

*Good design can inspire and support productivity, creativity, social interaction, and a sense of community, as well as physical and psychological well-being. Individual, subjective taste obviously plays a role, but good design is more universal . . .*

Jerry Kugler, president of Kugler Tillotson Associates, a lighting design concern, actively seeks partnerships with clients and designers who offer “no restraints, who say ‘let’s do the best we can do,’ who toss around ideas without a specific end point in mind.” Engineer Thomas Polise also prefers to partner with designers seeking creative collaboration and challenging projects. Such efforts, he claims, “often lead to breakthrough design.”

### **The Design Has a Long Shelf Life**

Longevity, as well as anticipation of and adaptability to a client’s future needs, is an important benchmark of success. Longevity entails not only a timeless design that transcends visual cliches and trends, but also one that performs adequately over time. Many corporate clients outgrow a site even before construction has been completed. How well the design anticipates such circumstances generally depends on the designer’s foresight and an open-ended dialogue with the client. Withstanding the test of time requires a degree of prescience, but growth and change can be anticipated by asking the right questions, knowing the client, and being observant.

### **The Project Receives Recognition from the Critical Community, in the Form of Awards or Press Coverage**

“It’s important to subject yourself to peers and editors,” says Kronick, who nonetheless insists that there are “only a handful of design magazines we care about being published in.” Editorial coverage is “good to toss on a resume, to attract clients, and to keep clients happy,” he says. Although Kronick does not gauge the success of a project by whether or not he receives an award or editorial coverage, he does believe peer review is a great means “of self-check, to ask how I am doing.”

Other firms beg to differ, asserting that media opportunities are the best way to gain visibility, generate new business and larger clients, and even command higher fees. “It is so important for a young firm to get editorial coverage for exposure and validation,” says Mark Oller, who finds that many clients keep tabs on industry hot-shots and newcomers by reading industry and consumer magazines. He cites a recent project that became one of his most successful business generators to date: a small rendering of an unbuilt project published in a design magazine. Thomas Polise agrees that magazine coverage consti-