



## Coming Home to AutoCAD Architecture

Small business owner uses technology to gain competitive edge

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David Chaddock, Chartered Architectural Technologist.

### Project summary

“Using some software packages is like trying to pat your head and rub your stomach at the same time,” says chartered architectural technologist David Chaddock. “However, as an established AutoCAD user, I found AutoCAD Architecture simple to pick up and enjoyable to use. Now I’m proud of what I can produce with it.”

David founded David Chaddock Designs in 1997 and changed the name to Dreamspell Design Limited three years ago. He is one of a breed of forward-thinking owner-operators who use the best technology to remain small but to act big. Although he originally began as an AutoCAD® software user, working for different companies he has run the gamut of software solutions over the years.

“Many of my colleagues could not see the need to move to AutoCAD Architecture. However, after an excellent demonstration by Autodesk reseller, Key Systems, I could see its potential,” says David. “I’ve been able to build up my skills using the solution gradually and carefully, building on my knowledge of AutoCAD.”

“This is vital when you’re a small start-up and can’t afford any time out to learn. It’s also allowed me to be very productive whilst at the same time develop an impressive virtual design to show clients.”

### Building up knowledge

It seems that over the last 20 years, David has worked with every type of client imaginable:

“I feel like I’ve done everything from developing residential schemes to designing car showrooms. I’ve even spent some time working for a major tiling manufacturer designing floors.”

He has also gone through several different technologies. “After starting my career using AutoCAD and an early version of AutoCAD Architecture and then moving on to other systems, when I set up by myself I wanted to return to an AutoCAD-based system.

“AutoCAD was the technology I had used the most and so it felt familiar. I can understand how once you are used to using AutoCAD you don’t really want to look at anything else.”

However, as he explains, he still needed a solution that would help give him the edge over other architectural practices. And, as working alone can be unpredictable, one that would help him design quickly and as accurately as possible if suddenly he were inundated with requests.

“AutoCAD Architecture had moved on considerably since I last used it and it soon became clear that it would address these issues. I had been using AutoCAD Architecture for at least two years before attending a house-builders’ exhibition and before I knew where I was I had three good clients. “I then realised I had made the right choice in software as it gave me the correct tools for the job.”

