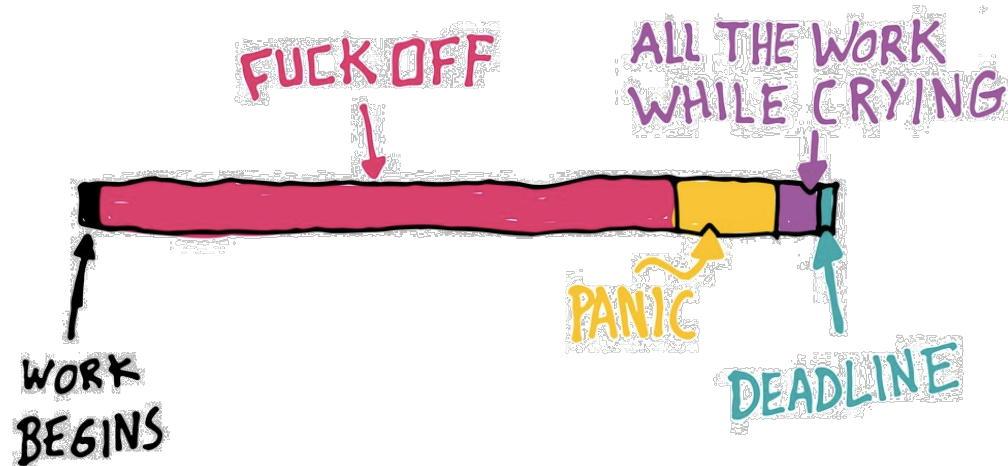


THE CREATIVE PROCESS



2004
ontwerp/ proces
 publication on design management



2005 - 08
Sustainable
dance club

DOE - HET - ZELF
WILLEM - GERIT

2010-2013
Rietveld
 Do-it-yourself
 approach for the
 design of a new
 academic building



TU Delft



döll

De Architect

abt

TU

Cie/Mecanoo

Döll LAB

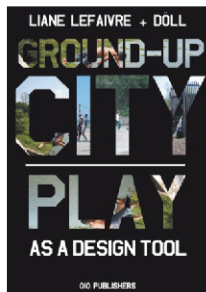
Van Doorn. management voor architectuur

startruimte010

ABT

Habeon

2000 graduated
 @ BK



2007 Urban
Playground
 Design research
 into an urban
 strategy for play



2008-2009 Almere Hout Noord
 Development strategy for a socially
 sustainable neighbourhood



2009-2010
Stadshavens
Rotterdam
 Living LAB: on site
 testing of sustainable
 innovations

2014-2016
 'shop your
 architect'

start
ruimte
010



Organize your project



What is a project?

What is a project?

A project is a **temporary** endeavor undertaken to create a **unique** product or service.

Temporary

- definite beginning and a definite end
- limited resources
- the team is created for the duration of the project

Unique

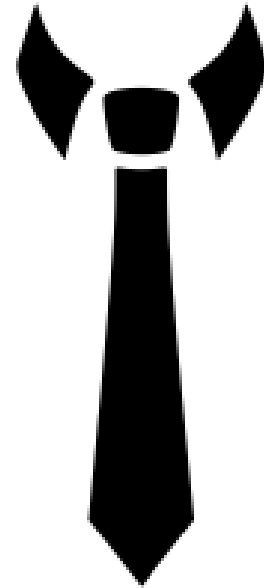
- The product or service is different from all other products or services

Source: PMBOK (2000)

