

This RIBA HEDQF evening event was hosted by:
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Quantifying Quality: Can Good Design be Measured?

01.12.09

MJP
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1834-2009

HEDQF



Quantifying Quality: Can Good Design be Measured?

Welcome

RIBA HEDQF and MJP Architects are pleased to welcome you to a panel discussion exploring whether or not design quality can be measured. The venue is the Dana Centre, part of the Wellcome Wolfson Building designed by MJP Architects for the Science Museum.

The event is one of a series of HEDQF evening dialogues which enable the group to respond to emerging issues in the Higher Education sector.

Programme:

18:30	Registration and pre-session drinks
19:00	Welcome by Liz Pride, Director for Education MJP Architects
19:05	Opening address and introductions by the Chair
19:10	Panel discussions
19:45	Open discussions
20:05	Closing statements from Chair and vote of thanks
20:10	Drinks and canapés
21:00	Close

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HEDQF

1834-2009

“We require from buildings, as from men, two kinds of goodness: first, the doing their practical duty well: then that they be graceful and pleasing doing it...”

JOHN RUSKIN, THE STONES OF VENICE

The purpose of this evening is to provoke a discussion about the importance of design quality and whether or not it can be measured. Questions and contributions will be welcomed from the audience after the panel discussions. Our Chair will seek a range of views and positions from the panel and from the audience.

In General:

Starting with the familiar Vitruvian qualities “*Firmness, Commodity and Delight*”. Most of us would agree that the first two are reasonably straightforward to measure... why is “*Delight*” such a difficult issue?

Look and Feel:

Is ‘good enough’ good enough? Is the aesthetic quality of a building less important than its functionality... which is easier to quantify?

“Not everything that counts can be counted, and not everything that can be counted counts”

A SIGN SEEN HANGING IN ALBERT EINSTEIN'S OFFICE AT PRINCETON UNIVERSITY

Accountability:

Publicly funded projects should be pleasant, convivial and memorable. Can these qualities really be measured in any meaningful sense? How might you set Key Performance Indicators that are sensitive to quality as well as functional or commercial issues... do we need to do this or not?

Procurement:

Do the current Europe-wide procurement methods work against design quality? Since other criteria are simpler to quantify, is the importance of design quality ignored, diminished or even avoided when selecting an architect... do you find OJEU's frustrating?

Exemplars:

Do we have a “*crisis of categorisation*” on our hands? Can you list the constituent parts of, say, a “*typical*” new University Library... would the answer have been easier 10 years ago... or 20 years ago?

Design & Delivery:

“*Quality, Cost and Programme*”. The design and delivery of a project is often a long and rigorous process where quality can lose out to other more easily quantified priorities. Can you imagine a project change control form which included a box for quality... what units would you use to measure quality?

PAUL FINCH, INCOMING CHAIR
COMMISSION FOR ARCHITECTURE AND
THE BUILT ENVIRONMENT

**IAN CALDWELL, DIRECTOR OF ESTATES
AND FACILITIES**
KING'S COLLEGE LONDON
CHAIR OF RIBA HEDQG

CHAIR

Paul Finch has been appointed as the new Chair of CABA and will take over from Sir John Sorrell this month. He is Editor Emeritus of The Architectural Review and The Architects' Journal, and is Programme Director of the World Architecture Festival. He has chaired CABA's London 2012 Games Design Review Panel since 2006. A former Commissioner and Deputy Chair of CABA, he spent five years as Chair of CABA's Design Review Panel, and also chaired its Regional Committee. He is an honorary fellow of the RIBA and of University College London, and holds an honorary doctorate from the University of Westminster.

