

BIM and Integrated Design: Strategies for Architectural Practice



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 effect both potentially disruptive and liberating 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 leaders and leaders in the making out from behind the monitor 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: There'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. We'll only be able to tackle today's complex problems through collaboration, and that takes work and a prepared mindset. You have to be disciplined, can't just show up and wing it. Your team's 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 including education, recruitment, and training and will welcome the books 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.

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