

Approach to Design and Project Management

Timothy Gaus, AIA, has earned a reputation for a “hands on” design approach, by maintaining close client contact and direct supervisory control of each project. It’s a simple principle that works, due to the firm’s commitment to Horizontal Project Management.

Rather than handing off project responsibilities to various specialists (marketing, design, production, etc.), Mr. Gaus personally supervises the project team at every stage, and communicates frequently with the client.

The benefit of this approach is grounded in the continuity of design intent. At the beginning of each project, Mr. Gaus conducts extensive interviews with the client, in order to understand project objectives. Goals are discussed and prioritized, and the overall purpose of the project is defined.

As the project evolves from conceptual sketches to completed documents, Mr. Gaus holds the design team accountable to the client’s invested principles. Frequent design review sessions allow the client to reassess goals in light of discovered opportunities.

The client’s confidence in the integrity and focus of the design process results in greater satisfaction by all participants, and greater efficiency and accuracy in the performance of the work. The greatest benefit, however, accrues to the client through the realization of an appropriate design that is true to the purposes of the project.