Design/Build or Design/Bid/Build... that is the question
• **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?

New RFQ/P for fabrication
includes design package

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

Designer establishes design intent
Designer establishes design intent
fabricator determines appropriate building method

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

3/4 contracts:
  • FAB  • AV HARDWARE  • AV SOFTWARE
  • MEDIA (video production)

Too many contracts = potential for conflicts

Extra time needed for bid does/bid bring fabricator in early - relationships are key
as design evolves, new ideas can be sourced from appropriate source
cost checks/balances built in
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 - "TURF KEY"
concept, design, technical specs, build-out, install, warranty

Comprehensive workflow - considering build $, content, etc during all phases, no interruption
authority at the table - strong voice head 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
BENEFIT

Prototyping during design

COMMUNICATION-keeping

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

ongoing conversations during development

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 interactivles

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.

- Time (fast)
- Quality (good)
- $ (cheap)

**Both**

Prototype, prototype, prototype
always important for interactives