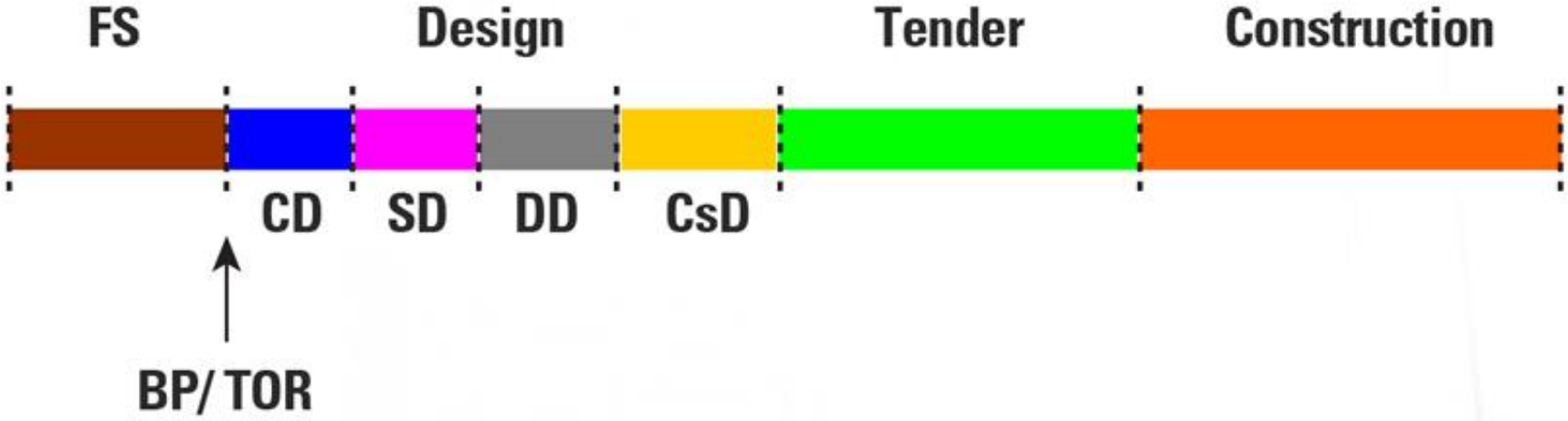
# THE INDONESIA ARCHITECTS
# IN THE CLIENT'S EYES

## SEMINAR NASIONAL
## UU ARSITEK

ITB - 03 AGUSTUS 2017



