

W96 - Architectural Management



International Symposium

THE DESIGN AGENDA

18 - 19 September 1998 Brighton, United Kingdom

Background

Briefing and commissioning buildings appears to ignore the advantages of Information Technology. The whole procurement process appears to bypass areas of knowledge, including computer-aided manufacture and process engineering. In addition, the more astute clients seem to be seeking solutions which are more closely identified with their own process experience, and whole life costing may be of paramount importance.

It is this advent of new technologies and new opportunities which are challenging the accepted Design Agenda. The criteria used in the management of design is also under pressure from government commitments to respond to waste management and global warming, and soon, carbon dioxide emission limits. The traditional architect may feel uncomfortable with this view, if only because design is being seen as part of a process for delivering a product. Yet the Design Agenda range from conservation at one end of the spectrum, to effective use and sustainability in short life buildings. At one end again may be the McDonald's standard 7-day wonder building, to a parallel in factory housing and off-site

prefabrication.

The design of buildings needs to encapsulate standards of comfort, suitability and delight whilst veering towards sustainability, long life, loose fit and value for money. Such external factors as a land fill tax and waste control are becoming high in the priorities of a Design Agenda. The link between the client and land fill is the supply chain, which ties together manufacturers and associated suppliers; the project client and the construction team, together with a host of specialists who bring the building into being and care for it through its life is now needed.

Proposed Themes and Call for Papers

The Symposium will provide an opportunity to discuss papers under the following headings:

- Whole life design
- Continuing economic use
- Sustainable construction
- Supply chain development
- Land use policies
- Environmental impact policies
- Information exchange

Theme One - The Design Agenda

Papers are invited that explore and develop the design agenda theme, whether as a research approach or a culture or a practice. In doing so the environmental agenda and changes in process engineering may be addressed or the role of architectural management in the future explored or how those with an inappropriate building portfolio may address the environmental problems of securing a sustainable practice management.

Theme Two - The Client Team Contribution to the Design Agenda

Clients may play a major part in driving or setting the design agenda. Further valuable lessons can be learned both to improve the design process and to seek life improvement in the design process but equally a better understanding of this drive may contribute to improving the basis of the design agenda and secure better briefing, an issue which may become essential if a whole life approach is to be pursued.

Papers are invited from clients or client practitioners to show how the design agenda has been set and the problems and good practices in securing a satisfactory brief to commissioning environment. In reviewing this, perhaps some consideration might be given to the role of architectural management in the future if environmental consideration and life design become normal practice for estate and portfolio management.

Theme Three - The Design Team Contribution to the Design Agenda

Whether one is talking about a concept, environmental engineering or interior design the design skills are vital to the design agenda debate.

Papers are invited from practitioners to show how the design process has responded to the conflicts of environment cost and client demands and what role architectural management may have in the future.

The design case study or experience may be multi-disciplined to a single aspect of one design discipline and may include a single package or several or none at all. Other areas may include information

management briefing reviews and life planning challenges.

Theme Four - The Process Engineering and Manufacture Contribution to the Design Agenda

Increasingly the fragmented nature of project management packages, having to be controlled in a procurement framework, relies upon the skills of managing interfaces and the skills and product development of trade contractors and manufacturers. In such an environment both the lead time and the problem of welding a wide range of parts together is not without logistical problems.

Some of these problems may be addressed if the design agenda recognises the importance of supply chain management and the lead-time and nature of the processes being brought together and in particular the construction method contribution to speed.

Designing with the manufacture capability in tight frame contracts is now becoming understood.

Papers are invited from those who have been involved or are researching this field and the issues that need to be identified and actioned in future design agendas.

Registration Fees

The Registration Fee is £ 70 which includes a copy of the Proceedings.

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