



Data-Driven Design and Construction: 25 Strategies for Capturing, Analyzing and Applying Building Data

By Randy Deutsch

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Data-Driven Design and Construction: 25 Strategies for Capturing, Analyzing and Applying Building Data By Randy Deutsch

“In this comprehensive book, Professor Randy Deutsch has unlocked and laid bare the twenty-first century *codice nascosto* of architecture. It is data. Big data. Data as driver. . . This book offers us the chance to become informed and knowledgeable pursuers of data and the opportunities it offers to making architecture a wonderful, useful, and smart art form.”

—From the Foreword by James Timberlake, FAIA

Written for architects, engineers, contractors, owners, and educators, and based on today’s technology and practices, *Data-Driven Design and Construction: 25 Strategies for Capturing, Applying and Analyzing Building Data*

- addresses how innovative individuals and firms are using data to remain competitive while advancing their practices.
- seeks to address and rectify a gap in our learning, by explaining to architects, engineers, contractors and owners—and students of these fields—how to acquire and use data to make more informed decisions.
- documents how data-driven design is the new frontier of the convergence between BIM and architectural computational analyses and associated tools.
- is a book of adaptable strategies you and your organization can apply today to make the most of the data you have at your fingertips.

Data-Driven Design and Construction was written to help design practitioners and their project teams make better use of BIM, and leverage data throughout the building lifecycle.

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Editorial Review

From the Author

This book is about saving the architecture profession from extinction and construction from languishing in 100-year-old habits. This book is about making the AEC industry more productive; about helping firms become more competitive and giving architects a purpose again. This book is about rebuilding credibility in the eyes of building owners, and adding substance to spurious arguments about beauty and design. This book is about creating better buildings with better information, and it is about all of the things that can't be captured in a book title (Data-Driven Everything?) This book is about building a bridge between design intent and the outside world; it's about the "I" in BIM; and it's about how big data can be leveraged in our industry, long after we stop calling it big data. This book is about making firms perform more efficiently and effectively; about optimizing energy use in buildings; and about making smarter decisions. This book is about the future, and it's about what is happening right now. I hope you enjoy reading it as much as I enjoyed writing it.

About the Author

Randy Deutsch AIA, LEED AP is an Associate Professor at the University of Illinois at Urbana-Champaign, where he is a scholar-practitioner in architectural technology. He is a BIM Strategist, IPD Advocate and architect responsible for the design of over 100 large, complex sustainable projects. His designs and writing have appeared in Architectural Record, DesignIntelligence and other periodicals. Randy authored the chapter on Integrated Project Delivery (IPD) in the Architect's Handbook of Professional Practice 15th Edition. Randy is the author of BIM and Integrated Design: Strategies for Architectural Practice (Wiley, 2011) and the forthcoming book, Data Driven Design and Construction: 25 Strategies for Capturing, Analyzing and Applying Building Data (Wiley, 2015.) He served on the Chicago Architectural Club's Board of Directors and AIA Chicago Board as Director and Vice President. He blogs at bimandintegrateddesign.com and architects2zebras.com, both featured in ARCHITECT magazine and AIA National website, as well as datadrivendesignblog.com. He led a Harvard GSD Executive Education program on BIM and leadership. Randy is recognized as a professional thought and practice leader and recipient of the AIA Young Architect Award - Chicago. A prolific social media influencer (on Twitter at @randydeutsch), Randy speaks frequently on the subject of BIM, IPD, technology, big data, data driven design, leadership, change management, lean construction, design strategy, construction management, knowledge management, collaboration, issues of interest to emerging professionals and advocacy and support for equality in architecture.

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