Gary Bates co-founded SPACEGROUP in Oslo, Norway in 1999. As architects and strategic planners, SPACEGROUP originally made its mark with complex urban projects including the Prostneset Ferry Terminal, Vestbanen National Library, Filipstad Masterplan, and the Louisville 25-year Vision Plan. DEEP is the research arm of SPACEGROUP managing the collective intelligence in the discourse between development, planning, politics, and architecture. Since 2015, the Zero Gravity corporation of which SPACEGROUP is a part of, has explored alternative architectural business models through the ‘start-up’ environment including Romly and North on North. We are a human-to-human business (by all means necessary).