



AIA TAP Webinar

Architectural Programming

AIA DEFINITION

During the first phase—schematic design—an architect consults with the owner to determine project goals and requirements. Often this determines the program for the project.

The program is the term used to define the required functions of the project. It should include estimated square footage of each usage type and any other elements that achieve the project goals.

THE WORLD HAS CHANGED

JULY
2007



- Unemployment rate at 5.7%
- Skype around for about 18 months
- Facebook open for less than a year
- Twitter had 340,000 users
- The iPhone out for about a week
- Drop Box over a year away
- The iPad over 3 years away

WHAT'S CHANGED AT WORK

HOW WE WORK:



New
Tools



New
Distractions

WHERE WE WORK:



Less
Space



Less
Privacy



CULTURE

- Cutting-edge science
- Transparent
- Quality
- Fast-moving

BUSINESS DRIVERS

- Build brand
- Upgrade visitor experience
- Foster innovation culture
- Reduce RE cost

PROJECT GOALS

- Simpler workplace
- Flexible conference spaces
- Accommodate Mobility
- Address Security

WHAT'S DRIVING A NEW WORKPLACE STRATEGY

End User Survey: “Workplace Performance Index”



Co-creation With Client



Each experience/
space should
be unique
& feel unique

GD

Who's the
local?
If no one lives
on these floors,
where's the ownership?

