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BIM And Integrated Design: Strategies For Architectural Practice

BIM and Integrated Design

Strategies for Architectural Practice

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THE AMERICAN INSTITUTE OF ARCHITECTS

Synopsis

The first book devoted to the subject of how BIM affects individuals and organizations working within the ever-changing construction industry, BIM and Integrated Design discusses the implementation of building information modeling software as a cultural process with a focus on the technologyÃ¢â¬â„¢s impact and transformative effectÃ¢â¬â•both potentially disruptive and liberatingÃ¢â¬â•on the social, psychological, and practical aspects of the workplace. BIM and Integrated Design answers the questions that BIM poses to the firm that adopts it. Through thorough research and a series of case study interviews with industry leadersÃ¢â¬â•and leaders in the making out from behind the monitorÃ¢â¬â•BIM and Integrated Design helps you learn: Effective learning strategies for fully understanding BIM software and its use Key points about integrated design to help you promote the process to owners and your team How BIM changes not only the technology, process, and delivery but also the leadership playing field How to become a more effective leader no matter where you find yourself in the organization or on the project team How the introduction of BIM into the workforce has significant education, recruitment, and training implications Covering all of the human issues brought about or exacerbated by the advent of BIM into the architecture workplace, profession, and industry, BIM and Integrated Design shows how to overcome real and perceived barriers to its use.   Q&A with Author Randy Deutsch   Author Randy Deutsch   Q: How would you summarize your book in a single sentence? A: The focus throughout this book is on people and the strategies they use to manage and cope with the transition to the new digital technology and the collaborative work process it enables as they initially adopt and then take the technology and process to a higher plane. Q: Why do we need a book like this now? A: ThereÃ¢â¬â„¢s a crisis not only in the economy but in the profession. Buildings are becoming more and more complex and the way we communicate knowledge to one another is changing. At the same time the construction world is going through enormous changes, so is our environment. WeÃ¢â¬â„¢ll only be able to tackle todayÃ¢â¬â„¢s complex problems through collaboration, and that takes work and a prepared mindset. You have to be disciplined, canÃ¢â¬â„¢t just show up and wing it. Your teamsÃ¢â¬â„¢ efforts have to be coordinated and integrated. I noticed that there is a gap in learning along these lines in the profession and industry and this book seeks to fill it. Q: There are a number of books that cover the subject of BIM. How is this one different? A: Most books on BIM cover the technology or business case while this one focuses on the process that enables the highest and best use of the technology. BIM and Integrated Design focuses on the people side of the change equation, addressing BIM as a social and firm culture process and does so in four distinctive ways: it addresses people problems, human issues,

issues of communication and collaboration, firm-culture issues, issues of motivation and workflow related to working in BIM; it explores the most commonly encountered obstacles to successful collaboration, as well as the challenges this technology and process create for individuals and organizations in their labor toward a comprehensive, successful BIM adoption and implementation; it describes the social impacts and implications of working in BIM on individuals and firms, and how to overcome real and perceived barriers to its use; and it discusses challenges to BIM collaboration including interoperability, workflow, firm culture, education, technological challenges, working in teams, communication, trust, BIM etiquette, one model versus multiple models, cost, and issues concerning responsibility, insurance, and liability. Q: What else led you to write this book? A: There were two lingering questions that I had not been able to answer for myself and that I noticed many architectural firms were also asking: How can BIM advance the profession of architecture? And, how can collaboration assure the survival of the architect? As a result of my research for the book, I was able to uncover some surprising takeaways. Q: What are a couple of these takeaways that readers would be surprised to find in your book? A: I think many will be surprised to discover how the introduction of BIM into the workforce has significant HR implications Ã¢â ¬â œ including education, recruitment, and training Ã¢â ¬â œ and will welcome the bookÃ¢â ¬â„¢s comprehensive review of the most effective ways to learn BIM, no matter where they fall on the learning continuum. Additionally, readers get to hear arguments in favor of and against the return of the architect in the master builder role, as well as arguments for the virtual master builder and composite master builder or master builder team. Most of those interviewed for the book had a strong opinion on this subject and the result makes for some good reading.

Book Information

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Customer Reviews

Discover how the new BIM technologies and collaborative work processes are bringing about critical, necessary changes in the architecture profession The first book devoted to the subject of how BIM affects individuals and organizations working within the ever-changing construction industry, BIM and Integrated Design discusses the implementation of building information modeling software as a cultural process with a focus on the technology's impact and transformative effectÃ¢â¬â•both potentially disruptive and liberatingÃ¢â¬â•on the social, psychological, and practical aspects of the workplace. BIM and Integrated Design answers the questions that BIM poses to the firm that adopts it. Through thorough research and a series of case study interviews with industry leadersÃ¢â¬â•and leaders in the making out from behind the monitorÃ¢â¬â•BIM and Integrated Design helps you learn: Effective learning strategies for fully understanding BIM software and its use   Key points about integrated design to help you promote the process to owners and your team   How BIM changes not only the technology, process, and delivery, but also the leadership playing field   How to become a more effective leader no matter where you find yourself in the organization or on the project team   How the introduction of BIM into the workforce has significant education, recruitment, and training implications   Covering all of the human issues brought about or exacerbated by the advent of BIM into the architecture workplace, profession, and industry, BIM and Integrated Design shows how to overcome real and perceived barriers to its use.

