

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, Haahtela

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