

# ARCHITECT and INTERIORS INDIA

Inspiration and insight for architects and interior designers

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## Insights:

DSP Design  
Space Matrix

## Projects by

Thought Parallels  
PS Design  
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“Long Live the  
Architect!”

- Ninad Tipnis

design  
BUILD

What makes them Tick &  
What makes them Pick?

# Design Build: What makes them Tick and What makes them Pick?

REINVENTING THE SYSTEM OF MASTER BUILDER PRACTICED IN THE TIMES PAST, THE CONCEPT OF DESIGN-BUILD, AN INTEGRATED SERVICE SYSTEM OF DESIGNING AND EXECUTION, IS FAST CATCHING UP. IF THE ARCHITECTS AND DESIGNERS WE SPOKE TO ARE TO BE BELIEVED, THE TREND IS HERE TO STAY!

BY SUMISHA GILOTRA

not just about its visual appeal, it's about its applicability, utility and response to its very environment," says Mehul Shah, Founder & Principal, DSP Design. It is worth mentioning that 50 per cent of their CRE portfolio is attributed to Design-build and the digits are rising at a whopping 30 per cent year-on-year.

#### INNOVATING WITH A PURPOSE

Studio Sudaiva, a comparatively newer firm in the business of Design-build, agrees that from a designer point of view, "Design-build is the ultimate." However, "It's very easy to get carried away when it comes to Design-build and replicating the same winning formula again and again for all clients. To avoid that, in our firm, we are very conscious about entering each project with a blank canvas so that we can create something unexpected every time. We don't mind experimenting and taking risks in both design and construction," categorically says Vinay Mavinakere, Founder and Principal Architect, Studio Sudaiva.

There is no doubt about the fact that Design-build is a win-win for both the designer and the client. "The 10 per cent difference in cost that the client would probably incur in opting for Design-build vs the traditional model is easily recovered in terms of time. On an average, we cut down the time taken for a project by about 25 per cent," shares Mehul.

So, we come to the next question, what makes them pick?

Just like Design-build is a win-win for clients and designers, having a dependable list of vendors is a must and a win-win for all - manufacturers, contractors and designers. From the point of view of contractors and vendors, to be on the panel of Design-build firms is a guarantee of continued business and also helps get value for the investments they make. So, we ask industry leaders what makes them pick their vendors. Here is what they have to say:

Mehul Shah of DSP shares that DSP commands a competitive edge given its long-standing rapport and scale of operations with Grade-A vendor partners. He shares that it is extremely satisfying as architects and designers to be able to execute what we've passionately designed and translate it to

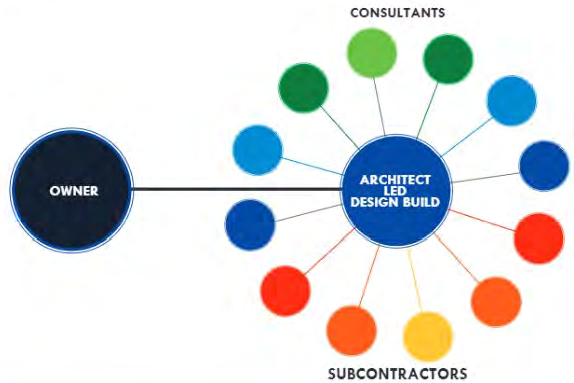
## WHY DESIGN-BUILD?

In recent years, the design-build delivery method has been gaining popularity. How does a client benefit from hiring a Design-build (D&B) firm vs a Design-driven firm?

### THE ADVANTAGES OF HIRING A DESIGN AND BUILD FIRM:

- With end-to-end ownership and control, the Design and build firm can ensure successful execution without any compromise on the design or quality of the output. Meanwhile, the translation from design to reality changes multiple hands in a traditional method.
- With diverse SMEs being part of the team, the buildability and execution related challenges are taken care of right from the design inception stage.
- The Design & build model is a smart, collaborative approach, powered through transformational digital experiences. It's an integrated project delivery model and a one-point solution that helps clients in coordination.
- It's based on strong fundamentals of cost, time and quality which de-risks the client of cost variations and saves time in procurement, focusing on quality of the delivery.

Contributed by Space Matrix



3. The Radical makeover House by Studio Sudaiva.

4. Trifir Dey, Managing Director - Design, Space Matrix