026)

4%
of the architect's
workflow
is currently
automated by AI

(Anthropic, March 2026)

8%
of firms
are adapting
their
workflows

(AIA, September 2025)

Alchemy

Pricing current as of June 10, 2026

luna lake
AI ALCHEMY

The true disruption isn't happening in the creative nuances of placemaking or structural ingenuity.

Anthropic:
 "Labor market impacts of AI:
 A new measure and early evidence"
anthropic.com/research/labor-market-impacts



Paralysis is the Real Threat to Your Firm's Future

The headlines are loud, but they are focused on the wrong threat. Every week, the AEC industry is bombarded with think pieces warning that Artificial Intelligence is coming for the design studio.

As a firm owner, your most valuable asset is your **time**. Yet, the reality of running a modern practice means principals and senior architects regularly sacrifice up to 40% of their week to unbillable administrative friction: chasing unqualified leads, manually managing client relationships, and agonizing over proposal follow-ups.

AI will not replace your designers - yet. So how do we future-proof the profession?

For today, implement AI to act as your invisible operations manager and serve as a polymath in solving the globe's most perplexing issues.

This brief outlines the stark data facing the industry, the cautions from institutional leadership, and the operational systems to capture unprecedented growth while you focus on the human-centric sensibilities of the built environment.

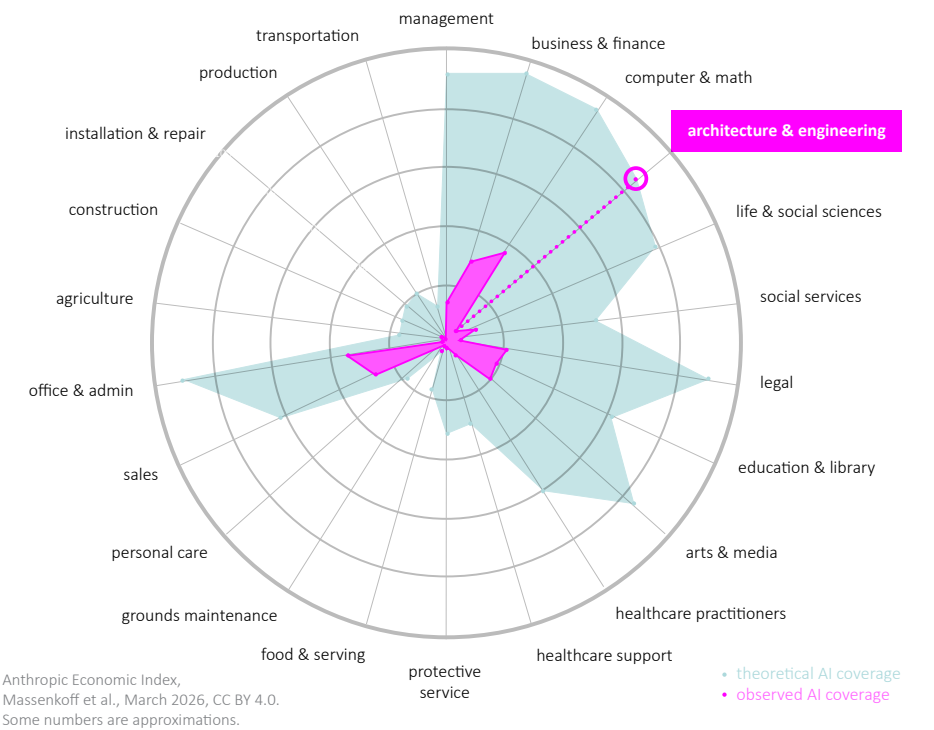
The Reality Check

In March 2026, the AI research company Anthropic released a comprehensive report on the labor market impacts of AI.

When analyzing Anthropic's labor market data, the initial shock of seeing a massive **81% AI exposure rate** for the architecture and engineering sector often triggers a defensive instinct to protect the drafting table (replaced long ago by AutoCAD).

However, this narrow focus misses the operational reality of running a modern practice. An architecture firm is not simply a collection of licensed designers; it is a complex business engine heavily reliant on **office administration, financial analysis, project management, marketing, sales and education**—categories that Anthropic's research flags as having up to 90% theoretical exposure to LLM automation.

