Zaha Hadid and B.I.M.
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Shaun Farrell – Practice BIM Manager
Thank you for coming along

- Quick Introduction
- Twitter @ShaunF1969
- BIM and ZHA
• Who are we?
• What do we do?
• What makes us different?
Geometry

- We like curves
- We like lines
- We like to make things fun
The ZHA way

- Tool palette
- Diversity
- Portfolio
- Freedom
What is BIM?

• Not Just Revit!
• Sorry!
• But that's life...
PPT

- People
- Process
- Tools
BIM or BIM?

- BIM (Model or Management)
- BIMM
- PIMM
- PIAMM
- VDC
- IPD
- Etc...
CPIC BIM Definition

“Building Information Modeling is digital representation of physical and functional characteristics of a facility creating a shared knowledge resource for information about it forming a reliable basis for decisions during its life cycle, from earliest conception to demolition.”
Key Docs - bis, cpic and riba
Business outcomes
- Productivity
- Staff satisfaction
- Employee retention
- Absenteeism

CABE/BCO: good environment can increase productivity by 25% and reduce absenteeism by 15%.

An improvement of 2.5% in staff performance would pay for the building.

Source: Royal Academy of Engineering
What systems do you use?

- Design
- Estimating
- Purchasing/Procurement
- Project Management
- Financial
- Document Management
Do you have a plan that outlines your company BIM strategy?

- When was it introduced?
- What does it address?
Does the skill level and understanding vary across the office and organisation?

• International variations?
How many completed BIM projects do you have?

- What sectors?
- What regions?
Glasgow Riverside Museum of Transport

Glasgow, United Kingdom
2004 – 2011
Glasgow City Council
Built
11,000m²
Exhibition Area: 7,000m²
Site Area: 22,400m²
Footprint Area: 7,800m²

The museum, a sectional extrusion open at both ends, its outline encapsulating a wave or pleat, flows from city to waterfront, symbolizing dynamic relationship between Glasgow and the ship-building, seafaring and industrial legacy of the river Clyde. Clear glass facades allow light to flood through the main exhibition space.
Eli & Edythe Broad Art Museum

East Lansing, USA
2007 – 2012
Michigan State University
Under Construction
4,000m²

Echoing and extending the many circulatory and visual connections that define its surrounding topography, the museum forms itself by extending and folding these connections through a series of pleats, producing a structure that changes as visitors move past and through it – creating great curiosity yet never fully revealing its content.
Galaxy Soho

Beijing, China
2009 – TBC
SOHO China Ltd.
Under Construction
46,965m²
Gross Floor Area: 332,857m²
Maximum Height: 67m
Floors Above Ground: 12 Office, 3 Retail
Below Ground: 1 Retail, 2 Parking Levels

Five continuous, flowing volumes coalesce to create an internal world of continuous open spaces within Galaxy Soho – a new office, retail entertainment complex devoid of corners or abrupt transitions – a re-inventing of the classical Chinese courtyard which generates an immersive, enveloping experience at the heart of Beijing.
### Wangjing Soho

**Beijing, China**
2009 – 2014  
Under Construction  
115,393m²  
Gross Floor Area: 521,265m²  
(392,265m² above grade, 129,000m² below grade)  
Maximum Height: 200m  
Floors Above Ground: 2 Retail, 37 Office  
Floors Below Ground: 1 Retail, 2 parking levels  
Footprint Area: 21,000m²

Office and retail complex, beacon midway between city and airport, a welcome and farewell to Beijing – Wangjing Soho is all these things. Conceived as two masses – ‘Chinese fans’ that circle and embrace each other in an intricate dance – Wangjing Soho establishes a vibrant, dynamic presence on the Beijing skyline.
**Heydar Aliyev Centre**

**Baku, Azerbaijan**

2007 – TBC

The Republic of Azerbaijan

Under Construction

101,801m²

Building: 52,417m²

Site: 111,292m²

Footprint: 15,514m²

Emerging from the surrounding landscape, this most fluid of structures provides a major new venue, landmark and source of regeneration for the city of Baku – admitting visitors to a library, museum and conference centre through folds in its continuous outer skin, the interior spaces flooded with natural light via a glass façade.
d’Leedon Singapore
Singapore, Singapore
2007 / 2010 – TBC
CapitaLand-led Consortium, Singapore
Under Construction
Towers Gross Floor Area: 220,000m²
Basement Gross Floor: 70,000m²
Height: 150m

Occupying a strategic position in the residential zone, the seven towers of d’Leedon grow from sunken gardens into the sky – each one articulated as a sequence of petals, generating great diversity and offering stunning views from every apartment, before blending into sky in a series of staggered fingers.
Dongdaemun Design Park & Plaza

Seoul, South Korea
2007 – 2013
Seoul Metropolitan Government
Under Construction
Building: 85,000m²
Site: 65,000m²
Park: 30,000m²

This inspiring hub provides an important link between the contemporary culture, historic artefacts and emerging nature at the centre of Dongdaemun, Seoul. A learning resource for designers and members of the public combined with an urban oasis for leisure, relaxation and refuge, its continuous landscape promotes fluid thinking across all design disciplines.
King Abdullah Petroleum Studies and Research Center

Riyadh, Saudi Arabia
2009 – 2012
ARAMCO
Under Construction
66,000m²
Site Area: 530,000 m²
Footprint Area: 28,500 m²

Our architectural vision for a center focused on technical and environmental concerns endeavors to create an organic form – a structure capable of continual expansion and transformation – rising as a cellular structure of crystalline forms from the desert landscape – a strong protective outer shell concealing soft, porous sheltered courtyards within.
Within your organisation:

- “BIM Managers”?  
- BIM champions?  
- Steering Group?  
- User Groups?  
- Training/Trainers?  
- What are their objectives?
BIM Managers:

- Experts with a broad skill set in technology and a solid professional experience.
- They drive professional technology decisions in harmony with business goals led by practical understanding of their use and application.
- They model processes and articulate detailed collaboration methods across the project team and sub-consultants.
- They are in tune with what works and what does not, and can separate marketing hype from reality.
Extranets and/or collaboration tools:

• What do you do?
• How do you do it?
How does your organisation manage and share best practice information?

• What do you share?
• How do you do share it?
• How do you measure its effectiveness?
Who asked these questions?
• Any ideas?
Zaha Hadid and B.I.M.

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