



# DESIGN LED CONSTRUCTION

## ■ THE KEY TO SUCCESSFUL RESIDENTIAL REFURBISHMENT & CONSTRUCTION

Refurbishing a home is an exciting and rewarding experience. It is often a once in a lifetime opportunity to create a unique living space completely personal to you and your family.

This article highlights the importance of taking time to research and select the right designers and builders for your project and argues the case for appointing a specialist, established design and build company as a one-stop-shop for the entire process. You only have to turn on the television or talk to friends and family who from experience will highlight the frustrations and pitfalls of the traditional design, tender, build approach. Projects often run over budget and over schedule, turning what should be the realisation of a dream into a very stressful experience. Consequently, more and more people are seeking a fresh approach to creating their new home.

Design led construction - often referred to as design and build - provides a full service through a single company, where design is fully integrated into the construction phase. This approach ensures all parties understand the design, detailing, cost, quality and time issues involved thus

eliminating problems that traditionally occur once responsibility is divided amongst individual professionals and contractors.

Red Square Design and Build based in West London is an example of a firm that has employed design led construction for over 14 years and offers a comprehensive service under one roof. Red Square's experienced team comprises a collective of professionals ranging from architects, interior designers, furniture designers, structural engineers and construction managers to experts in home automation technology, all required to successfully complete a residential project.

At Red Square, because the design and construction teams are part of the same business this means reduced risks and fewer frustrations for the client. The build management team are involved throughout the design process so any potential problems are literally designed out and addressed prior to work commencing. Investigative works are performed early in the process to ensure the design team consider any constraints within the existing structure of the property. In this way any unexpected issues are avoided and the final design of the project is never compromised.

A design led approach also allows the client greater flexibility, permitting changes to be considered throughout the term of the project. This is a huge advantage in areas of innovation such as home automation (centrally controlled entertainment, lighting, climate and security systems) where products are constantly being updated. The design team are able to review the market prior to ordering goods to ensure these are still the best available in terms of quality and function. This gives the client an opportunity to make informed changes without causing delay to the project programme and allows the very latest products and finishes to be incorporated into the final build.

For these reasons, design and build is now considered the best option for the client, delivering both innovative design and peace of mind that the project will be completed to brief, on time and within budget.

**Contact Red Square for further information and to arrange a free, no obligation consultation call 020 7385 8500 enquiries@redsquaredb.com**

**www.redsquaredb.com**