

**IMMERSIVE
DESIGN
PROCESS**

REDEFINING
IMPACT AND
CLIENT
ENGAGEMENT
WITH
IMMERSIVE
DESIGN



Over a span of weeks, HMC's process of holding charrettes proved exceedingly helpful in fostering **a spirit of unity and positive energy** toward the project."

Rich Meyer

President, JSerra Catholic
High School

For over three-quarters of a century, HMC Architects has provided innovative, sustainable, and progressive solutions to our clients' challenges. This dynamic thinking is central to the way we work. When you partner with HMC, you will see the difference in the HMC Experience. These examples demonstrate how Design for Good has positively impacted our clients and communities.

**DESIGN
FOR
GOOD**
HMC
Architects

Benefits:

Accelerated
Collaboration

Timely and Budget-
Conscious Delivery

Real-Time Stakeholder
Involvement

Transparent Decision-
Making

Cultivated Trust

Efficiency and Recall

Rapid Innovation

Empowered Owners

Transformative
Collaboration



HMC Architects' Immersive Design Process



Design at HMC Architects unfolds as a captivating journey where we breathe life into an empty canvas, shaping it into a structure that resonates with the communities it serves. This transformative act drives our Design for Good philosophy, leaving a positive imprint on our design teams and the facilities they create.

Recognizing the limitations of the conventional architectural design process, we embarked on a quest to redefine it by posing a fundamental question: ***How can we elevate the design experience for our clients and our design team?***

Our revelation led us to tap into the boundless creative energy of the design studio and bring it directly to our clients. The desire to immerse ourselves more profoundly in the creative act of designing a facility sparked the genesis of our Immersive Design Process. This innovative approach starkly contrasts the outdated meet-disperse-re-meet model prevalent in the planning and schematic design phases.

Picture this: a series of two-to-three-day intensive workshops hosted at our client's places of business, replacing the traditional approach with a dynamic, collaborative experience. This departure from the norm builds critical team momentum and accelerates the design schedule, mitigating the project lag often associated with long durations between meetings.

HMC's Immersive Design Process is a continuous flow of information, design, feedback, and approvals, fostering consensus and delivering impactful projects in record time. Designing with key stakeholders in the room, those who will be instrumental in running the facility, significantly affect outcomes, reducing the need for revisions to space layouts.

While our primary interface during this process is with the executive leadership group, which is responsible for final decision-making, we actively involve multiple stakeholder groups. This inclusive approach ensures that diverse perspectives are considered, echoing a commitment to justice, equity, diversity, and inclusion. Simultaneously, we delve into the site's indigenous history and physical, natural, architectural, cultural, and social context, allowing these factors to shape and influence the design.

The duration of the Immersive Design Process, leading to schematic design deliverables, varies based on the size and complexity of the project. Smaller projects can be completed within a one or two-month cycle, while more extensive endeavors, such as a new high school, may take three months.