PANELLIST

Ian joined King's College London in February 2002 where his responsibilities cover estates management, project and development management and maintenance of the physical estate. Acting for the college, he is a Director of the South Bank Employers' Group, a Director of Strand, Trafalgar Square and Aldwych Association and a founder member of the Chancery Lane Association. Qualifying as a chartered architect, Ian's early career included experience in private practice, local government and central government. In his role as Director of Estates at Sheffield Hallam University, he masterminded their redevelopment strategy. In November 1993, Ian was appointed Director of Estates at Imperial College London where he was responsible for overseeing their substantial development programme and expansion of the estate with academic mergers.

DAVID GOLLAN CZ, PARTNER
FIELD FISHER WATERHOUSE LLP

PANELLIST

David is Head of the Public Sector Group at Field Fisher Waterhouse's London office. His principal areas of expertise are EU procurement law, state aid and competition and employment/discrimination law. After periods in trade union and private practice David joined the Treasury Solicitors in 1999, where he became Head of the Procurement and Commercial Contracts Team and founded and led the TUPE Task Force. At Treasury Solicitors David acted as the Government's lead lawyer in a wide range of PFI, PPP and conventional deals. He currently advises the Department for Children, Schools and Families in connection with the Improving Schools Support Programme, the Nuclear Decommissioning Authority on its contract for the decommissioning of the Sellafield site, and the Equality and Human Rights Commission on the drafting of statutory codes of practice under the new Equality Bill. He is particularly interested in questions of evaluation in public contracting.



PAUL FINCH: TOP
IAN CALDWELL: MIDDLE
DAVID GOLLAN CZ: BOTTOM

SEBASTIAN MACMILLAN
UNIVERSITY OF CAMBRIDGE

PANELLIST

Sebastian Macmillan trained and practised as an architect before founding the Cambridge partnership Eclipse Research Consultants. He has a particular interest in the impact of the built environment on social and environmental outcomes: for example, how school buildings may contribute to educational outcomes, or hospitals to patient healthcare. With DTI support in 2004 he undertook a study entitled 'The valuation of intangibles'. His publications a book *Designing Better Buildings*, CABE's *The Value Handbook*, and most recently *Sustainable Buildings Need Integrated Teams* (the O'Neill Report) launched in the House of Lords in March. He is also Course Director for the part-time masters course *Interdisciplinary Design for the Built Environment* offered jointly by the Departments of Architecture and Engineering at the University of Cambridge, and chairs the RIBA Research & Development Committee.

SIMON NEALE, DIRECTOR OF ESTATES
QUEEN MARY UNIVERSITY OF LONDON

PANELLIST

Simon is the recently appointed Director of Estates at Queen Mary University of London. He came to the University from local government, and was recently both the Director of Building Schools for the Future and Assistant Director of Building Operations at Westminster City Council, where he headed Westminster's £152 million BSF programme. He was previously the Head of Capital Projects at the British Museum, and has worked with a number of public institutions including the National Trust and Diocese of Winchester. Simon is a Fellow of the Royal Institute of Chartered Surveyors.

RICHARD MacCORMAC, CHAIRMAN
MJP ARCHITECTS

PANELLIST

Richard is one of the founding partners of MacCormac Jamieson Prichard, which was established in 1972 and incorporated as MJP Architects in 2002. He is Chairman and a Trustee of MJP Architects, which became an Employee Benefit Trust last year. Richard has taught and lectured widely, and published articles on urban design and architectural theory. He is regularly invited to be an assessor of architectural competitions and design awards. Richard is a Fellow of the Royal Society of Arts and a Royal Academician. He has served two terms as a member of the Royal Fine Art Commission and has been a past commissioner for English Heritage. He served as President of the Royal Institute of British Architects from 1991 to 1993. In 1994 Richard was awarded a CBE and received a knighthood in 2001. He is chairman of the Royal Academy Forum and was chairman of the Royal Academy Architecture Committee from 1998 to 2008. Richard is also a trustee of Sir John Soane's Museum.



