



Five ways you can win your architecture competitions with Spacemaker.

1. Create more **time** for research and design
2. Conduct **low-fidelity prototypes** to create concepts with certainty
3. Sift **assumptions** from **facts** while you're designing
4. Communicate **more clearly** with your team
5. Tell your story **more effectively**

1. Create more time for research and design

Competitions are often labor-intensive and involve tight deadlines. But they remain an important way for architecture practices to get new projects. No matter how much you might understand the site, the brief, and the challenges, there's often never enough time to explore the design as much as you would've liked.

Spacemaker enables you to speed up the competition design process, from setting up your 3D model to automatic area calculations. This frees up more time for you to deep dive into the brief and the site, and to explore and test different design options.

As any competition team knows, there is never enough time! Save time by using Spacemaker to help you meet your competition deadlines more efficiently and with the confidence that you've delivered the best possible solution.

“We felt that Spacemaker brought in an extra tool set we were missing. The amount of insight and validation that Spacemaker gives in the beginning of a design process is very valuable.”

- Max Brobbel, Process Designer and BIM Coordinator at Mei Architects

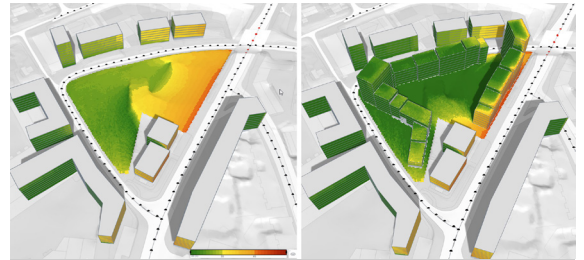


Image courtesy of PKA

“Our project becomes so much more robust because of the improved decision support provided by Spacemaker in the whole concept development phase.

- Axel Kristoffersen, Architect and Managing Director at PKA

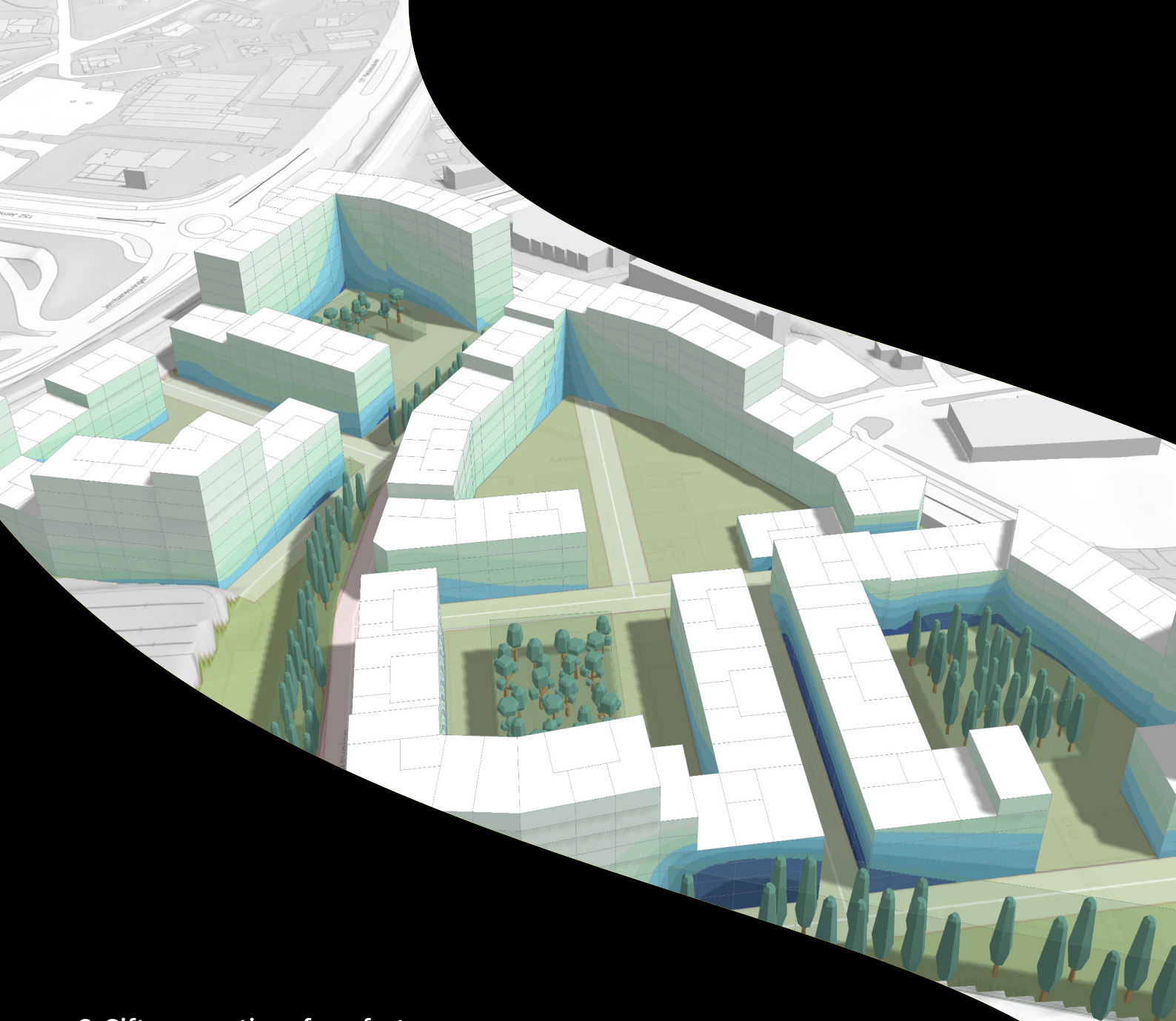
2. Conduct low-fidelity prototypes to create concepts with certainty