The disruption is happening in the back office. While the industry fixates on the ethics of machine-generated blueprints, forward-thinking studios are deploying automated systems to handle data entry, qualify client budgets, and eliminate administrative friction, turning their highest-exposure vulnerabilities into their greatest competitive advantage.





Risk

Institutional guidance from the industry's most trusted resources.

Why is the adoption rate sitting at a dismal 5%?

Risk.

The Vital Role of Institutional Guardrails

When faced with a seismic technological shift, the dedicated volunteer leaders, committees, and researchers of the AIA and the AIA Trust immediately stepped up to evaluate the liability inherent to generative design.

Their extensive thought leadership and tireless volunteer hours have done the heavy lifting of establishing the ethical boundaries of AI. They are rightfully prioritizing public safety, copyright protection, and the integrity of the architect's "Standard of Care."

However, while this institutional guidance brilliantly protects the practice of architecture, it leaves a gap for firm owners trying to navigate the business of architecture. Reading these necessary warnings about structural hallucinations and cyber liability, many principals have chosen paralysis over operational progress.

2023

July 2023

Navigating the Risks and Exposures of Artificial Intelligence: Essential Insurance Coverage

This AIA Trust document warns of the severe liability gaps associated with AI adoption, detailing risks of intellectual property infringement, algorithmic bias, and cyber liability. Crucially, it cautions firm owners that standard professional liability insurance may not cover machine-generated errors, framing AI as an uninsurable operational hazard

theaiatrust.com/navigating-the-risks-and-exposures-of-artificial-intelligence-essential-insurance-coverage-for-ai-related-claims

December 2023

AIAU: Fundamentals of AI for Designers

This AIAU course provides a high-level introduction to artificial intelligence, covering basic concepts like machine learning and natural language processing. While it touches on real-world AEC applications, the curriculum remains heavily focused on the ethical and societal implications of AI in design.

aiau.aia.org/course/details/fundamentals-of-ai-for-designers-1147

2024

April 2024

As AI use grows, architects should consider risks, rewards, and related liabilities

Featuring insights from former AIA leadership, this article highlights the tension between AI's potential and its inherent liabilities. It strongly warns against feeding confidential client data or proprietary project details into public models due to privacy concerns. The overarching message emphasizes defensive risk management, pushing firms to prioritize liability protection over the competitive advantages of rapid technological adoption.

theaiatrust.com/as-ai-use-grows-architects-should-consider-risks-rewards-and-related-liabilities

2025

February 2025

AI in practice: Strategic insights from The Architect's Journey to Specification

This report examines friction in architectural specifications and administrative workflows. While these tasks consume significant unbillable hours, only 5% of firms use AI to solve them. The data reveals a massive missed opportunity: firms struggle with operational bottlenecks yet hesitate to adopt streamlining AI solutions.

aia.org/resource-center/ai-practice-strategic-insights-architects-journey-specification

February 2025

Ethical Challenges of Generative AI in Architectural Practice

This piece dives into the professional "Standard of Care," warning that relying on AI for structural calculations or design inputs could violate an architect's ethical obligations. It stresses the importance of competence, candor, and human accountability. This vital guidance establishes crucial boundaries, protecting the core design process by closely linking algorithmic assistance to potential malpractice and ethical breaches.

theaiatrust.com/ethical-challenges-of-generative-ai-in-architectural-practice

April 2025

AI on AI: Risks Created by Emergence of AI for Design Professionals

Focusing heavily on intellectual property, this article explores the legal ambiguities of using generative AI for design concepts. It warns architects about the dangers of unintentional copyright infringement and the lack of ownership over machine-generated works.

theaiatrust.com/ai-on-ai-risks-created-by-emergence-of-ai-for-design-professionals

2026

July 2025

AIAU: Driving Innovation: Technology Adoption for Architecture Firms

Sponsored by an enterprise software provider, this AIAU course outlines the organizational frameworks necessary for large-scale AI integration. It focuses on teaching firm leaders how to navigate stakeholder buy-in and evaluate technology.

aiau.aia.org/course/details/driving-innovation-technology-adoption-for-architecture-firms-1

September 2025

Amplification, not automation

Authored by AIA leadership, this piece argues AI should augment, not replace, designers. Noting that just 8% of firms currently utilize AI, it advocates a measured, deeply human-centric approach, championing the preservation of the architect's traditional role over adopting automation.

