



# PROJECT PLANNING PACK

THE UAE'S LEADING WATERFRONT HOME DESIGNER  
THE JOURNEY BEGINS HERE

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AS SEEN ON

HOUSE  
& GARDEN

ARCHITECTURAL DIGEST

THE WORLD OF  
INTERIORS



CLAUDIO  
MODOLA  
DESIGN

# 1.SUMMARY SHEET

RAPID PROJECT PLANNING PACK FOR  
RESEARCH PHASE



## The #1 Project Problem

### #1 Problem: Projects going over time and over budget.

On a daily basis, we see people moving projects into the design phase **before** the research is started. This is like a doctor starting surgery without a thorough diagnosis or trying to build a house on a bad foundation.

That is why we created the **Rapid Project Planning Pack**. Now, you have a simple process to help you move through the Research Phase.

If you follow this tool, you will reduce project risk and improve project design.

- 01. RPP Summary Sheet**  
Once you have ticked all the boxes below, you are ready to move to the **Analysis Phase**

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- 02. Building Project Roadmap**  
Review the roadmap and identify where you are on your journey

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- 03. Building Experts Directory**  
Directory of professionals who can help you at each stage of your design and building process

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- 04. Building Cost Estimator**  
Simple do-it-yourself worksheet to estimate rough costs of your project

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- 05. FAQs & SAQs**  
Frequently-asked questions and should-ask questions you need to know about working with an architect / interior designer.

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- 06. Myth & Reality**  
Some things architects do outside of design to complete a project

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- 07. How To Create A Design Brief Using Only 7 Questions**  
Contact your shortlisted architects / interior designer to start your process

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- 08. Readiness Slider**  
Gauge of how ready you are to move to the **Design Phase**

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**CLAUDIO MODOLA DESIGN**

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# 2. BUILDING PROJECT ROADMAP

