



Getting There by Design

Kenneth Allinson

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There was military project management. There was construction project management. Then there was business project management, a tool described as 'the wave of the future'. Where are architects in all this, professionals whose work has always been project-driven?

There is design management in engineering, product design, graphics, packaging, management theory and even in politics. Construction consultants talk about managing design. When are architects going to become committed to managing design?

Getting There by Design adopts an architect's view to design and project management. It sets out the fundamental principles and shows how they are applied, dealing with these two topics as one indivisible subject.

'Getting There by Design' demonstrates how to:

- make project efforts goal-oriented
- set up a planning and monitoring basis to architectural projects
- put the architect's fee calculus on a rationale basis
- diagnose your firm's practice culture
- develop successful teams

Put your practice onto a more effective basis.

Ken Allinson is an architect in private practice and principal of 'Architectural Dialogue'. He also teaches design studio and lectures on design and project management. He was formerly an associate at DEGW London and the Terry Farrell Partnership. He has practice experience in Europe, the USA and Japan and is the author of 'The Wild Card of Design' (1993).

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