



Can you achieve an inspirational, engaged, high value and ultimately meaningful Architecture? It strikes us how much is involved.

Recently judging for the International Property Awards, the jurors saw many projects from many teams around the world in cultural, commercial, private residential, mixed use, leisure and regeneration. Many are aspirational and many delivered fine detail. Linking up the aims and delivery is not always so easy. All clients have taken an investment of effort, time and money. Given this investment, can you really afford not to make the most of the opportunity?

At Paul Vick architects, we look at 3 particular measures in achieving enhanced value:

1. AIMS: Has the team established meaningful values the project is aiming to achieve?

There are several values that can be identified and explored including different formats of economic, use, social, environmental, identity and cultural value. These are ambitious, wide ranging and support each other to give the possibility of enhanced value. To find out more - [Newsletter 026: What is Value worth to you?](#)

2. IDEAS: Does it have a creative idea behind it to achieve these aims better than anyone before?

There is little reason to simply copy, we can learn the lessons of projects before us and do better as the knowledge and technology advances. To find out more - [Newsletter 023: What Innovation means for you.](#)

3. MANIFESTATION: Does the detail deliver the above? To find out more - [Newsletter 033: Influential Architecture: Designed for Client Benefits.](#)

Has the thinking been done that makes these three levels of aims, ideas and manifestation (see box above) work together? What is the point of layouts that do not deliver the aims of the use and give added value – an office, museum, conference space, shop, home, hotel all have very different requirements *within* these types let alone *between* them, or an identity that does not suit the user groups, or providing a high energy building (almost in any case), or materials and form that detract from the identity you spent so much time thinking about? It involves, conceptual, analytical, detail problem solving, lateral thinking and right focus of resource.

Perhaps then not so surprisingly, it is easier said than done and rare, and it is a joy to see when it is done well. But in fact, would you really dare to invest in anything less?

‘Has the thinking been done?’



To find out more or to discuss ideas for your project call us.

Paul Vick Architects continues its 100% planning permission record with new build, listed buildings and those in conservation areas.

Paul Vick Architects are Chartered RIBA architects.

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Paul Vick Architects have won

- Game Changers Awards 2018
- Best Architecture Firm in Global Excellence Awards 2017
- UK Construction Advisor of the Year 2017
- Architecture Firm of the Year 2017 - West London
- Most Innovative Architectural Firm 2016 - West London

Paul Vick is a juror for the International Property Awards (UK and Europe) 2016 -18, a juror on the [World Architecture News](#) Residential Future Projects Awards 2016 and has lectured on 'Value enhancement and inspiration' at Le Plan, Venice (2016 and 2014), Schrodgers (2014), NLA (2013). An excerpt has been published [by Magdalene College Cambridge](#).