SEBASTIAN MACMILLAN: TOP
SIMON NEALE: MIDDLE
RICHARD MacCORMAC: BOTTOM

OUR GUESTS FOR THE EVENING

- Bernard Humphrey-Gaskin, *ABP Chartered Architects*
- Glyn Emrys, *A-EM Studio Ltd*
- Peter Evans, *AKT*
- Steve Toon, *AKT*
- David Ludford, *AIMS*
- Simon Cash, *Appleyards DWB*
- Rupert Cook, *Architecture plb*
- Yvonne Irving, *Architecture plb*
- David Richards, *Arup*
- Derek Ford, *Ashwell*
- Brian Connor, *BAM Construction*
- Neil Franklin, *BAM Construction*
- Colin Westpfel, *Bouygues UK Ltd*
- John Balance, *Bruce Shaw Partnership*
- Clive Birch, *Buro Four*
- Dominic Slevin, *Buro Four*
- Elisia Gallone, *Buro Four*
- Mel Manku, *Buro Four*
- Patrick Watson, *Buro Four*
- Stephanie Fischer, *Burrell Foley Fischer*
- Kirsteen Mackay, *CABE*
- Louis Moreno, *CABE*
- Thomas Bender, *CABE*
- Afriean Patel, *Cambridge & SCDC*
- Nick Carter, *Carter Architects*
- William Hawkins, *Construction Industry Council*
- Daniel Townend, *Daniel Townend*
- Christopher Darling, *Darling Associates*
- Esther Regina van de Geijn, *Darling Associates*
- Maria Kliniotou, *Davis Langdon*
- Simon Downing, *Davis Langdon*
- Adrian Petrenco, *Donald Insall Associates Ltd*
- Anthony Close-Smith, *Donald Insall Associates Ltd*
- Kenneth Armstrong, *Donald Insall Associates Ltd*
- Sophie Spens, *Donald Insall Associates Ltd*
- Tom Taylor, *DotDash*
- Nicola Williams, *Dyer*
- Ray Fong, *Dyer*
- David Hailey, *Dyer*
- Amy Poulson, *Edgley Design*
- Megan Williams, *Enterarchitecture*
- Anil Sharma, *European Urban Architecture*
- Capri Kaur, *European Urban Architecture*
- Fiona Duggan, *FID Ltd*
- John Cassels, *Field Fisher Waterhouse*
- Victoria Ross, *Field Fisher Waterhouse*
- Martin Cash, *Gardiner & Theobald*
- Antonio Merlin, *Grant Littler Studios*
- Grant Littler, *Grant Littler Studios*
- Chris Haddon, *Haddon Few Montuschi*
- Matthew Westmore, *Harrow College*
- Mark Harber, *Hoare Lea*
- Mark Wilkinson, *Hoare Lea*
- Miriam Howitt, *Howitt*
- Monika Mabiki, *HTA Architects*
- Mr Nigel Buck, *Imperial College of Science, Technology & Medicine*
- Mr Steve Howe, *Imperial College of Science, Technology & Medicine*
- Jonathan Freegard, *Jonathan Freegard Architects*
- Lizzie Hart, *Lambert Hart*
- Martin Hart, *Lambert Hart*
- C Higgins, *London School of Economics*
- Marcus Beale, *Marcus Beale Architects*
- Michael Popper, *Michael Popper Associates*
- Dorothee Raichle-Ekong, *Neale and Norden Ltd*
- Nina Willers, *Nina Willers Architects*
- Stas Brzeski, *Norman Disney & Young*
- Nicola Stevens, *Northcroft*
- Sam Bailey, *Northcroft*
- Heather Hilburn, *Olympic Delivery Authority*
- Paul Murphy, *Paul Murphy Architects*
- Nicholas Bone, *Platform 5 Architects LLP*
- Patrick Michell, *Platform 5 Architects LLP*
- Chris Horner, *RGP Architects*
- Noaman Muna, *Robinson McColl Architects & Designers*
- Santa Raymond, *Santa Raymond Consultants*
- Alexandra White, *Science Museum*
- Emily Lange, *Science Museum*
- Jin Nirwal, *Science Museum*
- Lesley Paine, *Scott Wilson*
- Rod McAllister, *Sheppard Robson*
- Alper Erdem, *Sidell Gibson Architects*
- Asua Ellimah, *Sidell Gibson Architects*
- Marija Todorovic, *Sidell Gibson Architects*
- Urszula Kijek, *Sidell Gibson Architects*
- John Waldron, *Spaces4Learning*
- Tom Alexander, *Swanke Hayden Connell International Ltd*
- Terry Trickett, *Terry Trickett*
- David Crewe, *Turner & Townsend*
- Dean Mills, *Turner & Townsend*
- Nola Birkett, *Turner & Townsend*
- Greg Beach, *University College London*
- Michael Edwards, *University College London*
- Roy Highfield, *University of Birmingham*
- Tony Lemons, *University of Cambridge*
- Peter Fotheringham, *University of Greenwich*
- Richard Frewer, *University of Hong Kong*
- Phil Crew, *University of the Arts London*
- Mark Few, *Watts*
- Lindsey Whitelaw, *Whitelaw Turkington*
- Paul Nathan, *Willmott Dixon*
- Neil Wilson, *Wilson Architects*
- Ziona Strelitz, *ZZA Responsive User Environments*
- Alex Reid, *MJP Architects*
- David Rose, *MJP Architects*
- Duncan McKinnon, *MJP Architects*
- Jeremy Estop, *MJP Architects*
- Joe Wrigley, *MJP Architects*
- Karen White, *MJP Architects*
- Liz Pride, *MJP Architects*
- Marion Guerin, *MJP Architects*
- Matteo Sarno, *MJP Architects*
- Matthew Dean, *MJP Architects*
- Mayoora Jaggiwan, *MJP Architects*
- Reza Schuster, *MJP Architects*
- Richard Robinson, *MJP Architects*
- Russell Clayton, *MJP Architects*
- Stephen Morey, *MJP Architects*
- Tomasz Fiszer, *MJP Architects*
- Yoko Takahashi, *MJP Architects*

