

31 Jan 2012
18.45 - 20.45

Alan Baxter Gallery
75 Cowcross Street
London. EC1M 6EL



**The Association
of Consultant
Architects**

INTEGRATION: ABDICATION OR ADAPTATION?

It is a well-worn argument that no industry separates the conception, design, manufacture and operation of its product in so structural a way as construction. The consequence is a series of fractures in the way that value should be pulled through the process, with design too often under-informed by the practicalities of construction and by the intended use of the asset over its life. That much is reasonably common ground; but whenever change is proposed in the way the industry goes about its business, it is perceived as a power struggle - and the response is motivated more by an attack/defence of the status quo (with the accent on status) than by a genuine consideration of the long-term interests of the industry's customers.

Architects are at the heart of this, and the choices they make, as a profession, a business or an individual, will define their future and the shape of the industry for years to come.

So, is integration a mortal threat to the influence of the architect, or an opportunity to adapt to thrive?

This topic will be considered by Paul Morrell then debated with a panel of construction professionals whose details will be confirmed on our website: www.acarchitects.co.uk/seminars.htm nearer the event

Speaker: **Paul Morrell**

Chief Construction Adviser

Who is it for?

- all architects in practice including newly qualified architects and those architects returning to work
- practice managers
- clients
- project managers
- and everyone involved in the business of construction

BOOKING FORM

Name: _____

Job Title _____

Organisation _____

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