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Inspired. Precise. Purposeful.

Based in Bethlehem. Start with the work.

By Gyata Tabiri · Revised November 2, 2026

Being based in Bethlehem tells someone where I am. It says much less about whether we can work well together. That depends on the everyday arrangements: how questions reach the right person, when decisions happen, and what someone can do while waiting for an answer.

Proximity helps with particular things

A local conversation can make it easier to review physical materials or understand a setting. Remote work can be just as practical for a defined build or a shared file review. I would choose the arrangement around the work rather than treat either location as evidence that collaboration will take care of itself.

A brief needs room for a conversation

“We need a website” can mean a new build, a few difficult pages, or a problem that begins with the content. My work spans graphics, websites, brand materials, and email. That breadth is useful when deciding what needs attention first; it does not mean every assignment needs all of those disciplines.

Make the ordinary expectations explicit

Who gathers feedback? Which hours overlap? Who can approve a change? Where do working files live? These questions can sound administrative until an unanswered one stops the work. I would rather settle them early than rely on being nearby or available online.

Use the work to find common ground

The Edgewood account connects website and email responsibilities. The NPP-USA work concerns a shared identity across different messages. Those are more useful starting points for a conversation than geography alone.

A workable arrangement lets people spend more of their attention on the assignment. Location belongs in that discussion, alongside responsibility, access, and the way decisions are made.

Read alongside: Agreeing on the first assignment · What dependable collaboration looks like.

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