

Design/Build or Design/Bid/ Build... that is the question



Association of Science-Technology Centers (ASTC)
Annual Conference
October 18-21, 2014

- **Session Moderators:**
Bill Booth, Penny Jennings
- **Session Leader:** Bill Booth
- **Presenters:** Greg Belew, Tony Zodrow,
Barbara Punt, Steve Wiersema, Tamara
Schwarz

- Notes in **green** are seen as advantages or opportunities
- Notes in **pink** are seen as risks
- Notes in **blue** are observations, solutions, or general advice.

Thanks to all who attended and participated in the discussion!

DESIGN/BID/BUILD

- RFP to DESIGNERS
- QUALS, \$, SKILLS/PROCESS
- SOW includes Concept, Design Dev
BID PACKAGE
 - exhibits
 - AV
 - other?

~~RFP~~ RFQ/P for fabrication
includes design package

Contract either to designer (sub)
or client (museum)

Designer establishes design intent ^{D.B.B}

RIS

Designer establishes design intent^{D.B.B}
fabricator determines appropriate
building method

"redesign" could be beneficial (refinement)
rather than redundant?

3/4 ~~contracts~~ contracts:

- FAB
- AV HARDWARE
- AV SOFTWARE
- MEDIA (video production)

too many contracts = potential for conflicts

extra time needed for bid docs/bid
bring fabricator in early - relationships
are key

AS design evolves, new ideas^{D/B/B}
can be sourced from appropriate
source

Cost checks/balances built in

RISK

D-B-B

Designer/Fabricator relationship

- can bring fab in at various

D-B-B

RISK

Designer/Fabricator relationship

- can bring fab in at various points - not wait until design is complete

Value engineering - changes to design due to fabrication costs

- experience, mutual trust both help
- bring fab in to price early

Design package can sit during fund-raising

Communication btw Designers, Fabricators + museum

final design might need to be re-engineered by fabricator

DESIGN / BUILD

Single contract for the whole process - "TURN KEY"

concept, design, technical specs, build-out, install, warranty

Comprehensive work flow -

considering build \$, content, etc during all phases, no interruption

authority at the table - strong ^{D/B}
voice heard by museum team

bring in other producer partners (media)
during design phase - still under
D/B single contract

bring parts of project into fabrication
in stages, not all at once -
move fab forward sooner

process/timeline must be well-defined
to stay on schedule

contractor (firm) must be well-suited
to the type of work/exhibit approach

D-B

BENEFIT

D-B

prototyping during design
new development

~~communication keeping~~

Risk

VALUE? How do you know you're getting the best price

ongoing conversations during development

Risk

inform decision-making

Do you have full freedom of design?

or does design cater to fab capabilities
manage balance of known & new

Risk

Managing time - select best ideas earlier - "no going back"

HYBRID

- MASTER PLAN as stand-alone
- ARCHITECT as primary contract
- DESIGN FIRM + FABRICATOR team (not single company)

might be "over designed"

selection of team is always
paramount

how do you price?
fees by phase

- MEDIA - stand alone contract
or sub to fabricator or designer
or sub to D/B firm

BOTH

prototype, prototype, prototype

always important for interactives

need to establish fees (as a % of total project) in either model

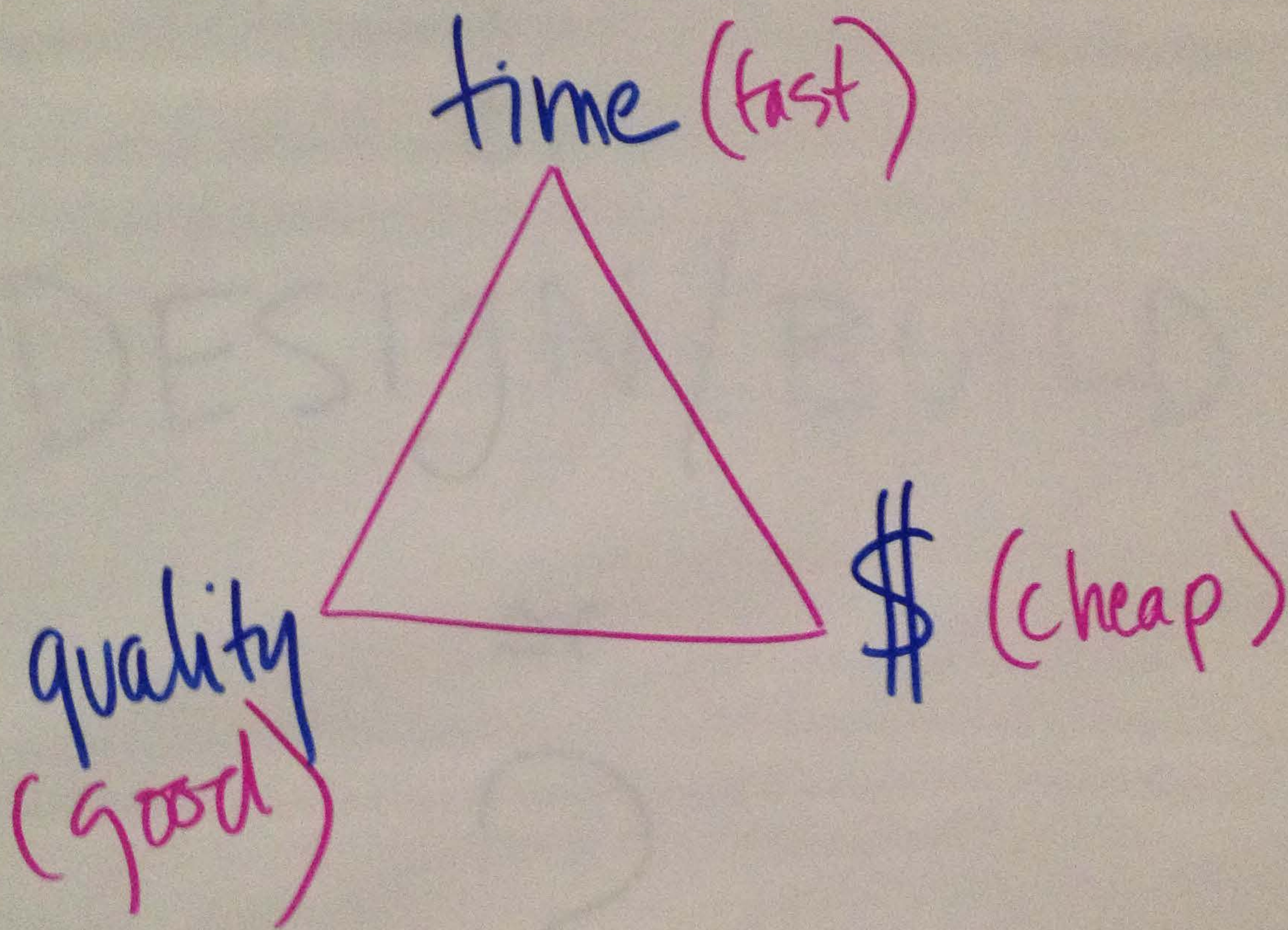
might need to vary based on type of exhibit
graphic-heavy vs media vs interactive

manage "scope creep" — what falls into "design" scope vs "production"

— negotiate changes as you go!

allocate \$ for design vs implementation
manage schedule or else!

Client sign-offs must be timely in either model.



BOTH

prototype, prototype, prototype
always important for interactivities