aia.org/article/amplification-not-automation-what-ai-really-means-architects

2027

January 2026

AIA AI Task Force

The AIA's "Position Statement" and "Guidance for the Responsible Use of AI" prioritize copyright, ethical frameworks, and professional accountability. By emphasizing human oversight to protect public safety, the task force focuses heavily on the philosophical and legal boundaries of machine-generated design, treating AI as a broad ethical shift.

aia.org/resource-center/ai-task-force

Alchemy

*Let's be clear:
AI cannot practice architecture.*

The human element—the nuance of a site visit, the understanding of community placemaking, the physical constraints of materials—cannot be automated. Creative works built entirely by AI systems lack the personal community connections, intellectual property, genuine soul, and accountability of a licensed architect.

So, how do you gain the competitive advantage of AI without compromising the integrity of your design work?

Amplify human-centric design by automating operations instead.

The most profitable, zero-liability way to deploy AI today is through

Operational Alchemy.

AI excels at automating the friction that steals your billable hours. It deploys invisible systems that capture website leads at 2:00 AM, automatically qualifying their budgets before they hit your calendar, and silently nurturing past clients for phase-two projects.

You don't need AI to design the building; you need an AI-powered engine to nurture the client and streamline menial tasks so your human architects can do their most creative work using the most powerful AI-driven tools ever available.

You cannot solve the 40% of carbon emissions attributed to buildings if your senior partners are spending 40% of their week doing manual data management. *Operational Alchemy* buys you the billable time to actually focus on the parts you're passionate about: climate-resilient design, historic preservation, social justice or simply great architectural ingenuity.

The firms that survive this transition won't be the ones with the best AI image generators. Consumers have access to the same tools. The firms that will thrive will be the ones with the most efficient AI-powered *Operational Alchemy*, the specialty of **Luna Lake**.

And when you hire Luna Lake, a portion of our proceeds directly funds public-facing architectural tourism initiatives, youth education and university degree programs to build the next generation of problem-solvers.



Amplify

Shift from the
“Legacy Firm” mindset to an
“AI-Amplified” framework

The operational workflows that built your firm’s reputation will not be the workflows that protect its future. We know that handing over internal processes to automation can feel like a loss of control. But clinging to manual administration doesn’t just burn out your senior partners—it actively surrenders your market share to agile, AI-adapted competitors.

To scale your revenue without bloating your headcount, you must fundamentally restructure how your studio operates. This matrix illustrates the stark reality between a legacy firm paralyzed by traditional friction and a modern practice supercharged by Luna Lake’s automated Chief AI Officer systems. It is time to stop managing software and start directing an engine.

Technology & Liability Disclaimer: Luna Lake, LLC deploys operational systems powered by advanced Artificial Intelligence (AI) and third-party automation platforms. While we implement strict protocols to optimize accuracy and data security, AI is an evolving technology subject to generative anomalies, errors, and omissions. By implementing Luna Lake’s systems, the Client acknowledges that they are utilizing experimental technology and assumes all responsibility for the review, accuracy, and deployment of AI-generated communications and workflows. Luna Lake, LLC shall not be held liable for any loss of revenue, data breaches, reputational harm, or professional liability claims arising from the use or misuse of these automated systems.