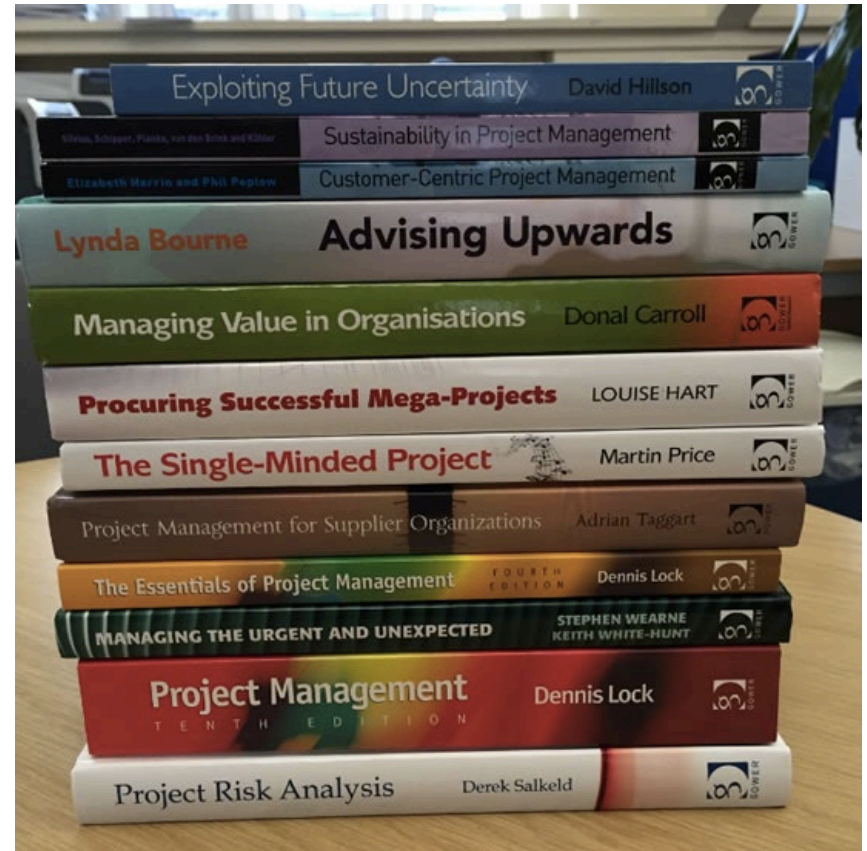


**KEEP
CALM
AND
GET
ORGANIZED**

Design versus management



Design versus management

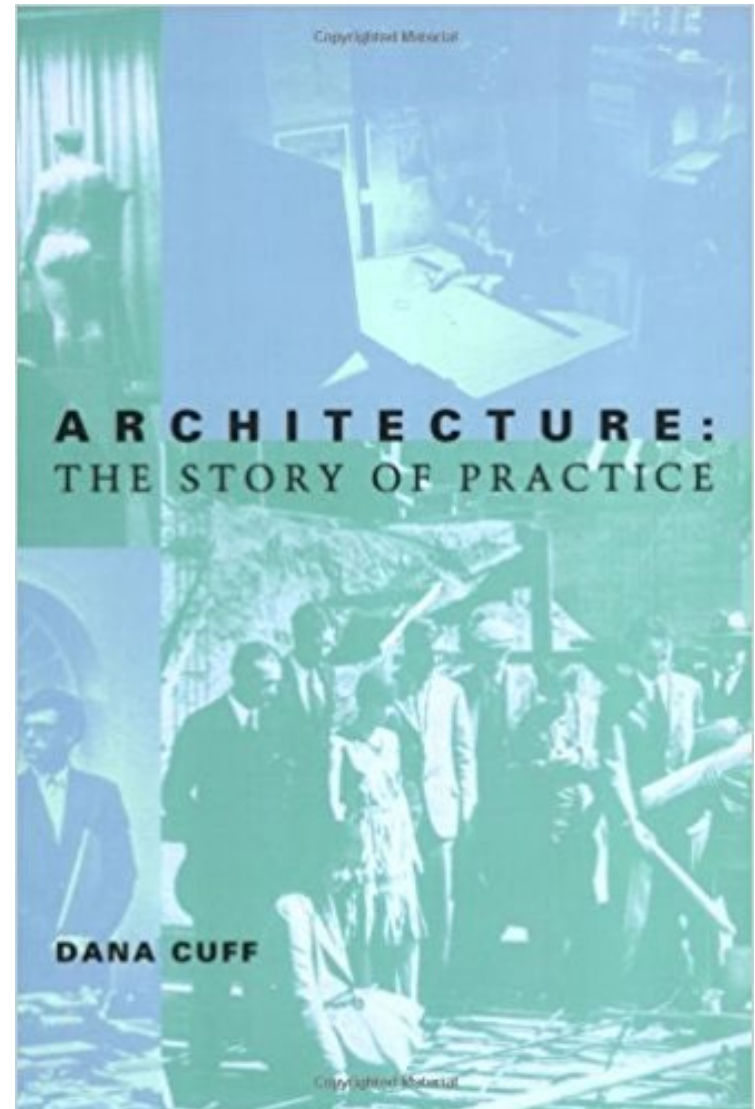


Design versus management



Design versus management

“Design excellence
and profitability may
be incompatible”

