

Integrated Architectural Design
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Integrated Architectural Design relies upon a multi-disciplinary and collaborative team, making decisions based on a shared vision and holistic knowledge of the project. Design Teams today must expand their in-house expertise and services offered to clients through strategic hires or acquisition of identified experts. Expertise required beyond traditional architectural design and documentation includes for example daylighting design, energy modeling, landscape design, water and energy system design, ecology, renewable energy systems, and security and information technologies.

Diversification of expertise fosters creativity, thinking and a cross-disciplinary approach to design required to produce truly sustainable buildings, involving all of our experts and stakeholders throughout the project rather than periodically engaging, then disengaging them. This approach will generate a greater commitment to and understanding of each project's sustainability goals and opportunities. This also allow our clients and project teams to discover new ideas and opinions which may not have surfaced by following a traditionally-linear project approach, and it will achieve higher performance goals.

Integrated Design can resolve over-arching client challenges and makes no early assumptions about what "product" will be delivered at the end of the design process. An Integrated Design work model includes a multi-disciplinary team, client-centric focus, brainstorming, and rapid prototyping. A multi-disciplinary team reflects cognitive diversity in order to maximize the potential outcome.

The Integrated Design process involves marketing, design, collaboration, discipline integration, project delivery, financial structure, recruiting, mentoring, metrics, Client focus and generational transition planning. It proactively addresses Client expectations, complexity, specialists and generalists, knowledge management, technology, speed to market, individual and team synergies and catalyst/collaboration

It requires clarity of purpose, concise and informed communications, seeks input/approval, provides a challenge, and embodies Leadership championship.

This presentation will address:

- Integrated, multi-disciplinary work models
- Obstacles encountered in establishing a multi-disciplinary process model
- Successful transition to the model
- Impact on Firm culture, recruitment and retention
- Maintaining this structure and process for long term effectiveness
- Measurements for success in this model
- Importance of Design and Innovation as a business strategy
- Operational processes needed to maintain the integrated process
- Getting out of our own way... Keys to building consensus within the organization
- Managing the internal relationships and existing issues that persist
- Developing a common understanding of “success”

Key Points to be covered:

- Leadership from Leadership
- Language, terminology, definitions
- Universal understanding of initiative
- Existing culture
- Effective roll-out
- Financial resource commitment
- Process innovation
- Transitioning from Architectural firm to a DESIGN firm
- Our team of human “resources” -do we have the right people
- Demonstration projects across Market Sectors
- Leadership Institute socialization
- New market growth, new design arenas
- Process innovation, market-place innovation