December 2008

Around the Task Groups and Working Commissions

W096 - Architectural Management

TG49 - Architectural Engineering

Report on the Joint Conference: Design Management in the Architectural Engineering and Construction Sector

Background

With a unique atmosphere of Brazilian hospitality and friendship, the CIB W096 Commission on Architectural Management, together with TG49 on Architectural Engineering held an event with the 8th Brazilian Workshop on Design Management in the lively and unforgettable city of Sao Paulo in November 2008.

Professor Stephen Emmitt, CIBW096 joint coordinator, first bridged with the Brazilians on Monday the 3rd November, giving a keynote address to the 8th Brazilian Workshop on Design Management, which was concurrently translated into Portuguese. Many of the attendees of the Brazilian Design Management workshop also attended the CIB conference, where we conversed in English.

The theme of the conference was ‘Design Management in the Architectural Engineering and Construction Sector’ with specific emphasis on the practical challenges of implementing design management tools and techniques. This was the widest cross-section of nationalities ever assembled at a CIBW096 event, with representatives from all over Europe, North, Central and South America, New Zealand, South Africa, India, Taiwan, Korea, Saudi Arabia and Hong Kong.

The mix of nationalities and the particular challenges facing their AEC sector was a cause for much debate and discussion about just how transferable tools and techniques were from one country to another. One of the aims of the meeting was to take practical solutions to Brazil to help build their knowledge base on design management, although in the event this became a two
way process, with participants learning from the approaches and ideas of others.

Our local host Dr. Silvio Melhado and his crew did a splendid job in organizing the event and for making both the working and social activities so memorable, including a visit to a Brazilian construction project.

Prof. Silvio Melhado chairing, and prof. dr. Sheila Ornstein

**Proceedings**

The Proceedings of this event covers four themes:
- Collaborative Design Management
- Integration of Design and Engineering Knowledge
- Lean Design Management
- The Design Manager’s role

The proceedings will be published in another section of this newsletter (see [here](#)).

**Next Meeting**

The next meeting of W096 will take place in:


This will be the commission’s first visit to Taiwan and following the agenda set in Copenhagen in 2005 will deal with Future Trends in Architectural Management. Our host is Dr. Chuck Tzeng from the Department of Architecture at the National Cheng Kung University. Further details are available from the conference website: [http://140.116.83.181/CIB-W096_2009_Taiwan/](http://140.116.83.181/CIB-W096_2009_Taiwan/).

**2010:** Commission Meeting on Architectural Management, in conjunction with the CIB World Building Congress, 10 May in Salford, United Kingdom.

**Additional Information**

For additional information about the CIB W096 please contact the Coordinators: Matthijs Prins M.Prins@tudelft.nl and Stephen Emmitt S.Emmitt@lboro.ac.uk.

For additional information about CIB TG49 contact the Coordinator: Dino Bouchlaghem n.m.bouchlaghem@lboro.ac.uk.

You also can find more information on the activities of CIB W096 / TG49 at [www.cibworld.nl](http://www.cibworld.nl) - section Databases - database Commissions - type W096 / TG49 in the search field Commission number.