

AIA Minnesota

Innovative Practice Forum

July 10, 2013
International Market Square

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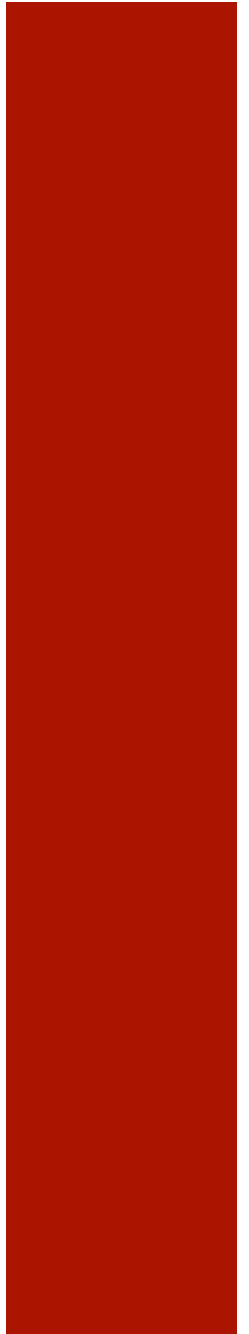
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Ann Voda, AIA

President, AIA Minnesota





Architects in Commerce Research Initiative (AICRI)

How do we understand and advance the value of
architects in the marketplace?



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Survey Sample

TABLE 2: Survey Sample by Market and Scale

| | Small | Medium | Large | TOTAL |
|--------------------|-----------|-----------|-----------|-----------|
| Construction/CM/PM | 5 | 1 | 1 | 7 |
| Corporate | 1 | 3 | 4 | 8 |
| Development | 4 | 0 | 2 | 6 |
| Education | 0 | 3 | 3 | 6 |
| Healthcare | 0 | 0 | 9 | 9 |
| Not-for-Profit | 4 | 2 | 0 | 6 |
| Public/Civic | 1 | 5 | 4 | 10 |
| TOTAL | 15 | 14 | 23 | 52 |



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AICRI Committee

Ann Voda, AIA,

Jon Buggy, AIA

Steve Fiskum, FAIA

Tom Hysell, AIA

Brian Tempas, AIA

Rachel Riopel Wiley, AIA

Sara Ibarra, Assoc. AIA

Beverly Hauschild-Baron Hon. AIA

Mary Larkin

Survey Consultants

Cameron MacAllister Group

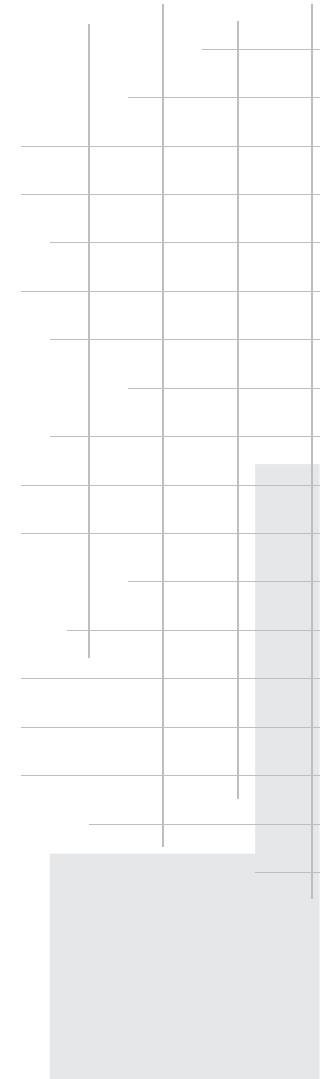


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Areas of Key Findings

- The Role of the Architect
- Contributing to the Business
- The Value Added
- Using Owner's Representatives
- Challenges and Barriers
- The Future
- Advice



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Forum 1:

Leadership and the Architect/
A Frank Discussion of Our Role

Forum 2:

