

Client Collaboration

For White Dog Studios, “Collaboration” means working with each other iteratively to reach a creative objective. This entails sharing knowledge, learning from each other, and reaching consensus at key milestones – with Michael and with key resources.

In practice, Michael partners with Clients throughout the project, and manages the contributions of WDS resources and others to ensure project success.

Clients continue to see original design concepts and goals read back and reinforced over time. Collaboration, consultations and approvals continue through all project phases:

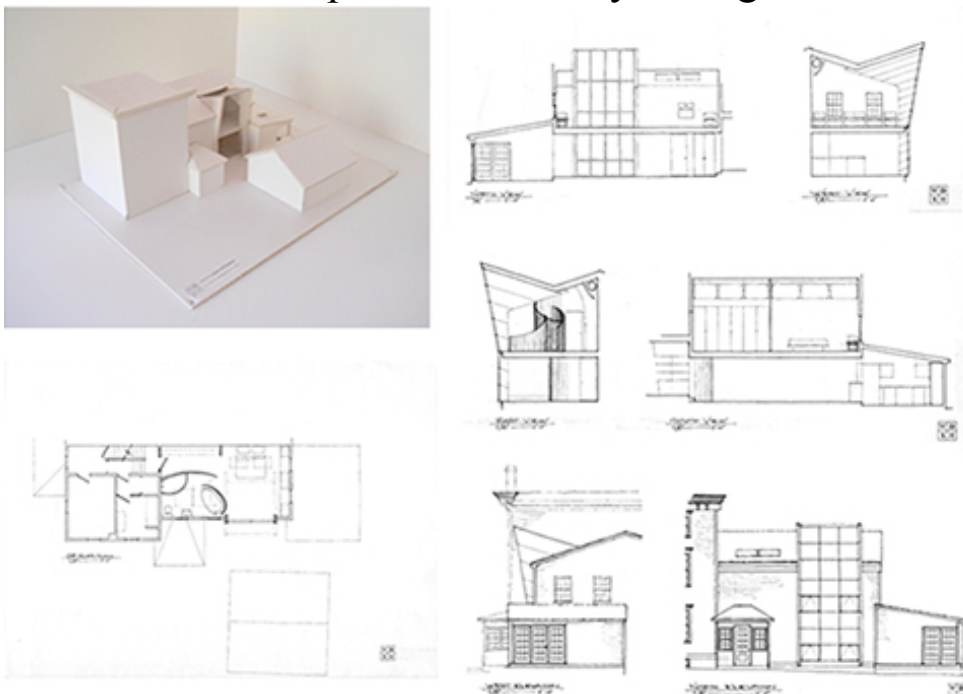
- Preliminary design drawings and models
- Change requests
- Final construction plans
- Build to completion

Initial Interviews

For Michael, listening to the client's needs for the project is the most important phase of design. An open exchange with the client enables Michael to envision and choose the right solutions from a variety of possible outcomes:

- "In the initial interviews, I capture the needs and desires expressed by the client. I interpret these in the design, and sustain a constructive dialogue from that point forward. Often, a phrase or a story can influence the design direction."
- Identifying the constraints is a necessary evil but a large part of the battle - finances, schedule, materials, pre-existing conditions. This takes good instincts and a more than a little time with the principals.
- "My strength is an ability to understand, interpret, and most importantly extract real wants and desires that the client may have a hard time expressing."

Sample Preliminary Design



The 3D model allowed the client to view the impact of the cantilevered wedge from multiple angles. Plan and elevation sketches illustrated the design and allowed iterations before going to architectural drawings.