SPOTLIGHT ON THE UNIVERSITY OF WARWICK
MJP ARCHITECTS



UNIVERSITY LIBRARY

SPOTLIGHT ON THE UNIVERSITY OF WARWICK

“The brief was developed on a collaborative basis with MJP who were extremely effective in supporting us to implement our notion and ideas for the facility”

This remodelling project for the University of Warwick was part of a cross-campus strategy and it closely followed MJP’s work with the library on the design of two resource centres (the Learning and Bio Grids) which employed experimental service delivery models.

The library was originally built in 1965 and a series of ad hoc changes meant it was not providing the modern, rich and diverse learning environment which library users now demand. The project focussed on two floors which provide environments that support new learning styles, including informal and technology-rich independent learning.

A new teaching support facility, the Teaching Grid, provides a space for academics to explore new learning technologies and innovations in modes of course delivery.



LEARNING GRID

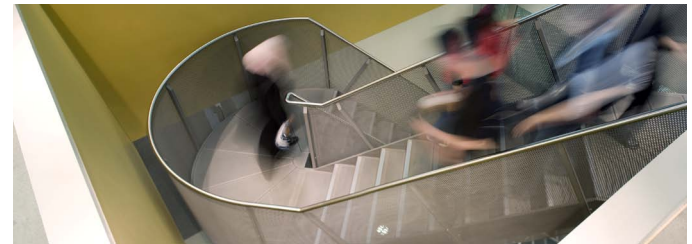
SPOTLIGHT ON THE UNIVERSITY OF WARWICK

“We have created a culture of respect for users. Our student evaluation shows that they value being treated as competent individuals”

MJP worked closely with the University of Warwick’s Library Service to create an innovative Student Resource Centre for independent learning. It provides a relaxed environment that encourages students to work in what ever way suits them best – alone or in groups; at any time of the day; at desks or on sofas.