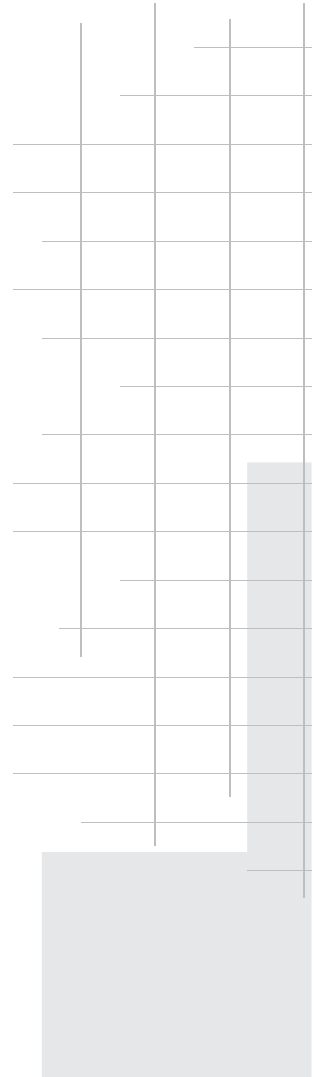
The Architect's Value Proposition/
Exceeding Expectations

Forum 3:

The Architect As Advocate/
Building Partnerships

Forum 4: August 14

Integration Leads to Innovation/
Exploring New Practice Models



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Lauren Della Bella, LEED AP

President, SHP Leading Design



Innovative Practice Forum Owner's Advocates and Partnerships



- Know the Client
- Walk in Their Shoes
- Partnerships are Built on Trust



Don't Just Listen -
Hear



They Don't Care How Much
You Know

Until They Know How Much
You Care



See the
Big Picture



We Don't Know What They
Don't Know



Recognize the Importance of Research



Architects Role in the Future

Minimized or Maximized



Architecture Built Around the Customer

KEY IDEAS



Know the Client - Walk in Their Shoes – Partnerships are Built on Trust

Don't Just Listen – Hear

They Don't Care How Much You Know Until They Know How Much You Care

See the Big Picture

We Don't Know What They Don't Know

Recognize the Importance of Research

Architects Role in the Future – Minimized or Maximized

Architecture Built Around the Customer

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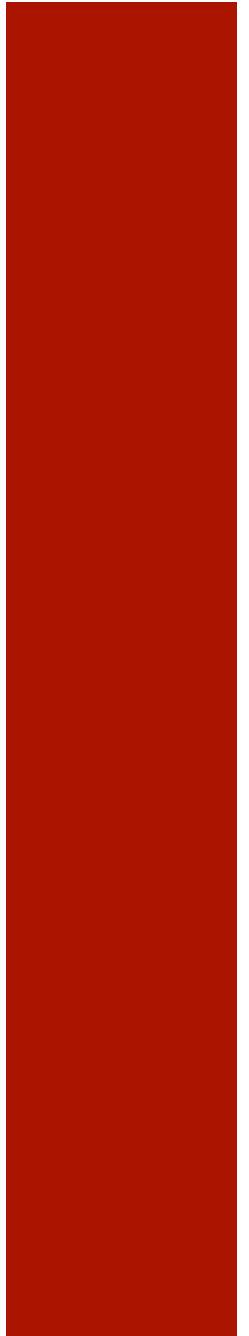
Jon Buggy, AIA

AIA Minnesota Past-President &

Director, Gensler

Survey Summary Findings

The Architect as Advocate/ Building Partnerships



Summary Findings: Comments

“I think we are very fortunate in Minnesota. We have a lot of fantastic architects here.” *Small Developer*

“Stress to them how much I enjoy working with them....I’ve really benefitted from my experience with architects and I want them to know that. ”
Medium Public Agency

“I would like to say I think it’s great that the architects are doing this to understand their clients’ needs. I think it is a step in the right direction.” *Small Contractor*

“Your questions were spot on...” *Large Healthcare*

Advocate: Working Definition

One that supports or promotes the interests of another.

Synonyms:

- Backer, Booster, Champion, Friend, Promoter, Supporter, True Believer, etc.

Related Words:

- Exchange, Interconnection, Mutualism, Reciprocity, Integration, Affinity, Rapport, Togetherness, Colleagueship, Fellowship, etc.

Partnership: Working Definition

A relationship resembling a legal partnership involving close cooperation between parties.