Legacy Firm	AI-Amplified Firm	Luna Lake Alchemy	A La Carte	Tier 1: Digital Footprint	Tier 2: Foundation	Tier 3: Autopilot	Tier 4: Fractional	
Relies on a slow, static website that acts as a passive digital brochure, failing to capture visitor data or actively generate leads.	Deploys a high-converting digital hub designed specifically to route prospect inquiries directly into an automated operational ecosystem.	Dynamic Studio Website A beautifully designed, mobile-responsive web presence optimized for lead capture and operational integration.	\$2,500 ^{setup} \$100 ^{/month}	Included	Included	Included	Included	
Does not meaningfully contribute to community education or local tourism.	Transforms built projects into an interactive, community-facing curriculum that connects local youth and tourists directly to the studio.	ArciTrek Portfolio Integration A streamlined digital footprint featuring firm, architect and project profiles synchronized into the ArciTrek educational ecosystem.	\$3,000 ^{setup} \$500 ^{/month}	Included	Included	Included	Included	
Juggles Instagram DMs, email threads, and Google inquiries across five different tabs, losing leads in the chaos.	Consolidates every digital touchpoint into a single, clean dashboard, ensuring the team never misses a message.	The Unified Studio Inbox A centralized communication dashboard that routes all Google, website, and social media inquiries into a single, manageable feed.	\$1,500 ^{setup} \$150 ^{/month}		Included	Included	Included	
Sends missed office calls to a generic voicemail, giving the prospect a reason to instantly call the next architecture firm on Google.	Instantly texts missed callers (“Sorry we missed you! How can we help with your project?”), keeping them off a competitor’s website.	Missed-Call Alchemy An automated SMS rescue system that instantly texts missed office callers to capture leads before they contact competitors.	\$1,000 ^{setup} \$100 ^{/month}		Included	Included	Included	
Plays phone tag to schedule site visits, manually sending intake forms and chasing budget details before a meeting.	Uses intelligent calendar links that require prospects to answer project scope and budget qualifiers before securing a time slot.	Frictionless Booking Engine An intelligent calendar integration that automatically filters prospects and pre-qualifies project budgets before securing a consultation time slot.	\$2,000 ^{setup} \$200 ^{/month}		Included	Included	Included	
Sends a high-ticket proposal and waits in silence, fearing that manual follow-ups will sound desperate or pushy.	Triggers a subtle, value-driven email sequence the moment a proposal is sent, sharing case studies while the client decides.	Automated Proposal Nurture A strategic, 14-day automated email sequence designed to share case studies and keep your firm top-of-mind post-pitch.	\$2,500 ^{setup} \$200 ^{/month}		Included	Included	Included	
Forces high-net-worth website visitors to fill out a generic “Contact Us” form and wait until Monday morning for a reply.	Engages midnight portfolio browsers instantly, answering specific aesthetic questions and capturing their info while principals sleep.	The AI Studio Concierge A custom-trained website agent that answers portfolio questions, qualifies leads, and books site visits 24/7 while you sleep.	\$4,500 ^{setup} \$500 ^{/month}			Included	Included	
Completes a successful build, hands over the keys, and lets the relationship fade because staying in touch manually falls through the cracks.	Automatically reaches out to past clients at strategic intervals, checking in on the space and seamlessly generating Phase II work.	Past-Client Reactivation Loops Automated, quarterly outreach campaigns designed to engage previous clients to secure phase-two design projects.	\$2,500 ^{setup} \$250 ^{/month}			Included	Included	
Sets up marketing tools once and lets them gather digital dust, watching lead quality degrade as the market and technology evolve.	Continuously analyzes lead data and refines AI instructions monthly, ensuring automated systems adapt instantly to new firm goals and client behaviors.	Monthly AI Prompt Refinements Ongoing, monthly optimization of your AI systems to ensure maximum lead conversion based on new data.	\$500 ^{/month}			Included	Included	
Accepts administrative friction and unbillable hours as “just the cost of doing business” in the design world.	Systematically audits every internal workflow to identify exact operational leaks where AI can reclaim lost revenue and time.	Firm Strategy Facilitation A comprehensive, deep-dive audit of your studio’s workflows to identify unbillable bottlenecks and map out operational AI solutions.	\$3,000 ^{setup}				Included	
Lets junior staff experiment with ChatGPT and Midjourney using confidential client IP, creating massive, invisible liability risks.	Establishes crystal-clear, firm-wide protocols for data privacy, copyright protection, and the ethical use of AI.	AI Governance Frameworks Customized ethical protocols detailing data privacy, copyright protection, and the responsible use of generative design platforms.	\$4,000 ^{setup}				Included	
Drops new software on the team without warning, causing frustration, low adoption rates, and disrupted project deadlines.	Rolls out new operational systems in strategic phases, ensuring complete staff adoption while keeping active design projects on track.	Implementation Roadmap A phased, strategic rollout plan designed to ensure complete staff adoption of new systems without disrupting active deliverables.	\$2,500 ^{setup}				Included	
Buys off-the-shelf software subscriptions that don’t talk to each other, forcing staff to create messy workarounds.	Deploys bespoke, integrated automation systems designed specifically around the firm’s unique design process and client journey.	Custom AI Prototypes Bespoke, custom-engineered automation builds—such as specific Revit or AutoCAD workflow integrations—tailored entirely to your firm’s unique infrastructure.	\$6,000+ ^{setup}				Included	
Relies on outdated industry rumors, trial-and-error, or generic software reps to make critical, high-liability technology decisions for the firm.	Partners with a Fractional Chief AI Officer to strategically review operational metrics, adapt to emerging AI capabilities, and align technology with revenue scaling.	Quarterly Executive Consulting High-level, ongoing strategic guidance to review operational metrics, adapt to emerging technologies, and scale your firm’s digital engine.	\$1,000 ^{/month}				Included	
Pricing current as of June 10, 2026			Total Equivalent Setup Value	\$35,000+ ^{setup} \$3,500+ ^{/month}	\$5,500 ^{setup} \$600 ^{/month}	\$12,500 ^{setup} \$1,250 ^{/month}	\$19,500 ^{setup} \$2,500 ^{/month}	\$35,000+ ^{setup} \$3,500 ^{/month}
Your Package Investment				\$3,000 ^{setup} \$500 ^{/month}	\$4,500 ^{setup} \$1,250 ^{/month}	\$8,500 ^{setup} \$3,000 ^{/month}	\$15,000+ ^{setup} \$6,500 ^{/month}	