Randy Deutsch AIA, LEED-AP, is an architect, design strategist, and speaker responsible for the design of more than a hundred large, complex building projects. Recognized as a BIM strategist and IPD advocate, his writing and design work have appeared in DesignIntelligence and Architectural Record among other industry periodicals. Recipient of the AIA Young Architect AwardÃ¢â¬ âœChicago, Randy has been an educator at one of the nation's top graduate architecture programs, leading an integrated building science/design studio and professional practice course. He is recognized as a professional thought and practice leader, contributor to the industry's leading social networks, and keynote speaker on the subjects of technology, innovation, lean construction, knowledge management, employee engagement, and collaboration. Randy blogs at bimandintegrateddesign.com and architects2zebras.com, both featured in Architect magazine.

This book does an excellent job of covering the `soft', people and process side of how to bring about BIM change in an organization. If you haven't had the time to roam the planet collecting the best advice and case studies from the industry experts as Randy Deutsch has, then this book is for you. With lots of great case studies, quotes and lessons learned, it's easy to digest, and quite helpful. It has a friendly, personal and approachable style (like its author) -- almost like having your own BIM counselor.Many of the diagrams and thoughts represent current industry best thinking. And they have been made very clearly - potentially quite helpful for re-use in making presentations, in training or in communicating with your company management. Whether you are a beginner or expert, an owner, architect, contractor, or anyone contemplating how to advance Building Information Modeling in your organization - I think you'll benefit from reading BIM and Integrated Design - a wonderful text book `how to' manual for the `soft' side of BIM. Which might just be the `hard' part.

Great book! It's very helpful for architects to get an idea what is happening out there during this transition. I appreciate the interviews in this book. They are from people first hand experience sharing, honest and helpful. Thank you!

This book builds on the BIM and IPD literature and provides a useful framework for advancing the discussion on the big --and constantly evolving-- practice issues in architecture and construction. The book is thought-provoking and filled with critical insight. Case studies and interviews from industry luminaries greatly enrich the text. Highly recommended.

Interesting approach of BIM process and its impacts on architecture team. It should be translated to other languages because is very simple and helpful.

Even if you are only on the sidelines of the Building Information Modeling movement, Randy Deutsch's new book, BIM and Integrated Design is well worth your time. Many building industry professionals, whether due to personal preference or to economic hindrance, have yet to commit to BIM. We aren't all early adopters - the technological hope and hype that accompanies this revolution can be intimidating. Fortunately, the first portion of this book addresses a concept so compelling, I had to dig in; "Part 1 - BIM As Though People Mattered".Throughout the book Deutsch explores the social aspects of adopting and implementing BIM design strategies. More than merely buying software licenses, adaptation of BIM necessitates a clear understanding of your firm's

culture, what new rolls will be required and how the team will collaborate around the building model. While there are challenges inherent in the BIM transformation, Deutsch has addressed them in a complete manner using diagrams, anecdotes and a full range of practitioner interviews. BIM and Integrated Design provides a great education and actionable strategies for your firm.Even though I'm a man at a distance, I now see that the heightened collaboration and shifting of rolls that BIM adoption requires are positives to be embraced rather than obstacles to be avoided. BIM and Integrated Design shows how architecture can be practiced now and in the future. For that purpose, I highly recommend this book.

"For a long time in my office, BIM was something out there that wasn't acted upon. We sat on nineteen seats of Revit for nearly two years, stored away in a closet unused - shelfware. Waiting for the right opportunity. Becoming obsolete. Doing no one any good. Taking up valuable storage space. Not earning its keep. And with each month unused, the software weighed on us: waiting for the right time, the right project, the right client, the right phase, the right people to put on the project, the right people to train..."Sound familiar?Moving away from CAD to BIM (Building Information Modeling) software takes courage. It takes great leaps of faith that BIM will actually help your firm be more efficient. More accurate. More profitable.If you are one of the many architects ready to take the leap to BIM adoption, but are not quite sure how or when to do it, Randy Deutsch, AIA, LEED AP has written a book for you.Despite its technical sounding title, BIM and Integrated Design: Strategies for Architectural Practice is much more about people and your firm's culture than it is about the software. He leaves the business implications, technical requirements, tips and tricks to other authors and discusses, in great depth, how BIM will directly affect your firm... in both good and, possibly, bad ways.The book is loaded case studies and conversations with leaders in the profession. As an Entrepreneur Architect constantly experimenting with the idea of taking back control and responsibility of the complete design and construction process, the sections dedicated to how BIM and Integrated Design may usher in the return of the Master Builder were especially interesting to me.Whether you are fully BIM-friendly or waiting for your expensive "shelfware" to load itself on to your server, BIM and Integrated Design: Strategies for Architectural Practice should be added to your Wish List.

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