



# CULTURAL ARCHITECTS

She redesigns the unseen frameworks that shape how people think, relate, and belong. With an intuitive grasp of values and meaning, she creates cultural blueprints that make inclusion, belonging, and transformation feel inevitable.

## Key Qualities

- Visionary
- Inclusive
- Strategic Thinker
- Empathic
- Symbolavcally Attuned

## What sort of activities it may involve?

- Designing rituals or ceremonies
- Shaping organisational culture
- Consulting on inclusion initiative
- Leading social campaigns with deep symbolism



Zaha Hadid (Iraq/UK)  
Cultural Architect

*Zaha Hadid was a visionary Iraqi-British architect whose bold, fluid forms redefined the very language of modern architecture. Born in Baghdad and educated in London, she defied both gender and racial stereotypes to become the first woman to receive the prestigious Pritzker Architecture Prize. Her designs — from the Guangzhou Opera House in China to the MAXXI Museum in Rome — reflect a mind that reimagined cultural space, beauty, and purpose. Through her work, Hadid shaped not only buildings but also global conversations about who creates culture and how space can reflect identity.*