Synonyms:

- Affiliation, Alliance, Collaboration, Connection, Cooperation, Relationship, Union

Related Words:

- Business, Dealings, Interaction, exchange, Interconnection, Mutualism, Reciprocity, Integration, Affinity, Kinship, Colleagueship, Solidarity, Unity, etc.

Architect as Advocate

TABLE 5: The Role of the Architect

| | |
|---|-----|
| Design and facilitate construction | 42% |
| Be the owner's advocate/Lead the process | 23% |
| Primarily documentation, facilitation, administration | 15% |
| Primarily design (not detailed documentation) | 14% |
| Bring expertise the owner doesn't have | 10% |



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Summary Findings:

Be the owner's advocate / Lead the process

“...I believe architects should be the main contact point until you start construction and lead the relationship all the way through.”

Large Corporate

“...They're (architects are) the hub of the wheel. They provide direction & cohesiveness. “ *Large Developer*

“I would say it is to comprehensively lead the entire project....the architect it there to be able to interpret the vision and to create viable plans to the finished product...” *Medium Public Agency*

“Listen carefully to the owner's wishes and desires, and to translate those into a document that builds a project...”

Medium Contractor



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Contributing to the Business

TABLE 6: Contributing to the Business

| | |
|--|-----|
| Must understand us specifically | 42% |
| Must understand the industry/business | 17% |
| Must understand how building utilized/User input | 17% |
| Depends on the project | 15% |
| Must understand building type | 12% |
| Forwarding the mission | 10% |



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Summary Findings:

Be the owner's advocate / Contributing to the Business

“...They need to understand how we do things.” *Large Corporate*

“...They need to get who we are.” *Medium Not-for-Profit*

“Perhaps more important was the architect understanding the nature of our organization, rather than the mission of our organization...” *Medium Not-for-Profit*

“It is about knowing the client and the alignment of knowing how to work with us...”
Medium Public Agency

“...In fact, one of the ratings we use in selecting design firms is their ability to get on the other side of the counter and really understand our business...” *Medium Public Agency*

Building Partnerships:

“...We had discussions early on that had absolutely nothing to do with design. The architect just wanted to understand how we operate today and how we expect to be operating tomorrow. That process helped us understand the gaps between the two.”

Medium Public Agency

“I do think architects need to walk in our shoes for a few days, and observe what people in the spaces are doing; and then after they design a project, to follow-up afterward, ‘Did we hit the mark here?’, ‘Did we hit the mark there??’”

Large Healthcare

“...be willing to be flexible and adapt...to understand what’s important. It’s all basic. Be a good partner.”

Large Corporate



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Building Partnerships:

“I think it goes to being more proactive and in really drilling down into the owner’s business model to see what they’re trying to accomplish.

Medium Contractor

“...The more they can spend time understanding what makes the owner’s company unique and special, and what makes their business successful, the better. They can take that on in the value chain....”

Large Contractor

“...Partnership is so important. I always hope the design team makes the profit they want to make, but the end result happens because of the relationship.”

Large Public Agency



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Summary Findings: Advice

TABLE 12: Advice to Architects

| | |
|---|-----|
| Be a true partner | 55% |
| Take control: coordinate, manage, document, communicate | 37% |
| Bring innovation and technology to clients | 22% |
| Advocate your value | 16% |



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Panel Discussion Question & Answer

Lauren Della Bella, LEED AP,

President, SHP Leading Design

Thomas Whitlock, ASLA

President & Owner, Damon Farber Associates

Jeff Sommers

Owner, Izzy's Ice Cream Café, LLC

Brian Tempas, AIA

Principal, Cuningham Group Architecture, Inc.

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Innovative Practice Forum #4

*Integration Leads to Innovation /
Exploring New Practice Models*

Wednesday, August 14

8:00 to 10:00 a.m.

(Registration begins at 7:30 a.m.)

**Scott Simpson, FAIA, Senior Director,
KlingStubbins** - a Cambridge, Massachusetts, A/E/I
firm that's philosophy is realized through their
integrated approach to sustainable design

*International Market Square, Ste. 185
Continental breakfast provided.*



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See you on August 14 at Forum #4!



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