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Predesign Services

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The value of predesign services should not be underestimated—this is where a project begins its life, and a good start sets the standard for the quality of service and delivery for the project as a whole. Put simply, whatever the extent of the commission, this is where the goals of the project are clearly identified and understood by the project team.

Predesign involves primarily establishing the necessary information to design and administer the project and determines how the design firm will relate professionally to the client and the wider project team. The opportunity for developing trust and strong collaborative working relationships in this phase will go a long way toward achieving a successful outcome for the overall commission.

PREDESIGN PROJECT METHODOLOGIES

Broadly speaking, interior design firms are involved in predesign services in three ways. The first is the project initiation phase of a standard interior design commission, when the space to be designed has already been identified and the scope of work has been predetermined by the client. The second is when the design firm is part of a wider project team charged with identifying space requirements and assisting in the selection of the most suitable space or building, or evaluating the extent of work required in an existing building or property portfolio. This is also known as prelease service. The third is when a client organization is undergoing some form of major change, e.g., corporate relocation, merger, acquisition, or a radical rethinking of workplace needs and so employs a design firm in a consulting role for the change process.

Typically, these three types of commission take one of three approaches: a conventional project initiation approach, a pre-release team approach, or a consulting approach.