In competitions, the challenge is often to find enough time and resources to thoroughly test ideas. And even when a problem can be solved, it's often in isolation. For example, while you might have tested sun conditions for your building using a desk lamp on your maquette, how might these changes then impact other factors in your design?

Spacemaker empowers you to experiment on your proposal easily and quickly in a risk-free digital environment and get feedback on it while you're designing. Bring together the intuitiveness of quick manual tests with accurate, real-time analyses for many different criteria and immediately see the impact of your changes. Use Spacemaker to improve the quality of your design through more informed testing.

“Spacemaker is an amazing tool for the early phase because we can do quick tests of design ideas and prove their qualities, both in terms of microclimate studies like wind and sun but also for noise and many other parameters.”

- Mads Birgens, Head of Urbanism at Cobe



3. Sift assumptions from facts while you're designing

Using your assumptions, experience and intuition are essential when it comes to developing a competition proposal and will enable you to make quick progress. When you combine this with data, this will build an even stronger foundation for your design.

Avoiding bringing unforeseen consequences into the later stages of your design will be vital. For example, did your design unintentionally create a microclimate or wind tunnel that will make your outdoor spaces uncomfortable? Use Spacemaker's analyses to sift through assumptions and validate your design decisions, reducing the risk of errors that could result in costly rework.

"I now have a better understanding of how qualities like daylight, noise, and sunlight can best be achieved, and I have the data to back it up in meetings-that is very useful knowledge to have."

- Hilde Nessa, Architect at PKA



4. Communicate more clearly with your team

To align on milestones in developing a competition proposal, teams will have fluid communication processes that involve, for example, the design leads to consultants and the developer. The clearer you can communicate, the more confidently you and your team can make decisions and move forward.

By bringing clear data, and visualizations and simulations of challenges and solutions into your communications, Spacemaker helps you align the team better. Ensuring stakeholders' buy-in early on into your line of reasoning means that they can ask the right questions. Use Spacemaker to help your team make confident decisions together, and ensure continuous progression on the competition proposal.

“Spacemaker is a powerful tool that lets a project group drive a discussion with the facts on the table. It creates an arena for collaboration where we can identify and solve problems together.

- Peter Fossum, Developer at Steen & Strøm

5. Tell your story more effectively

In every competition proposal it's vital to help the decision-makers understand how your design answers the brief while communicating the story as you envisioned it. You need to present the look and feel of the project through storytelling and renders, yet also be prepared to prove the feasibility of your design through solid numbers and plans.

Clear communication is about striking a balance: Too pragmatic, and the judges may not understand your vision. Too artistic, and you risk that they question the basics of your design.

Anchor your concept on a fact-based foundation to increase stakeholder buy-in. Let Spacemaker crunch the numbers, allowing you to work more efficiently in communicating the final design and prove your proposal is a winner.

“When you create a design, you need to tell a proper story about it. Architects and urban planners are storytellers who connect the dots – Spacemaker really understands this process.”

*- Max Brobbel, Process Designer
and BIM Coordinator at Mei Architects*



“We are actually at the point now where using Spacemaker in competitions feels a little bit like we’re getting a head start on our competitors.”

- Axel Kristoffersen, Architect and Managing Director at PKA

Go from visionary concept to competition-winning proposal...

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