Alchemist

Fractional AI Executive Services

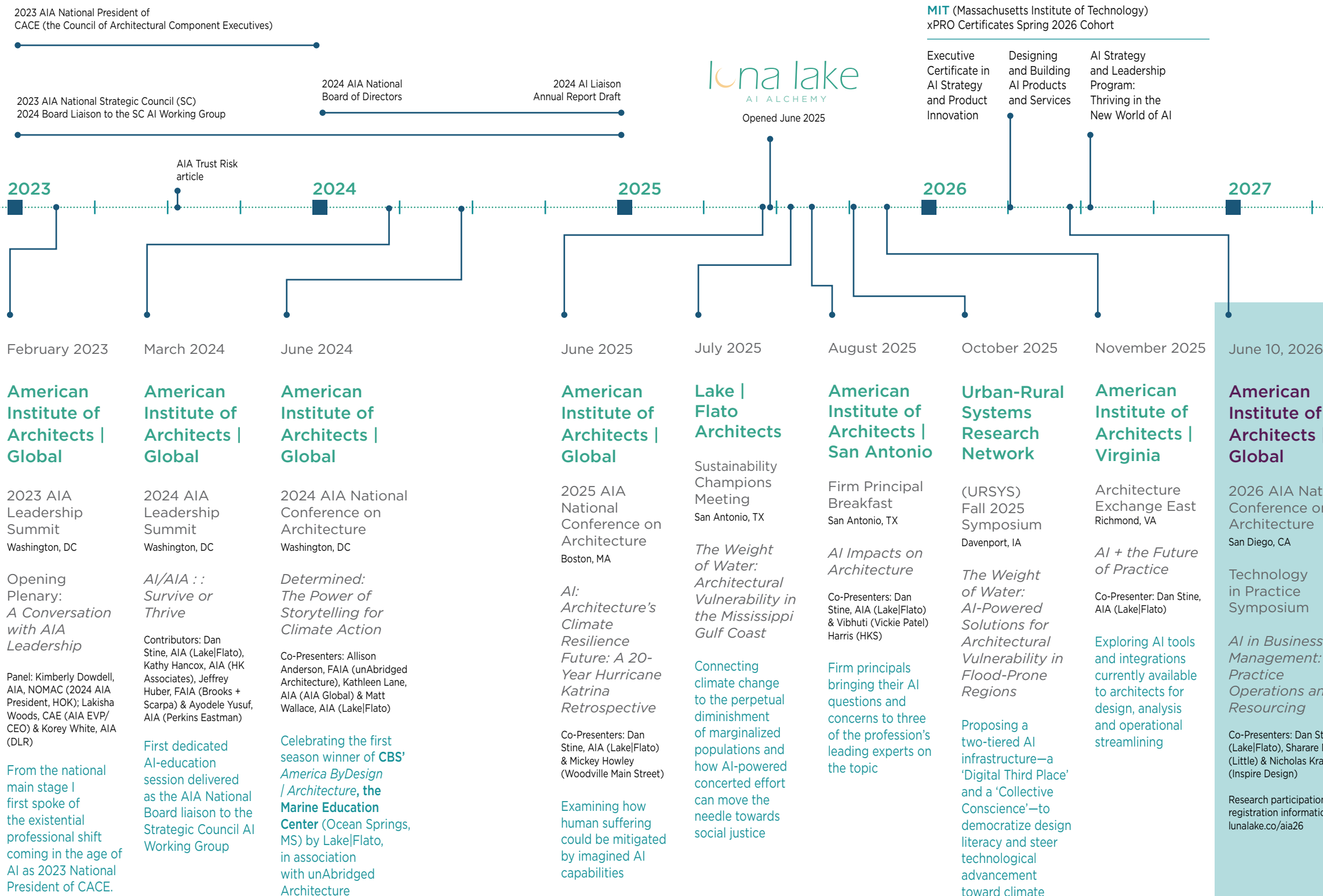
Amber Lombardo is the Founder of Luna Lake, LLC, an AI-first consultancy providing Fractional Chief AI Officer services and automated operational ecosystems for the architecture and design industry.