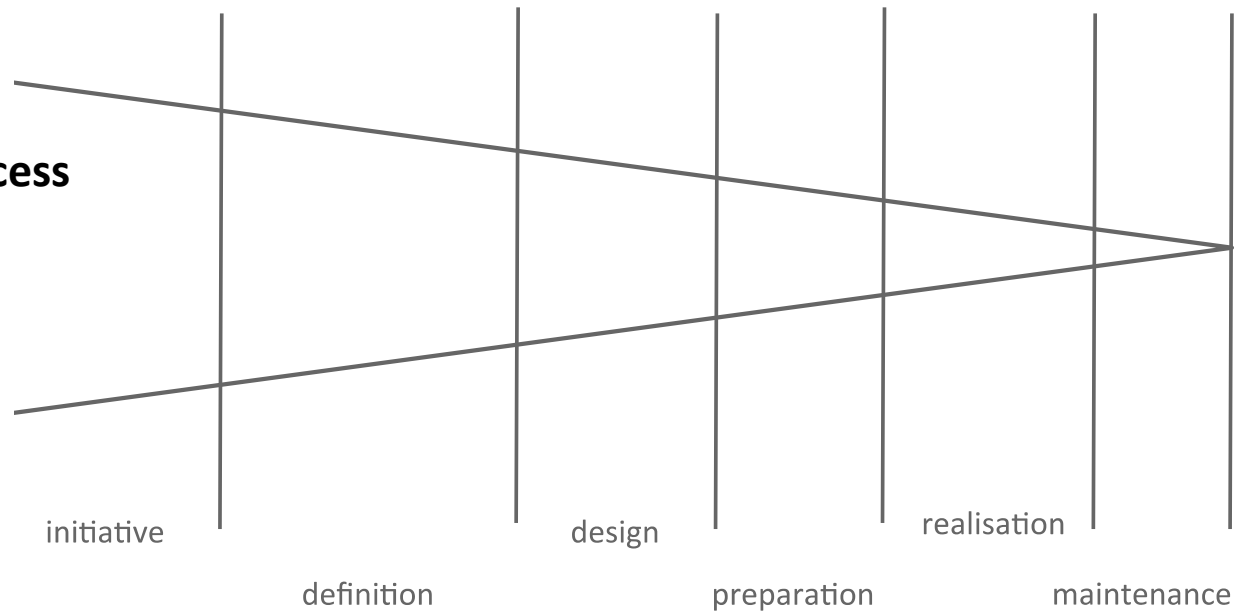


Project management scope

Creative process

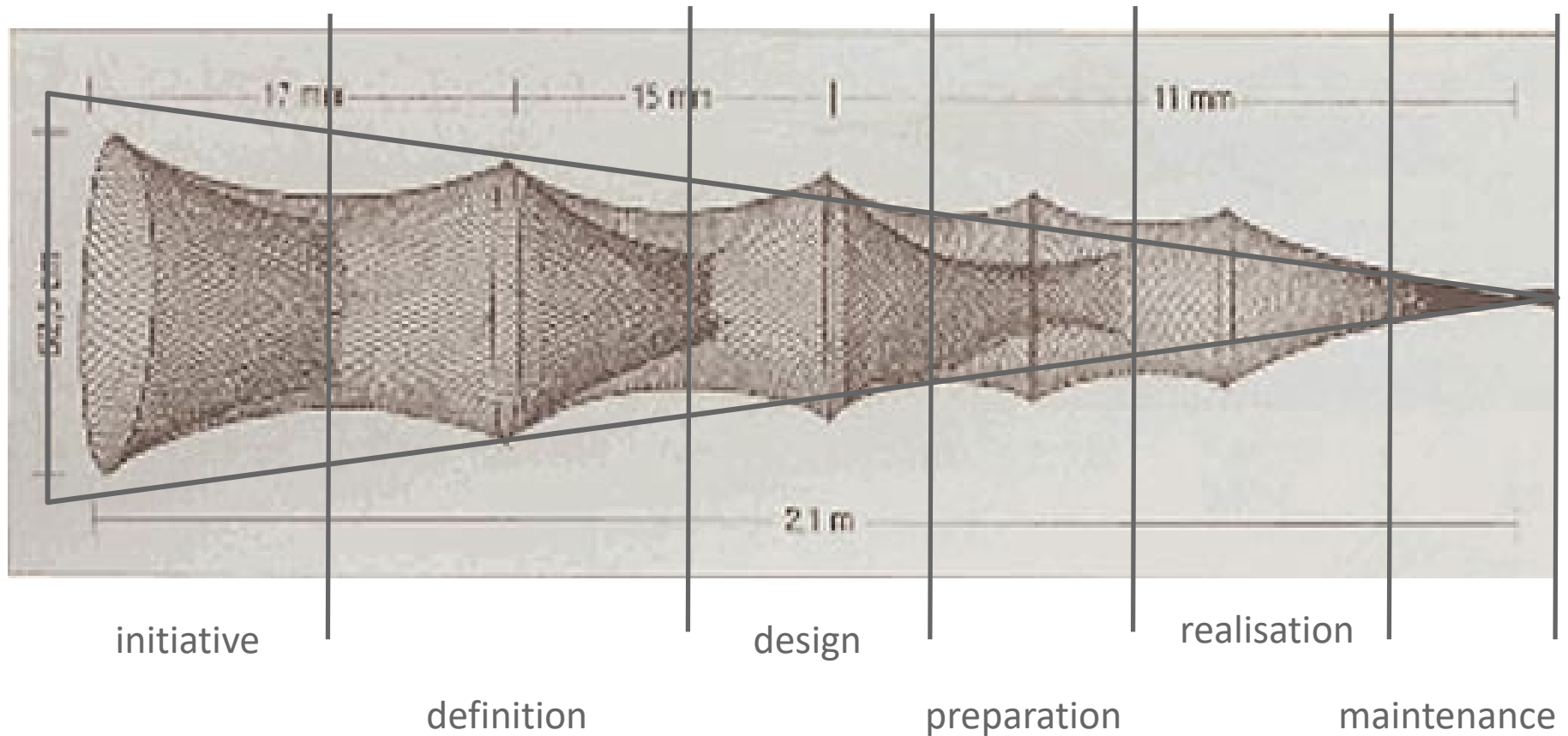


Management process



Project management scope

The decision fyke



Project management scope

PDCA/Deming Cycle

- ❖ Corrective actions
- ❖ Analyze the differences

