

NEWS RELEASE

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Faegre Drinker Advances Innovation With Relaunch of Design Lab in Scottsdale

Scottsdale, Ariz. — September 30, 2024 — Faegre Drinker announced today that it has unveiled its next-generation Design Lab in Scottsdale, Arizona, marking a new location for the firm and its first in the Southwestern United States. A look into the Design Lab’s Scottsdale space can be seen in the [announcement video](#).

Originally launched in 2017 in partnership with Stanford University’s Legal Design Lab, the Faegre Drinker Design Lab uses design thinking to help our clients solve legal problems and improve legal processes using and teaching visual design to explain complex ideas and be better communicators. [The Design Lab was previously located in the firm’s Silicon Valley location, which combined with the firm’s San Francisco office last year as part of our post-merger unification strategy.]

“The Design Lab represents our firm’s long-standing investment in innovation and serves as a differentiator for our clients,” said [David J.F. Gross](#), partner and Faegre Drinker Design Lab co-founder. “We are thrilled to see it continue to evolve in Scottsdale, an emerging hub for technology and innovation.”

Among its many services, the firm’s Design Lab supports clients in trials – from conducting research and devising strategy, to serving as lead trial counsel. The firm’s Design Catalysts also run design sprints for clients to help solve complex legal issues and create visual advocacy events, seminars and courses to help lawyers communicate more effectively in all aspects of their jobs.

“Whether helping to devise a trial strategy or finding a fix for a complex legal issue, our Design Lab is a factory for new and unique ideas and creative solutions,” said [Ruben Gonzalez](#), Faegre Drinker partner and Design Lab director. “We help clients put their best foot forward by developing compelling visual narratives that resonate in both the courtroom and the boardroom. And we do this by emphasizing empathy and other human-centric, user-based approaches to problem solving.”

The unveiling of the next-generation Faegre Drinker Design Lab follows the firm’s recent hiring of Chief Operating Officer [Nolan Kurtz](#), who serves as a member of Faegre Drinker’s executive leadership team, leading the firm’s C-suite and the firm’s global operations team. Nolan formerly served as COO of a national law firm, where he played key roles in its growth, data and innovation strategies and will play a similarly important role in Faegre Drinker’s continued focus on innovation.

Faegre Drinker’s Scottsdale office opening also follows a trend of growth with the recent relocation of the firm’s London office to the city’s financial district, the April 2024

relocation of the Dallas office to the city's contemporary Arts District, and the June 2023 opening of the firm's Fort Myers, Florida office.

The Faegre Drinker Design Lab is located at 4800 N. Scottsdale Road, Suite 2200, Scottsdale, AZ 8525. [Learn more](#) about the Faegre Drinker Design Lab.

About Faegre Drinker

Faegre Drinker is a firm designed for clients. With 1,200 experienced attorneys and consulting professionals licensed in nearly every state in the U.S., and with strategic offices in London and Shanghai, we have the strength and reach to solve our clients' most complex transactional, litigation and regulatory challenges, wherever they may arise. Faegre Drinker Consulting, the firm's advisory and advocacy division based in Washington, D.C., provides public policy, regulatory and technical services to key sectors of the economy. Additional services include Tritura Information Governance, the firm's data science subsidiary, and Innovative Health Strategies, a health care consultancy that helps hospitals operate efficiently and improve quality of service. Learn more at [FaegreDrinker.com](https://www.FaegreDrinker.com).

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