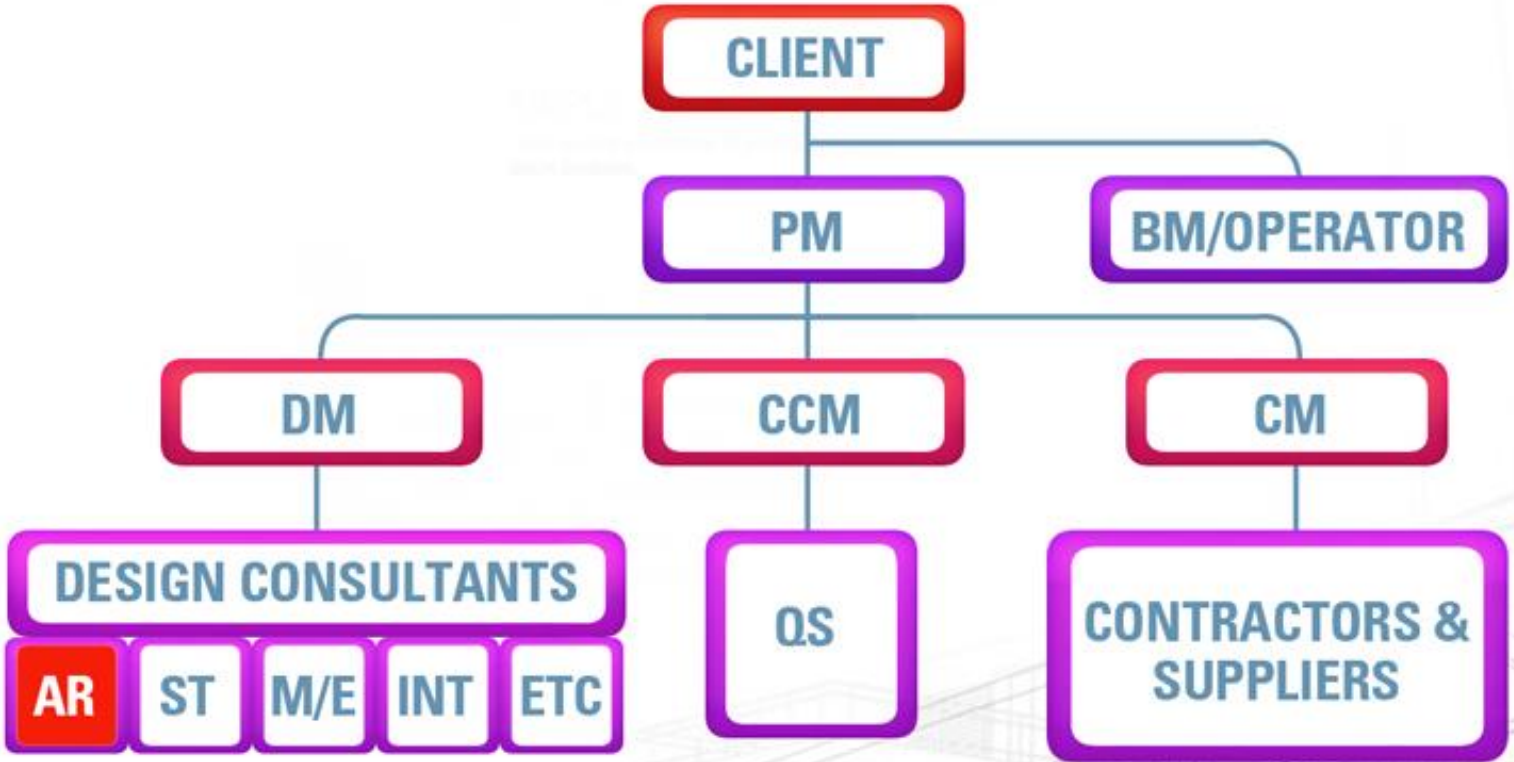
# PROJECT PROCESS




FS : Feasibility Study
CD : Concept Design
SD : Schematic Design
DD : Design Development
CsD : Constructions Documentation

