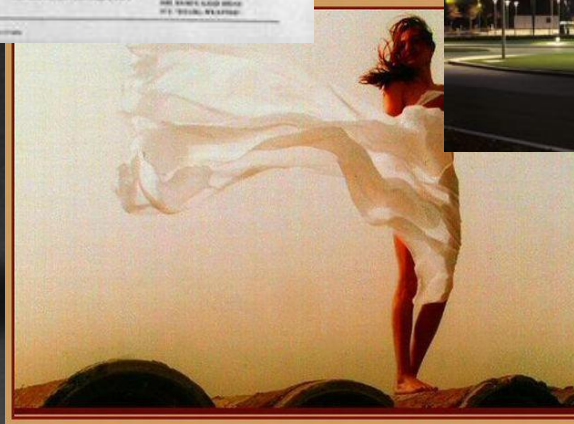
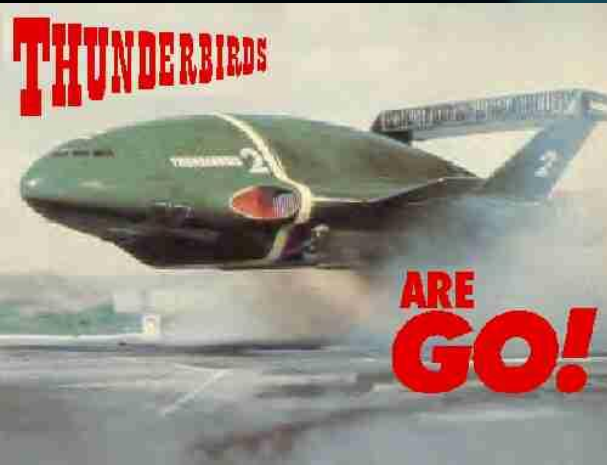


Inside the designers head



AJ 100 London and South East Practice of the Year 2009
FX Interior Design Practice of the Year 2008

SCOTT
BROWNRIGG

Inside the designers **head**

1

Headlines

Design is complex

Regulations

Brief

Challenges

Problems

Possible solutions



2

Designer Perspective

Design choices

The concept

The specification

The brief

The budget



3

Realistic Perspective

RIBA Plan of work

A/B Inception/ prep.

C Design

DEF Detailed Design

G Tender

J/K Site

H/L Completion



4

Design process

Model the design

Test against experience

Do you trust the literature?

Ensure safety

Handover reliability

Downsides



5

New Processes

Contract Forms

Collaborative working

Off site construction

Integrated design

Back to basics?



6

Brave new world

Project intranets

Little BIM

Big BIM

Liability

Fail safe solutions

Robust conclusion



7

Why bother

Safer more reliable design
Design and build
Confused communications
Get away with it culture
Diffused responsibility
Weakest link wins



Inside the designers **head**

8

Complex challenges
Things just got complicated
Very difficult to see the edges
3D iterative process
Challenging yes but necessary



9

Solutions needed
Less resources
Less time
More demands
More liability
More risk of failure



10

Skill sets

Enquiring

Multi-tasking

Multi-perspective

Perceptive

Communicator

Well balanced **maniac**



11

Complexity just depends on your point of view!



Inside the designers head



Scott Brownrigg