

Architecture and design - determinants of the successful developer project

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The last discussion meeting before the summer holidays, which under the name of [Architecture and Design to support Developer Projects Market](#), organized in the Art Hotel William on June 24, 2009 by the Internet magazine Stavebné fórum.sk, showed the unchangeable place of these creative professional disciplines in the overall success and marketability of any real estate project.

Know the needs of the final consumer

Andrej Lehocký from consulting firm Colliers International, specialized to estimate the market value and feasibility of commercial real estates, suggested at the introduction that our market is small, and therefore should draw experiences from larger, more developed markets. The offer, according to him, has always see the final consumer and to adapt the layout of the project to him. On the structure of its feasibility study should participate consultants, an investor and architects, because the market is not always able to absorb everything in the planning scheme. The fundamental factor, however, are financial opportunities - developers are largely on costs, appearance is not the primary. You just have to keep the track of what clients market generates.

How Lehocký warned the layouts might affect the success or vice versa - the failure of the project. He demonstrated it to examples of 3 unnamed projects. The first is an office building in a cylindrical shape with a typical circular section plan, where the problem with the placement of employees is greater than in the case of the cube. Not to mention the tens of thousands of euros extra for atypical tailor-made furniture or housekeeping and maintenance of such space. As a second he showed the example of the connection of purchase premises with offices where penetrated the noise from the commercial passage. According to Lehocký it was an underestimation of the situation - nobody analysed of the final consumer needs. Today, the market of tenants, as regards their orientation skills and experiences, moved on. The third case is the shopping centre with serious defects in the interior (it was built by the investor apparently in order to exit), which had a chain reaction (foodcourt surrounded by retail units and their messy appearance, lack of daylight). "The problem is that the tenant often " see the elephant " by dumping prices, but he does not notice the increased final cost for housekeeping, etc.," said Lehocký.

People want only what they are able to pay

„Partner, trustee, adviser,“ as yourself called Danihel Peter from Bond Reality, from the 80 percent devote to the residential sector, where runs a dramatic reduction in prices according to him - now we are already at 2006, which is regarding new flats to about 42 thousand SKK per m², VAT excluded (\pm 10% according to the standard, location and other added values). The classical 3-roomed apartment on the secondary market, which last year were sold over 4 million SKK, is now carried out for 2.4 to 2.6 million, what is 40-percent fall! In contrast to new constructions (10-11% per year), here the prices grew very unhealthily. Half of people still hopes that they will grow again, or at least cease to decline. „The market is up, people want to buy secondary flats, just for other prizes. Those who will forget what was in the past as soon as possible, they are saved,“ Danihel pointed to the changed situation.

As regards the impact of architecture on the success of the project, Danihel believes that people want today only what they are able to pay. Projects can be abatement under pressure of the crisis, but it is not good when this is done at the expense of performance (for example, the thickness of walls between

neighbours is reduced from 15 to 10 cm). „We know what speculative funds do with the weaker countries,” said Danihel concerning speculative real estate purchases. Developers are trying to complete being built constructions, according to him; however, many mega projects were doomed to failure from the beginning. "Make everyone everything we were at zero at least. This requires being modest some way," concluded Danihel the presentation.

Monitor costs even in the course of the project

Define criteria for success of the project through the eyes of the architect tried Roman Talaš (SIEBERT+ TALAŠ). He reminded the three most important that were 2 100 years ago introduced by the Roman architect Vitruvius: durability (firmitas), utility (utilitas) and beauty (venustas). „Coincidence is based on the past - as it was before, is also now,” said Talaš, while in the current situation he incorporated to standard values, which must be balanced with each other and clearly reflected in the conception for an architect, planning scheme (regio) and budget (expensio). These are the overriding principles forming the basic framework and conception for the entire professional public. The most essential element is the beauty - in Slovakia was the contest for the most beautiful (but the most less achievable) visualization till now.

„Durability was during the First Republic better than today; brizolit coats lasted much longer,” compared Talaš the development of one of the trinity criteria. However, as he noted, without the architect would monitor cost in the course of the project development, the risk is growing that he does not „catch“ it and jeopardize its success. The project will receive higher market outcomes, it starts saving, which reduces solutions and amends its essence. In established market economies there is more than twice average living space. The cardinal is a question of how to set up the relationship between the public (municipal) and the private part (trees between houses, houses between trees, ensured free passage) according to him.

Conception, communication, cooperation

"Bratislava had a great chance - the question is, why it turned out like that when we see for example in the Czech Republic better architecture under comparable conditions " responded the architect Miro Minca from the design atelier Art of Skin on the question, why there is not the only really beauty high-rise building in the Slovakian metropolis.

In another part of the presentation he presented a Mecca of design - Italian Milan, which at the end of April 2009 became the centre of the world's design elite (see [Salone del Mobile - Milan 2009: There are boundaries of design?](#)). Among the most powerful triggers of the event included new „crisis“ solutions - recycled plastic materials, new structures and textures, saving and efficient products (paper shades, acrylic lamps), graphic design, furniture from the used old furniture, lamps made from waste of metal-production (shavings) or graffiti as a design on sets for the Milan metro.

"Design is on conception, communication, cooperation, human scale, relationship to nature. It is all around us, but it must be ordered some way. The social order has probably been less here in terms of aesthetic criteria. It's all about supply and demand," said Minca on the question whether the developers and clients in Slovakia are willing to accept such approaches.

Illustration photo - Miro Minca (Milan)

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