BP : Business Plan
TOR : Terms of Reference

# THE PARTIES INVOLVED
# AND THE PROJECT ORGANIZATION CHART



# THE CLIENT'S MAIN ROLE

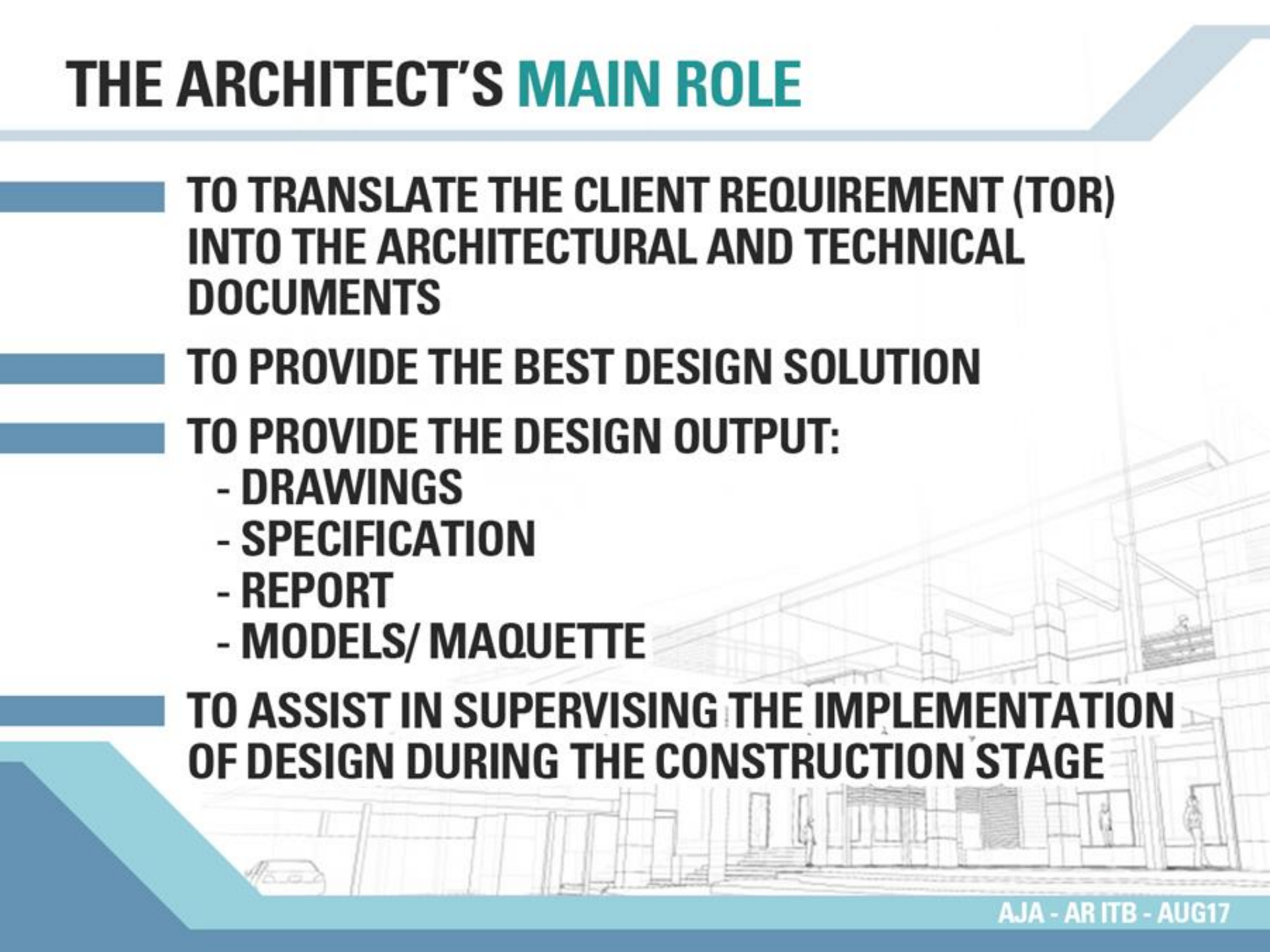
- TO PROVIDE DESIGN REQUIREMENT/ BRIEF (TOR).
- TO PROVIDE DATA AND INFORMATION RELATED TO THE PROJECT.
- TO GIVE DIRECTION, DECISION AND APPROVAL.
- TO PAY THE PROFESSIONAL FEES.





# THE ARCHITECT'S MAIN ROLE

- TO TRANSLATE THE CLIENT REQUIREMENT (TOR) INTO THE ARCHITECTURAL AND TECHNICAL DOCUMENTS
- TO PROVIDE THE BEST DESIGN SOLUTION
- TO PROVIDE THE DESIGN OUTPUT:
  - DRAWINGS
  - SPECIFICATION
  - REPORT
  - MODELS/ MAQUETTE
- TO ASSIST IN SUPERVISING THE IMPLEMENTATION OF DESIGN DURING THE CONSTRUCTION STAGE



