



## **HOW WE WORK TOGETHER**

Thank you for considering Industrial Luxury as a partner in your project. We know that working with an organization such as ours for the first time often prompts a few questions. How much will this cost? How do they interpret my design idea so that I get what I need? How long does this take? Along with lots of other unknowns that we will attempt to clear up here.

## **OUR CHARGES**

Unlike most service industries, we are not a, "bill-by-the-hour" type of firm. That said, we do invest significant time in creating your specific project, be it a small coffee table or a large food hall. We always provide a detailed proposal and estimate for approval for the scope of work we are addressing before we start anything. Our experience with design/build projects have given us the ability to estimate the time it takes us to produce a project based on a proposed plan. The cost of production, including materials, is estimated closely. We don't need to add a lot of markups to our costs because our fees are based on what the project is worth. Only you can determine what *your* custom project is worth based on your budget for your project. We will work with you to help design for *your* budget. If you feel comfortable telling us up front what you want to spend on a project, we will certainly attempt to address a solution to your project based on that amount. We don't want to waste anyone's time in determining if we are the right fit for a project if we can't find a solution for you that meets your expectations in aesthetics, function and cost.

## **LAYING THE FOUNDATION**

The first thing we do in preparing a project proposal is schedule an information-gathering meeting and/or site visit between our creative team and you or your key staff. We are interested not only in scheduling, budget and job specifications, but also in your preferences, target audience, and objectives. Different projects call for different approaches. Although this process can be time-consuming, it is also crucial. We want to make sure your focus and objectives are met, and it will help us ensure that what we produce is not only creatively excellent but fulfills your design needs to your level of expectation. From these initial requirements, we will be able to accurately propose design solutions and preliminary costs.

## **DEVELOPING THE RIGHT IDEAS**

Despite popular misconceptions, good creative work doesn't often come in a flash of inspiration; usually, it comes from lots of trial and error. This is why we also need to take the time to consider several approaches (concepts), work them through, maybe even try them out. Then revise them. In addition, there are usually some practical and functional ends we need to tie up before submitting our ideas— material/fixture stock and lead time, sub-contractor availability, fabrication estimates, scheduling requirements, etc. All this, plus the need to schedule our workflow in a businesslike fashion, means that we normally ask for up to two weeks, depending on our existing schedule and on the job's complexity, before we submit our rough approaches (concepts) for your review. It is our experience that it is best if we first present our rough concepts to you and maybe just one or two others. This ensures that we all stay focused on the problem and are not distracted by too many personal opinions, too early in the design phase.

Our rough concepts may consist of high-concept, hand-drawn or computer-generated sketches. They are adequate to convey what we believe is the best approach to take, taking into consideration your budget, schedule, objectives, and preferences. On the other hand, they are not so over-developed as to have wasted time and effort if we need a course correction. We do not produce shop or construction drawings at this time. Those come after you have approved the design to proceed to the build phase.

Once you have seen these initial concepts, we'll ask for your feedback and comments. The more objective and specific you can be, the better we will be able to respond. Comments are our input for revising the rough concepts into a finished one. At this point, we would probably proceed with submitting an invoice for our design services and initial project deposit (if required) and proceed to finalizing the design for production. Revision normally takes us less time but can take up to a week or more depending on changes, and we'll resubmit the new changes/updates to you accordingly for your review.

We also finalize the production timetable, and the scheduling of additional services such as shop drawing production, fabrication schedules, delivery, and installation.

## **ENSURING YOUR SATISFACTION**

To avoid costly confusion, it is also important that all communication with us come from a single source or project manager working on the project. During the course of the project, we keep your project manager informed of our progress.

Activities that will affect the schedule or budget are identified and communicated. Our goal is to keep your project moving ahead quickly, smoothly, and cost-effectively. We look forward to working with you!