Session Title
Residential Design: Transformative Stories and Lifelong Friendships

Working closely with residential clients and contractors comes with both great challenges and great joys. Four designers from distinct regions engage in lively storytelling of their own experiences, from educating clients on landscape architecture design to the many eccentric relationships one forms throughout the life of a project and beyond.

Speakers

Susan Van Atta
Kevin Campion
Heather Henry
Todd Briggs

Learning Objectives

- Learn how to quickly evaluate a prospective client and decide whether to propose on the project…or not
- Understand the challenges of working with homeowners often unversed in design and ecology
- Demonstrate benefits of close contractor relationships that often carry through from project to project
- Understand the correlation between maintaining long term client relationships and enduring landscapes and how this often leads to future work, lessening the need for marking and advertising
Case Studies

Aberdeen Creek Residence
- Good clients are forever (bad clients are too…or so it may seem)
- Satisfaction and challenges – navigating the ongoing relationship

E-Street Residence
- A study in teamwork and collaboration
- Foster a mutually collaborative effort with entire design team
- Communication is key

Broadwater Residence
- We collide with clients where they are in THEIR life and where we are in OUR life
- Understand the relationship from the projects beginning to end
- Develop repeat work from positive experiences
Amissville Residence

- Advantages and pitfalls of empathy. We can’t please everyone.
- Strategies for recognizing red flags and reacting to them
- Remain available to ensure the long term success of the project and the personal relationship

Starwood Residence

- Practice patience – carefully listen to and recognize your client’s needs
- Thoughtfully utilize tools that communicate design solutions clearly and concisely
- Carefully guide the client through the project from beginning to end

Snowmass Residence

- Full disclosure – open communication is critical from the start
- Bring in the right team to compliment your vision
- Nurturing the project following the completion cultivates lasting relationships
The Byrne Residence

- Embrace the client’s vision and sensitivities
- Respect what was done before you and execute delicate interventions
- Remain available to ensure the long term success of the project and the personal relationship

Brandis/Capra Residence

- Respect the client’s background and experience
- Educate the client specific to the region...explain what works and what doesn’t
- Inspire the client to dive into the unknown

The Smith Residence

- When the client is both builder and future resident
- Gaining future work from a positive experience...go the extra mile
Roundtable Discussion Points

- THE INTERVIEW – assessing the potential client

- EDUCATING THE CLIENT – design / environment / ecology

- THE VIBE – embrace the positive…re-direct the negative

- THERE’S NO “I” IN TEAM – consultants / contractors

- THE TRANSITION – when the client becomes the friend

- MAINTAIN – stay connected and be available

- FUTURE WORK – repeats and referrals