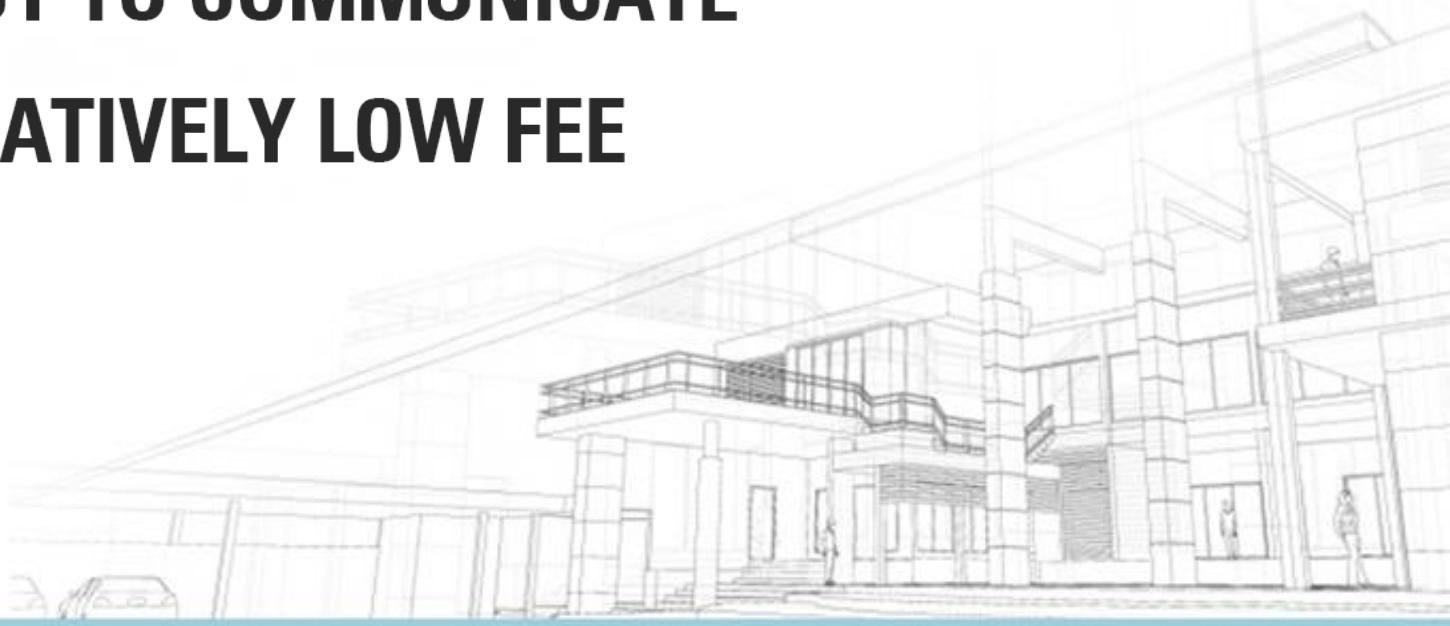
# THE CLIENT EXPECTATION
## TO THE ARCHITECT

- UNDERSTAND PROPERLY 'THE NEEDS' AND 'THE WANTS' OF THE CLIENTS.
- COULD PROVIDE THE BEST DESIGN SOLUTION FOR THE SUCCESS OF THE PROJECT.
- COOPERATIVE WITH ALL PARTIES INVOLVED.
- COULD PROVIDE THE CORRECT, COMPLETE, AND WELL COORDINATED DESIGN DOCUMENTS (DRAWINGS, ETC).
- COST AND TIME SENSITIVE.
- KNOWLEDGABLE FOR OTHER ASPECTS AS WELL, SUCH AS: LEGAL & PERMITS, MARKET, COST, OPERATION, METHOD OF CONSTRUCTION, ETC.
- PROFESSIONAL WITH HIGH INTEGRITY



# HOW THE CLIENT SEE
# THE INDONESIA ARCHITECT

- COOPERATIVE
- TOLERABLE
- EASY TO COMMUNICATE
- RELATIVELY LOW FEE



# HOW THE CLIENT SEE
# THE INDONESIA ARCHITECT

- NOT SO GOOD IN ENGLISH.
- WEAK IN PRESENTATION SKILL & TECHNIQUE.
- LOW MARKETING, FINANCE, AND OTHER BUSINESS KNOWLEDGE.
- LESS COST SENSITIVE.
- DEFENSIVE OR TOO ACCOMMODATIVE ATTITUDE.
- NEED IMPROVEMENT IN OTHER TECHNICAL KNOWLEDGE SUCH AS:
  - OTHER DISCIPLINES (STRUCTURE, M/E, ETC)
  - BLD TECHNOLOGY, MATERIALS
  - METHOD OF CONSTRUCTIONS
- LESS EXPERIENCE OR EXPOSURE TO THE LARGE SCALE PROJECTS.
- NOT GOOD QUALITY OF CONSTRUCTION DOCUMENT PRODUCED (DRAWINGS, SPEC, REPORT).



# TIPS FOR THE ARCHITECT

- "PUT YOUR FEET INTO THE CLIENT SHOES".
- BE ORIENTED TO THE SUCCESS OF THE PROJECT.
- ACCOMMODATE THE CLIENT'S NEEDS & WANTS IN A PROFESSIONAL WAY.
- BROADEN THE KNOWLEDGE AND 'SEE THE WORLD' AS MUCH AS POSSIBLE.
- IMPROVE THE EXPOSURE TO THE LARGE SCALE PROJECTS.
- IMPROVE THE ENGLISH AND PRESENTATION SKILL.
- DO THE JOB WITH MULTI DISCIPLINE APPROACH.



# REMEMBER :

## THE DOCTOR'S MISTAKE WILL BE BURRIED, WHILE THE ARCHITECT'S MISTAKE WILL BE EXPOSED FOREVER




THANK YOU
AJA - AR ITB - AUG17