- ❖ Establish the objectives
- ❖ Plan processes

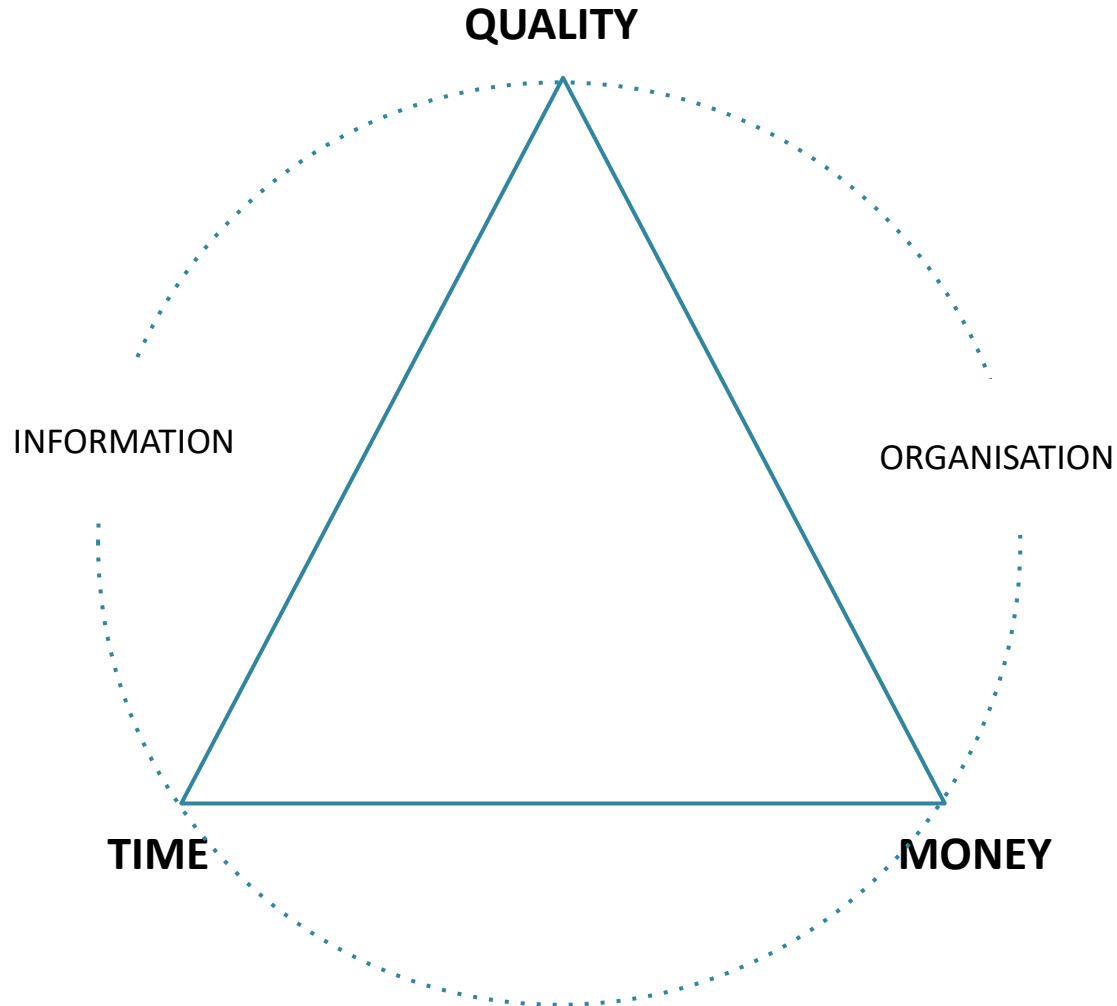


- ❖ Study the actual results
- ❖ compare against the expected results

- ❖ Implement the plan
- ❖ execute the process

Project management scope

key management indicators



Project management scope

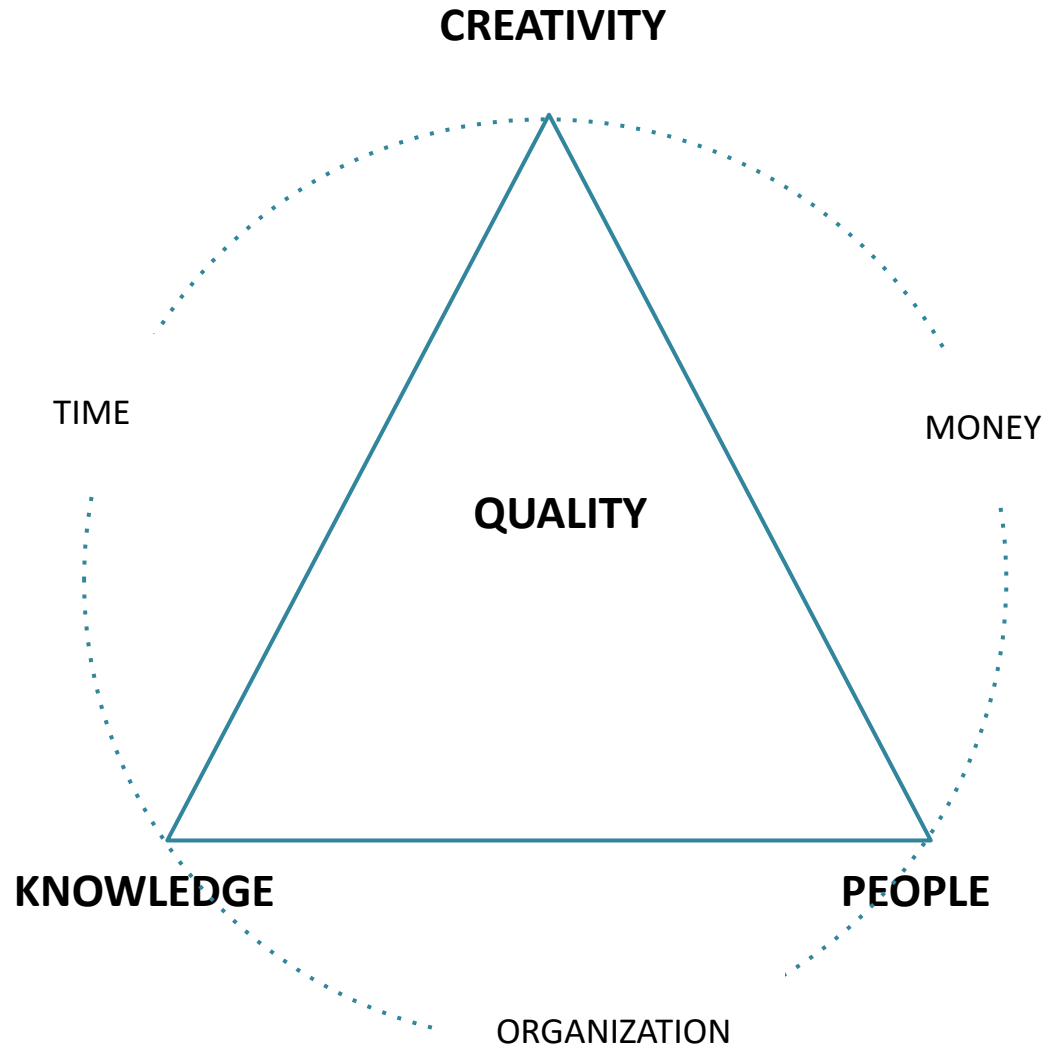