Having consulted with hundreds of architecture firm principals nationwide on the integration of artificial intelligence, Amber possesses an unparalleled understanding of the operational friction, liability concerns, and cultural nuances unique to design professionals. She recognizes that a firm's internal workflows, proprietary design data, and client records are its most heavily guarded assets. Because of this, she approaches every AI integration with an uncompromising commitment to strict confidentiality and data security.

Her methodology is born from a rare, interdisciplinary intersection of coding, architectural advocacy, and executive leadership. As a former web developer and agency owner, she intimately understands the technical infrastructure required to build seamless digital ecosystems. This technical fluency is anchored by her extensive industry tenure, including serving as the Executive Director for AIA Memphis and AIA Mississippi, the 2023 National President of CACE, and a member of the AIA National Board of Directors. Lombardo has earned four Exemplary Citations (including one for Capstone) in MIT xPRO's prestigious Executive Certificate in AI Strategy and Product Innovation program. Amber bridges the critical gap between high-level artificial intelligence frameworks and the practical, daily realities of the built environment. She doesn't just sell software; she leverages decades of trusted industry insight to build the secure, operational engines that allow architects to scale their revenue and reclaim their time.

THREE WAYS TO ENGAGE

- Book a consultation >
- Hire Amber to speak / Explore her CV >
- Participate in ongoing research >
- Visit lunalake.co for details.



The Luna Lake Mission: Amplifying Your Legacy & Supporting Third Places

Luna Lake was founded on a foundational belief: the narrative of artificial intelligence in the built environment must be authored by architects, not algorithms. We are deeply committed to educating the public—especially youth—about the profound impact of placemaking and life design.

Our operational alchemy translates into community impact:

The AIA Component Grant & University Scholarships Initiatives

A percentage of every Luna Lake engagement is distributed as direct grants back to local AIA Chapters, Universities, Centers for Architecture, scouting organizations, and schools. These funds are strictly earmarked to support architectural public awareness, university education and youth programming. When you optimize your firm's operations with us, you are actively financing the next generation of your local talent pipeline.

The ArciTrek Integration: Your Work as the Curriculum

We don't just fund the future; we feature your work in it. Luna Lake clients receive automatic integration into ArciTrek, our first generation AI-powered architectural tourism and education platform. As part of your firm's digital ecosystem, your project portfolio will interface directly with the ArciTrek app. This transforms your built projects into interactive, AI-guided educational landmarks for clients, residents, tenants, students and the public exploring your places. The stories are built from your experience and dialogue, framing your design choices for deeper appreciation for the professional role of the architect.

Securing the Future

By deploying automation to reclaim your billable hours, you aren't just protecting your profit margins. You are securing your firm's legacy. You are ensuring your work is celebrated by the public, while equipping the next generation of designers with the tools they need to resolve our inherited climate crisis and build a more resilient world.

*Design an intelligent, limitless, elegant future...
together.*





Design an intelligent, limitless,
elegant future... together.

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AI ALCHEMY