Summary
On September 14-15, 2001 on Reading University Campus, the "Value Through Design" Conference championed a design agenda that placed design foremost as the driver to produce more effective value added project solutions. This, annual W096 International Conference, has set an ambitious programme to review the current research programmes to establish measures of the value of the architectural input to construction projects, which is a matter of interest to all in the construction industry. The value of the end product to the customer is driven by the architect, but in the complex world of modern projects, has become buried within the myriad of aims of other experts involved in delivery. To change this means measurement.

To explore these issues fully, W096 had joined the Design Research Society, to organise and develop the scope of this Conference.

Conference Themes
Sunand Prasad (RIBA) stated during the conference that: 'there has never been a greater need for evidence-based promotion of design in the built environment', which accurately addressed the scope of the conference. Papers were presented under the following themes:

- Articulating the range of benefits that design can open up
- Developing a shared language and values
- Recognising that design is a process of developing solutions over time
- Understanding that design involves a larger number of people and skills
- Removing the fear of technological experimentation
- Raising the awareness

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