

THE IVTH REPORT

WHAT IS THE VALUE OF GOOD DESIGN? (Hint: Think Visa Credit Card)

By: Daniel J. Roarty, AIA, LEED® AP

QUOTES

TO NOTE

“Design is directed toward human beings. To design is to solve human problems by identifying them and executing the best solution.”

- Ivan Chermayeff
Designer, illustrator, and
artist
1934 - present

To understand this, first let's define design. Design is the integrated relationship of two or more elements in a skillful, aesthetic manner. Design is setting a single red rose in a crystal vase. Design is the scattered wooden blocks of a little boy's pretend city for his cars and trucks. Design links a corporate identity to a graphic image. Design integrates AT LEAST 2 pieces. In architecture, design integrates thousands of pieces. And good design simply does this better!

Good design is innovative, creative and balanced. Good design relies on perseverance and thoroughness. The best design benefits from broad experiences freshly examined and carefully tested – whether the testing is formalized through numerous scenarios or processed quickly in the creative mind's eye. The result of good design is the proper mix of structure, utility and aesthetics (first noted by Roman architect Vitruvius in the 1st century BC). Good design stands the test of time.

However with all of that said, perhaps the best part of good design is *the added value*.

Good design, by its very nature, must be cost effective. That is, the investment in design must be offset by other savings. Architecture provides compelling examples of the value added through good design. With the right architectural planning from the start, St. John the Baptist Church proves that good design can triple capacity, maintain a “warm”, “prayerful” environment, reflect the history of the parish, provide a sense of community and if that wasn't enough, offer excellent acoustics, all within the expected budget.

Kids, don't try this at home...buildings by their very nature are complicated. They have a variety of materials, systems, unique conditions and other requirements necessary to function. Good architectural design manipulates and balances these requirements for the best utilization, aesthetic and cost. The design effort leads to improved systems and equipment providing the building owner with a return on their investment. The investment may include additional time, construction or equipment expenses. The return, though, can be great, including:

- **Lower** building maintenance costs
- **Smaller** operational expenses
- **Better** comfort; environmentally, psychologically or both
- **Improved** productivity, inspiration or “connection”
- **Greater** flexibility for changing uses, fluctuating work force or customers
- **Alignment** of philosophy, goals, needs
- **Higher** rental or resale value (*Interesting note: a CBRE and McGraw Hill study have found that green buildings continue to trend higher than the general market in relation to rental rates and real estate value.*)
- **Goodwill** from community and neighbors
- **Competitive Advantage** (there is less annual financial outlay)

So, just what is the value of good design? ...

Lunch with the Architect: ~~\$44.00~~ (\$0, we'll treat)
Facility Expansion: \$444,000.00

Good Architectural Design: **PRICELESS!**

TO SIGN UP FOR “THE IVTH REPORT” – PLEASE CONTACT

211 N. BROADWAY,
GREEN BAY, WI 54303

(920) 431-3444
(866) 431-3444
FAX: (920) 431-3445

NALETTA: NJBURR@
DIMENSION-IV.COM