

BIM IS NOT: A SOFTWARE BRAND
NEITHER A FILE FORMAT - NOT EVEN IFC -

**MODEL MORE
DRAW LESS**

LEARN THE • **PROCESS**
ADAPT TO THE • **WORKFLOW**
UNDERSTAND • **LOD MEA MPS**
FOLLOW THE • **BIM EXECUTION PLAN**

→ A CONCEPT MODEL
→ A DESIGN MODEL
→ A CONSTRUCTION MODEL
→ AN FM MODEL

**ARE NOT THE
SAME THING**

THE EARTH IS
NOT FLAT.
WHY ARE YOU
USING FLAT-
CAD?

DESIGN BY MODELING BUT KEEP *SKETCHING*

A DATA RICH MODEL IS WORTH 1000 DRAWINGS

WE DESIGN, WE DELIVER VALUE, WE PROVIDE **DIGITAL ASSETS**

**NOT A SINGLE BRAND OF
SOFTWARE CAN DO IT ALL.**

IFC HOLDS STRUCTURED 3D GEOMETRY - NOT DRAWINGS
PDF HOLDS HYPERLINKED DRAWINGS - NOT MODELS
BCF HOLDS COMMUNICATION - NOT DRAWINGS NOR MODELS

IT'ALL ABOUT THE BUILDING NOT THE MODEL

**KNOWING HOW TO:
DESIGN AND PUT TOGETHER A BUILDING
IS MORE IMPORTANT THAN
BEING AN EXPERT IN SOFTWARE APPS**

FOR DESIGN MODELS:
SOMETHING IS
BETTER THAN
NOTHING

EMBRACE **AmbiguITY**

CONSTRUCTION MODELS:
ANYTHING IS
BETTER MISSING
THAN WRONG

SEEK **CORRECTNESS**

IMAGINE
SKETCH
MODEL
VISUALIZE
SIMULATE
ANALYZE
AUDIT
COORDINATE
REPEAT

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