architecture

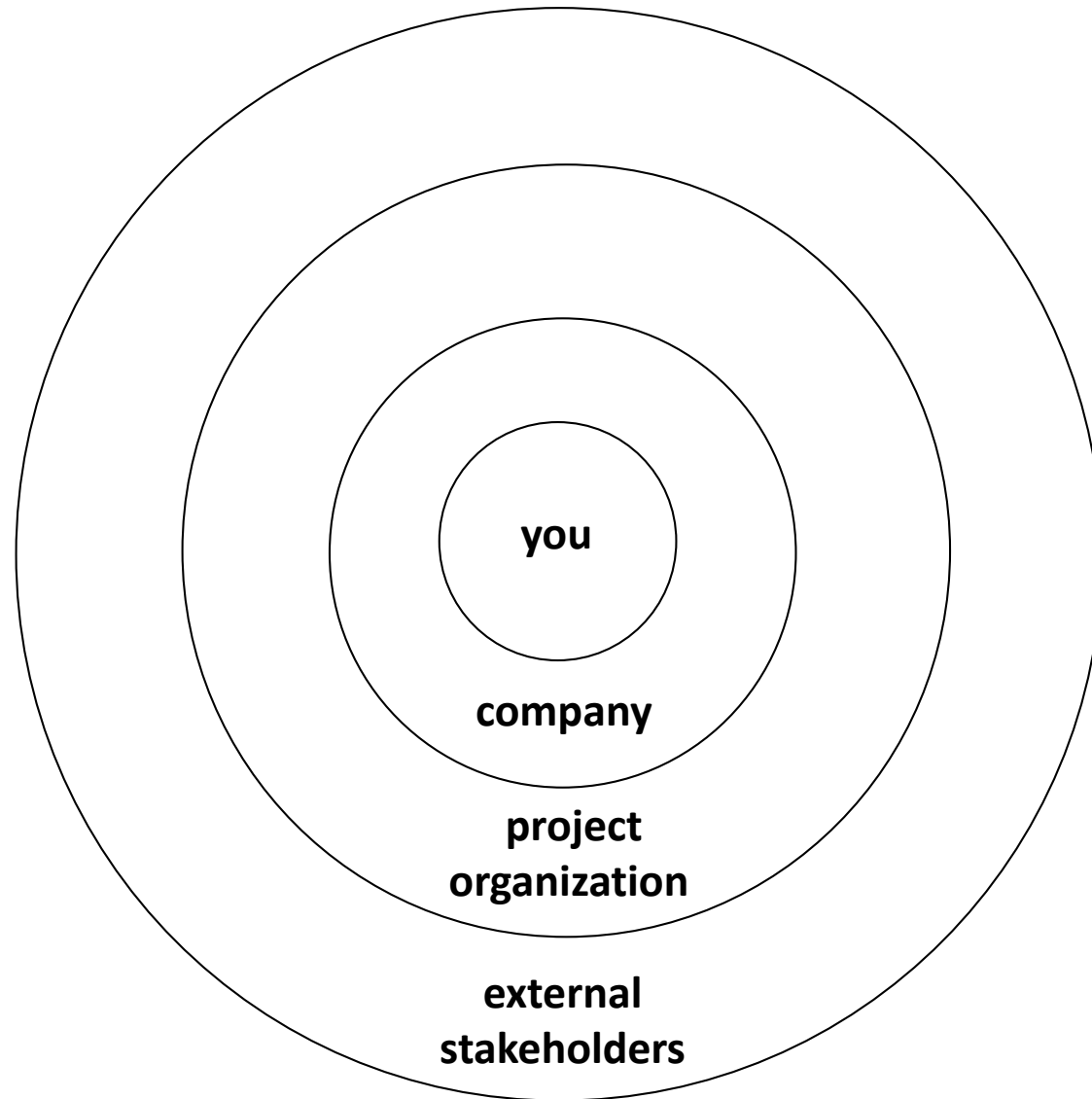


management

Design management scope (I)

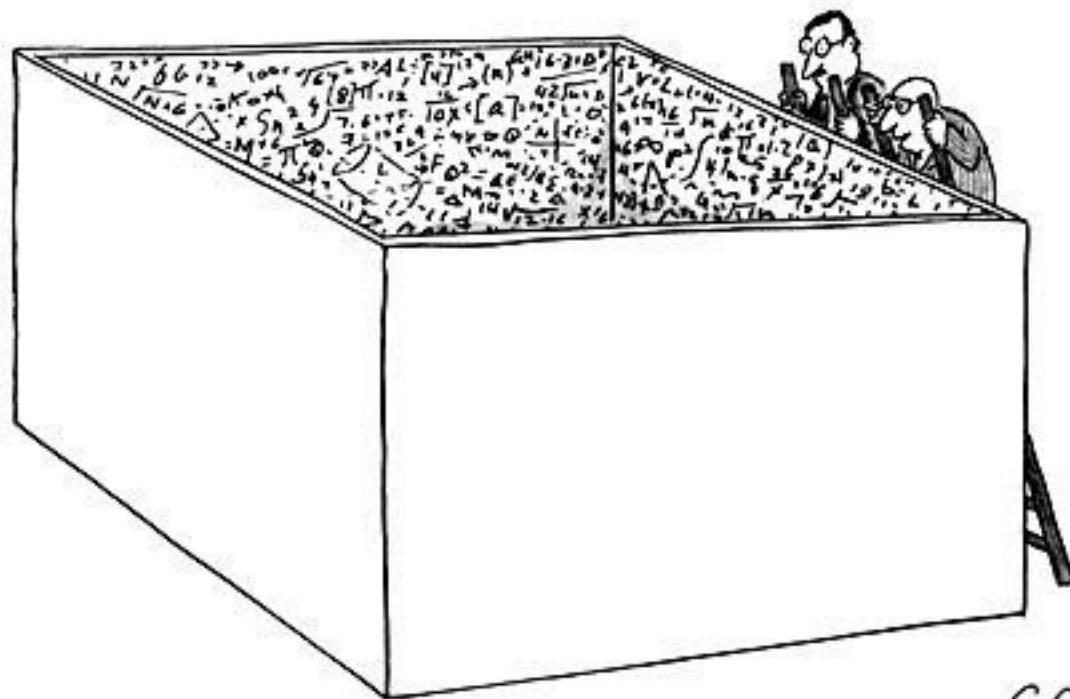


Design management scope (II)





“We can be as creative about the process as we are taught to be about the product”



S. GROSS

*"Actually, I got some pretty good
ideas when I was in the box."*

organize your project

1. Gather information on your project constraints: time, money, people
1. Analyse the project constraints in relation to your personal goals: where are the risks, what are the opportunities?
1. Define concrete actions to limit the risks and use the opportunities.

example

You are asked to design on a project with high ambitions in terms of sustainability. Yet:

- The sustainable ambitions of the client are quite abstract
- Your knowledge of sustainability is very limited
- The project planning is tight, even for a regular project

What do you do?