Take aways from the June 2013 Design Forum

John Duvivier, Gensler
Long-term value focus
Systematic evaluations allows fair comparisons
Start with a well-defined strategy
Selected team provided aspirational value
More for the money

Frank Becker, Cornell University
Fast academic research takes 3 years
Raise aspirations – set the bar higher
We don’t build to save, we build to serve
Transformational change requires vision
Sustainable vs. disruptive innovation
Understand your stakeholders – internal and external
Evidence is all around, but you have to go and see
Merge the sciences and design to build a more complete picture and to innovate
Synergistic design
Know your audience
To rely on how people say they behave is folly
Consider the social system makeup
Be skeptical but open to evidence-based design
Practice based research, 5 why’s
Time & money are not enough

Ari Pennanen, Hahtela
Standardization
Component-level target pricing
How to define accurate?
Activities in spaces pull designs
BIM before design
There are so many design solutions that it makes cost random
Action and flow modeling
Cost variance from design should not be measured but managed
Building types are not a good category – tending to mixed use
Steering design
Cost not an indicator of quality
Function drives cost
Design only starts when EC is less than or equal to allowable cost
More accurate estimates earlier in process
Setting target cost at center of distribution
Markku Allison, Scan

Context
Design is a complex process requiring feedback
Avoid using the design process to uncover requirements
Design is valuable when solving problems
Be proactive in the decision-making process
Through investigation we can narrow the range of decision-making
Make decisions at the last responsible moment
Design is driven by deep, rich, robust information
Design is an act of exploring, balancing and ultimately designing
Ask lots of questions to define value
Expand concepts of divisions of design excellence
Make decisions explicit, visual and transparent
Excellence in design goes beyond aesthetics
Focus on appropriate problems up front
All decisions are value-laden
You don’t need designs to make design decisions
We don’t know what Lean design (Lean in design) looks like