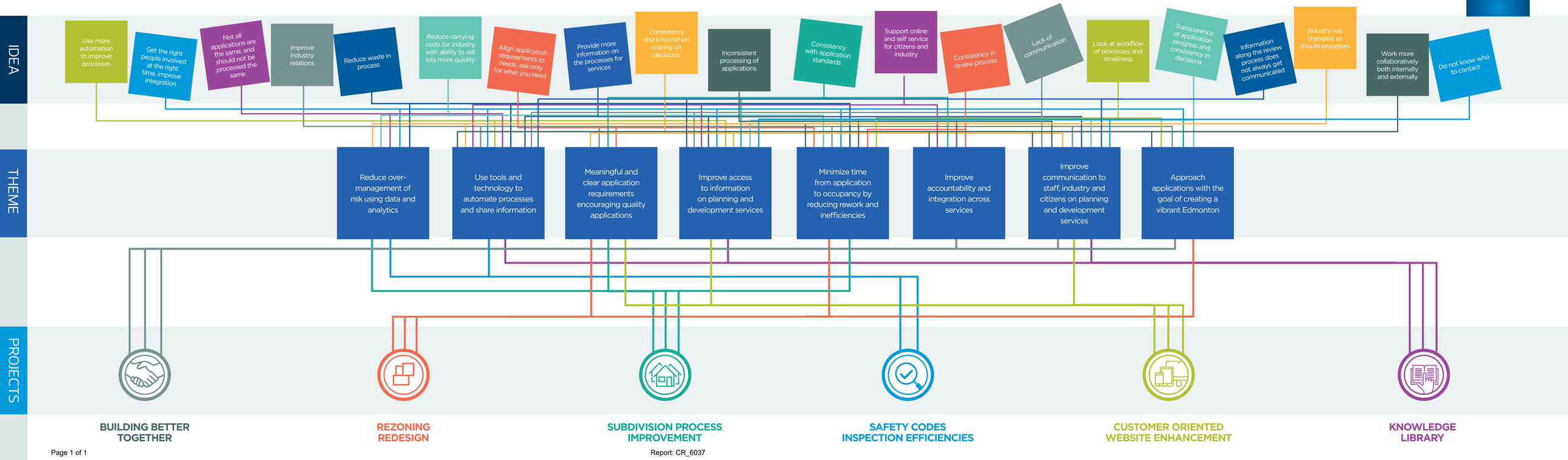IDEAS TO ACTION | Urban Form Business Transformation