IMMERSIVE DESIGN PROCESS



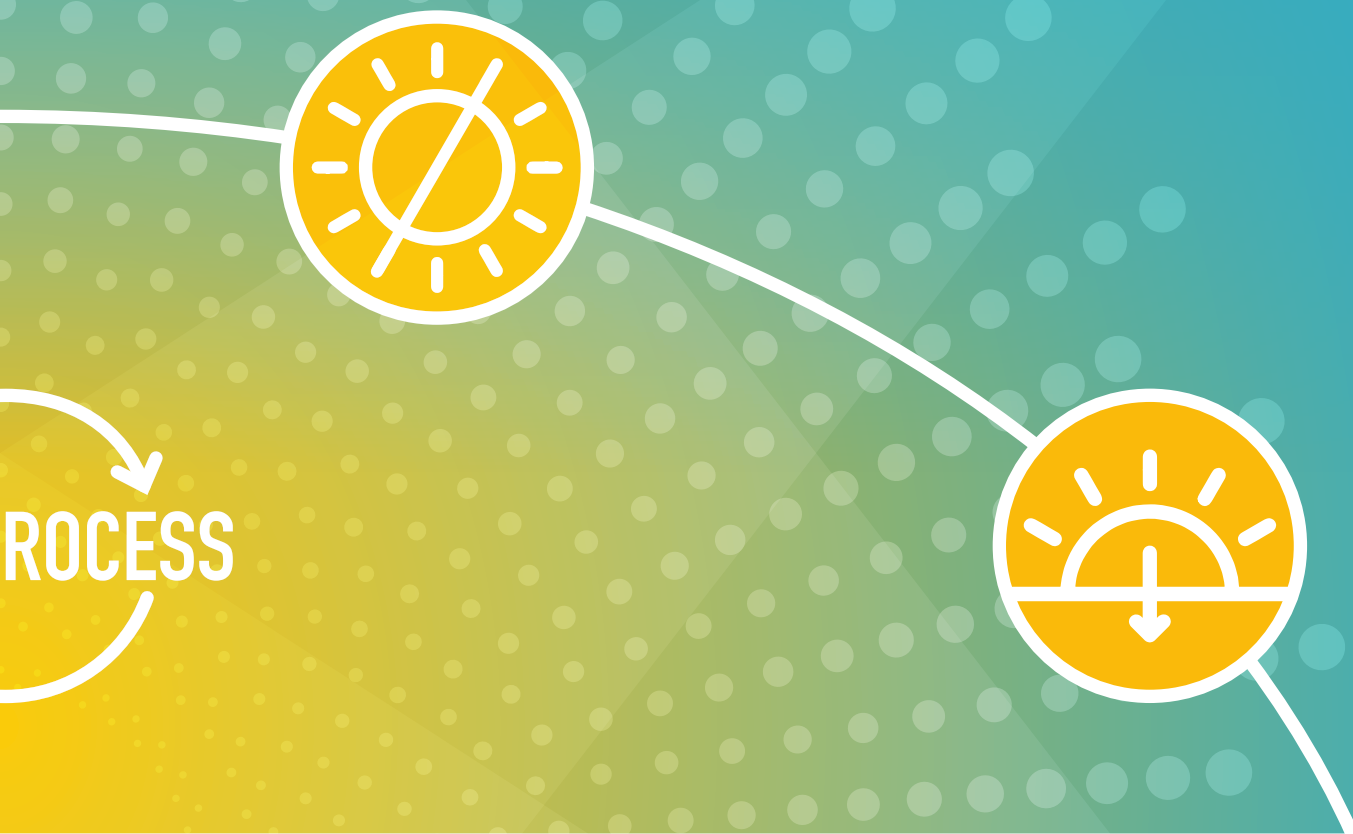
MORNING

HMC holds listening sessions and presents ideas with our clients, their user groups, and the community. Our client's leadership team then offers input and suggestions for next steps.

MID-DAY

HMC works on site to refine and continue developing ideas based on client feedback.

We created an immersive design process that engages our clients, and results in real-time decision making. We work side by side with you to test ideas in real time while building consensus along the way. This process continues until we complete schematic design.



AFTERNOON

HMC meets with client and user groups to present ideas and receive feedback.

EVENING

HMC works that night to refine ideas to present to our client's leadership team and key staff members in the morning.



We had a week-long interactive design charrette with HMC at the project's inception, allowing my team and me to provide design input and get our ideas into the project from its outset. Beyond its professional merits, the process offered a unique opportunity to forge personal connections with the HMC team, deepening our creative and personal collaboration.”

Al Davis

Chief of Police,
Mammoth Lakes Police Department

Each set of meetings within the process has a distinct focus and goal:

First meetings: Delve into understanding and documenting each group's project challenges and opportunities, prioritizing project goals.

Second meetings: Illustrate how we listen and translate comments into design ideas while continuing to seek input.

Third meetings: Tailor the design to the client's specific needs by refining details.

Fourth meetings: Finalize the schematic design, obtaining approval from all respective parties.

Our Immersive Design Process is a symphony of collaboration, creativity, and purpose. This harmonious dance brings visions to life and propels us toward a future where design catalyzes positive change.

THE VALUE UNLEASHED BY OUR IMMERSIVE DESIGN PROCESS

Embarking on the journey of designing together as a group is more than a collaboration—it's an unfolding narrative where the client takes center stage in shaping meaningful and direct involvement in the design. This dynamic process, characterized by its openness, has proven to be a game-changer.

Picture this: morning meetings followed by an immersive afternoon of user group sessions, seamless incorporation of insights into updated plans during the evening, and unveiling our refined designs the next morning. This whirlwind of activity captivates the client's imagination and elevates the design experience to an unprecedented level.



Beyond the immediate benefits to our clients, the impact on our design team is transformative, akin to a nostalgic reminder of their college experience or a creatively charged ‘architectural camp.’ The process forges intense bonds among our internal team members through close collaboration, instilling a profound sense of shared responsibility and collective authorship. These bonds, cultivated during the immersive design experience, extend throughout the project’s lifespan, creating a dynamic team synergy that significantly influences project outcomes.

HMC’s Immersive Design Process is a catalyst for a myriad of benefits:

Accelerated Collaboration

Achieves a collaborative design in a shorter timeframe than the traditional path.

Timely and Budget-Conscious Delivery

Helps ensure the project will be delivered on time and within budget.

Real-Time Stakeholder Involvement

Involves all stakeholders in the design process, with feedback implemented in real-time.

Transparent Decision-Making

Ensures that all stakeholders understand the rationale behind every decision.

Cultivated Trust

Cultivates trust and deepens the relationship between the owner and the A/E team.

Efficiency and Recall

Due to the accelerated process, individuals involved do not have to recall decisions made in meetings weeks or months prior.

Rapid Innovation

Facilitates innovation through short feedback loops and compressed meeting schedules.

Empowered Owners

Allows owners to ‘hold the pen’ and become integral parts of the design team for their facility.

Transformative Collaboration

Transforms how everyone involved works together to solve challenges.

By embracing this process and integrating our clients into the design team, we foster a team atmosphere and create owner buy-in. The collective development of designs directly engages stakeholders and the community, yielding superior design solutions and delivering a product that surpasses expectations. Our commitment to understanding how our clients operate and exploring various processes ensures that the projects we develop functionally outperform anything they have experienced. Our process transcends mere collaboration; it is a commitment to excellence, innovation, and a shared journey toward designing for good. ●

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design for **HMC** good. **ARCHITECTS**

Founded with the purpose of anticipating community needs, HMC aims to create designs that have a positive impact, now and into the future.

As a 100 percent employee-owned firm, we focus primarily on opportunities to have the most direct contribution to communities — through healthcare, education, and civic spaces.

Learn more at
hmcarchitects.com