IT is provided to support new approaches to learning, with areas for brainstorming, presentation practice and multimedia video editing.

Screens and furniture create a loose arrangement of working areas that the students can reconfigure to suit their changing needs. An atrium is used for social events by staff and students, and includes a new work by the artist David Batchelor.





NEW STUDENT UNION

SPOTLIGHT ON THE UNIVERSITY OF WARWICK

“MJP were vital in helping us to reconcile our brief for a quality, flexible environment with the constraints of the University’s Capital Programme.”

During the day, the roof-lit space of the new University of Warwick Student Union provides seating served by a juice bar and café.

At night, the bars spill out into the seating areas around the atrium and it forms a large foyer to the nightclub at the rear. The atrium is also a central ‘event’ hub when the Student Union operates as a single facility (for example during Freshers’ Week).

The current campus masterplan by MJP required that a new plaza café and terrace bar provide an active frontage along the new Student Union’s front elevation.

MEDICAL SCHOOL CLINICAL TRIALS UNIT

SPOTLIGHT ON THE UNIVERSITY OF WARWICK

“The new CTU Building will provide a great example of a flexible modern workspace which meets the highest standards of energy conservation and sustainability”

The first phase of an extension to the existing Warwick Medical School was completed last month. The two storey building houses a team of around 75 staff in offices for between one and eight people with additional meeting rooms and archive space.

The aspiration was for the building to set a new standard in terms of sustainability, and its operational energy use was significantly reduced compared to a good practice benchmark for a comparable building.

The building was designed to achieve BREEAM 2006 Excellent, and would have fallen only marginally short of achieving a 2008 Outstanding rating.





ABOUT THE VENUE

WELLCOME WOLFSON BUILDING AND DANA CENTRE

“Cool, elegant, stylish... the Wellcome Wolfson Building, offers a much needed break with the past and injects vibrancy and contemporary style into an area dominated by the ideals of the 19th century. Buildings don’t come much cleverer than that”

BUILDING MAGAZINE

The event is in the Dana Centre, a new public facility for the presentation and discussion of topical scientific issues using traditional and new media. A double height café, 150-seat flexible auditorium, 50-seat seminar room and exhibition area are distributed over the first three floors. Above this is low-energy office space, with a two-bedroom penthouse flat and private office on the upper floor. The interior features exposed concrete columns and ceiling. This, combined with an air displacement system, effective reduction of solar gain and good natural lighting, has reduced energy use and carbon emissions by 20%.

The Dana Centre is in the Wellcome Wolfson Building which forms part of the second phase of MJP’s competition winning scheme for the Wellcome Wing, the iconic “blue wall” extension to the Science Museum. Set in the Queen’s Gate Conservation Area, the building bridges the divide between the institutional museum buildings and the redbrick and stucco residential Victorian terraces of Queen’s Gate.

For further information on events at the Dana Centre visit: danacentre.org.uk

ABOUT THE RIBA HEDQF

HIGHER EDUCATION DESIGN QUALITY FORUM

The HEDQF aims to improve the quality of buildings and estates in universities and higher education colleges. It was formed in 1995 to provide a long term forum for discussions between the higher education sector and the architectural profession. In addition to its annual conference, the HEDQF hosts a series of events over the year.

The HEDQF believes that a high quality building should:

- ___ Meet users needs and exceed their expectations
- ___ Provide a positive environment for the activities that are accommodated
- ___ Make a positive contribution to its immediate surroundings
- ___ Help to promote a sense of community and social interaction
- ___ Be economic in maintenance and running terms
- ___ Be constructed with future needs or possible uses in mind
- ___ Be environmentally appropriate and incorporate current best practice
- ___ Provide value for money
- ___ Be constructed on time and on budget

If you are interested in further information on the HEDQF and would like to be notified of future events please email your details to: clientforum@inst.riba.org



Dana Centre, cover and inside cover photography by Gaetan Lee, NMSI