GD

To re-calibrate ownership:
Re-name bldgs.
- Move away
from
acronyms

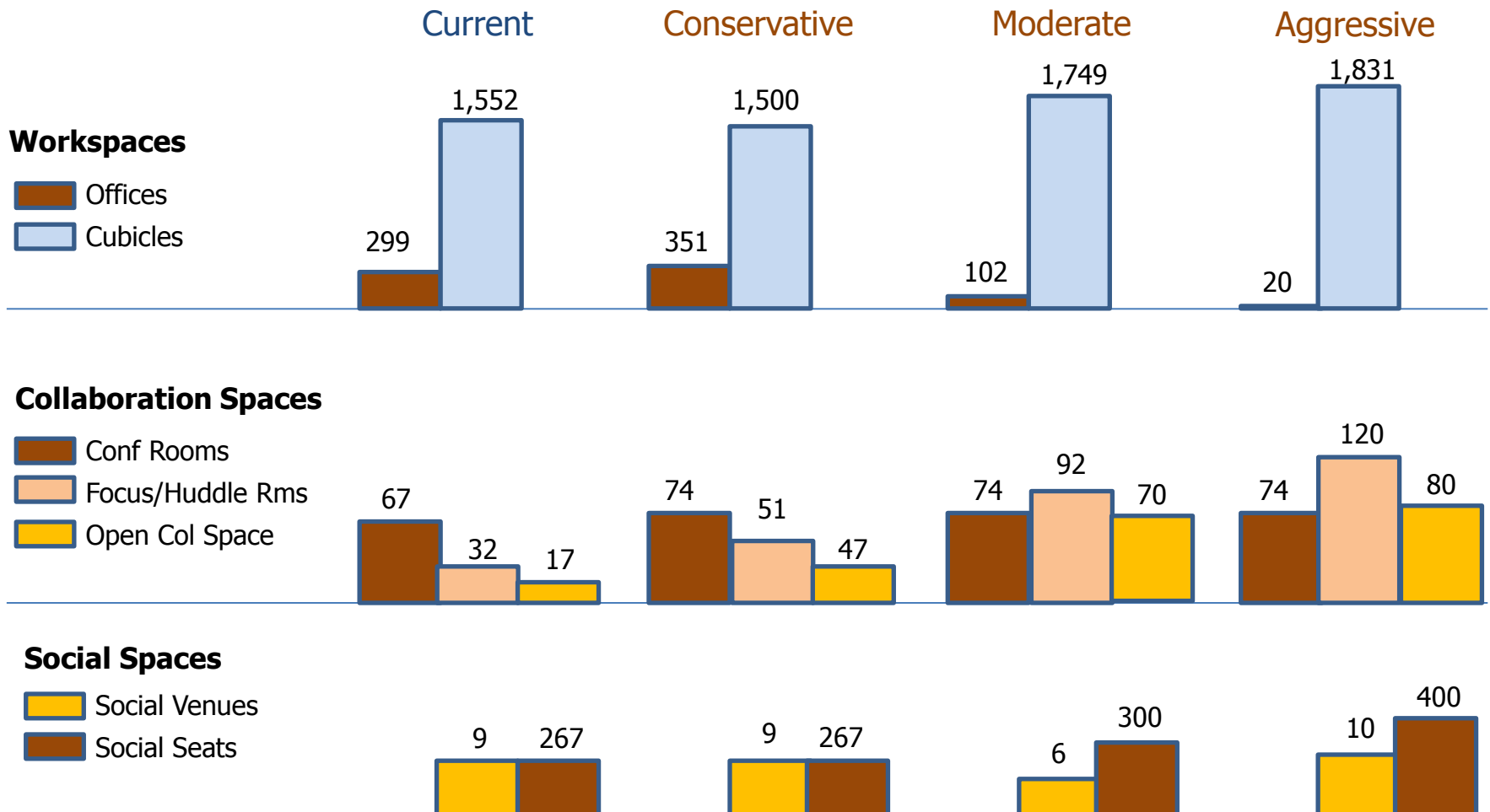
GD

Get people in
tower more
connected
to Global zones

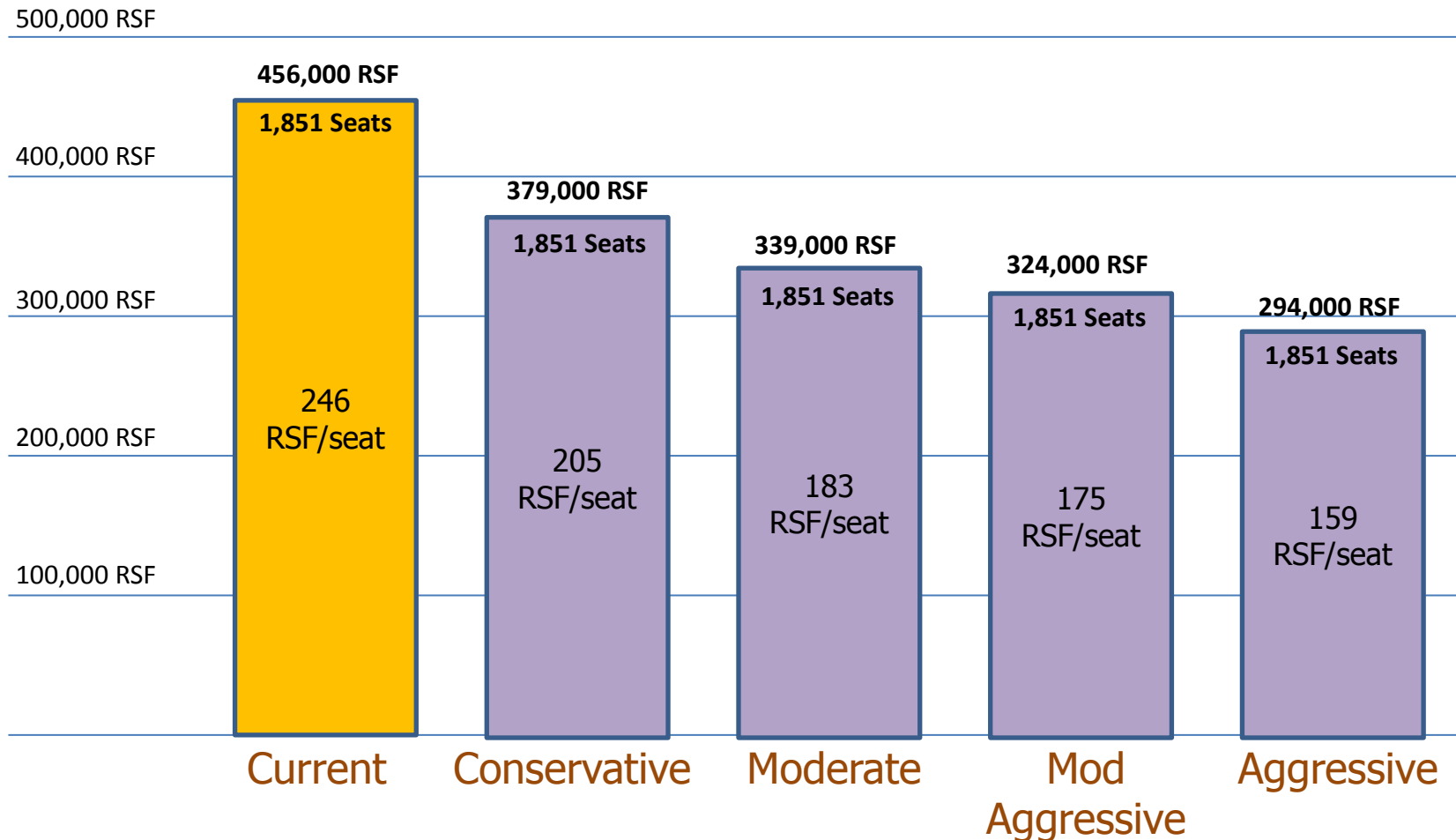
GD

- Don't tie to specific
function -
Who resides on
campus over next
10-20 years
with morph &

Four Workplace Models Compared



4 Scenarios – with No Growth Seats



Moderate Scenario @ 3% p.a. People Growth