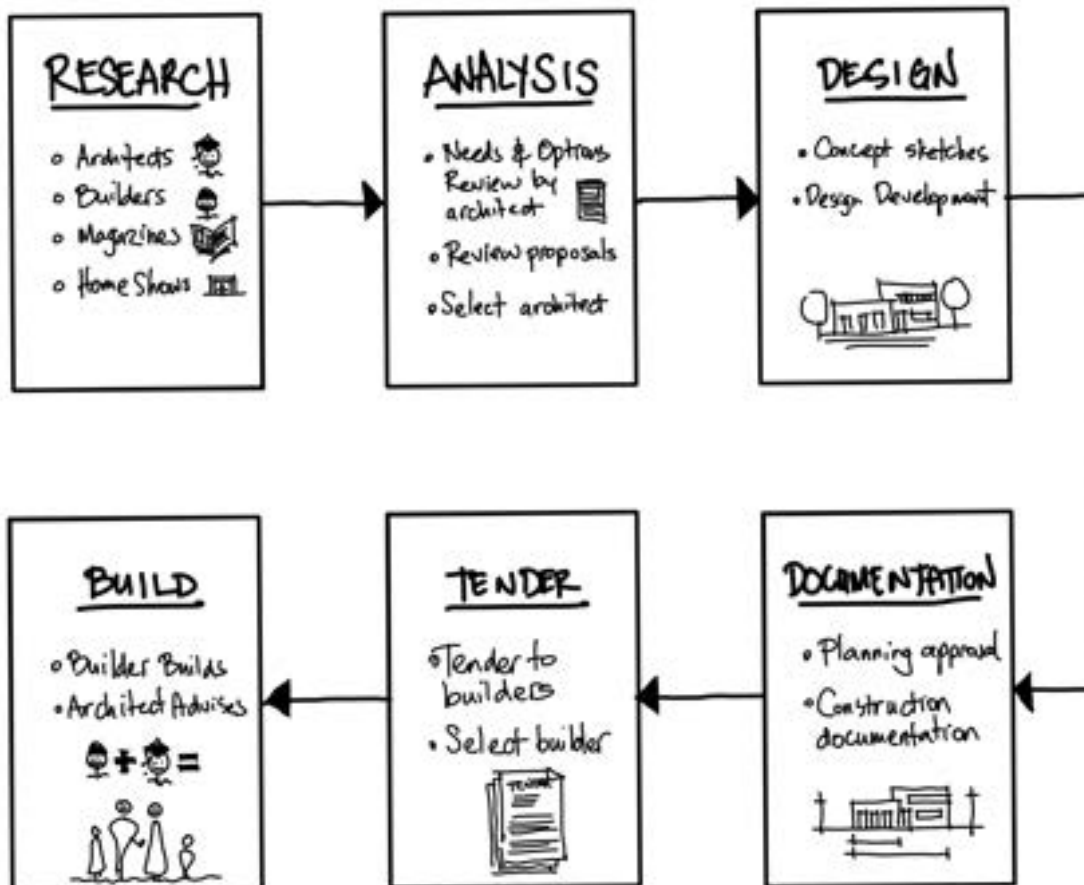
MAJOR STEPS REQUIRED FOR  
DESIGNING & BUILDING YOUR  
NEW HOME



## The Roadmap

This is important ... please read carefully.

Right now, you should be in the **Research Phase**. This is where you are gathering information and playing around with ideas. At the point you want to get serious, you will want to check the feasibility of your ideas and understand what the project constraints are. If you work with us, we will move to the **Analysis Phase** by conducting a **Needs and Options Review** to eliminate assumptions, identify constraints and find your best options. You will receive a document that can be used by us or any other architect that will ensure you reduce project risk and get the best options for your site and budget.



When you are ready to review the feasibility of your project,  
email or call us to set up your **NEEDS & OPTIONS REVIEW**

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# 3.PROJECT EXPERT DIRECTORY

OUR PERSONAL DIRECTORY OF  
TRUSTED U.A.E. PROFESSIONALS



## Who Are These Experts?

Understanding WHAT to do is one obstacle and working out WHO can help you is another.

On a daily basis, our team receives requests for us to recommend design professionals. To make this process easier, we have listed the UAE design professionals that we trust for specific types of projects. Not only do they do a great job, but they provide excellent advice, as well. These are the experts we trust.

If you have other questions about your project, don't hesitate to reach out to us. If we can't answer your question, then we'll direct you to someone who can.

Profession	Name	Company	Contact Details
<input type="checkbox"/> Lead Architectural / Interior Designer	Andrea Mathison	Claudio Modola Design	+ 971 55 484 7188 andrea@claudiomodola.com
<input type="checkbox"/> Structural / Civil Eng. / AOR & EOR	Momen Taher	Astbury Shepherd Gilmour	+ 971 55 409 1563 mtaher@asgconsultants.com
<input type="checkbox"/> Mechanical & Electrical Engineer	Mohammad Imran	CSA (M&E) Gulf	+ 971 50 238 9084 mohammad.imran@csa-eng.biz
<input type="checkbox"/> Cost Consultancy	Bob Flanagan	Colliers International	+ 971 50 870 2107 Bob.Flanagan@colliers.com
<input type="checkbox"/> Landscape Designer	Donna Martinez	Cracknell	+ 971 4 510 6500 d.martinez@cracknell.com
<input type="checkbox"/> Building Contractor	Tim Winsor	Boyer Wick Building Contracting	+ 971 4 339 2977 info@bwick.ae
<input type="checkbox"/> Interior Fit Out	Michael Melnick	BW Interiors	+ 971 4 339 2911 info@bwinteriors.ae

The right architect will advise on both the experts AND the process. Call or email us to get started.

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# 4. BUILDING COST ESTIMATOR

THE SIMPLE DO-IT-YOURSELF WAY TO ESTIMATE YOUR COST



## The #1 Question ...

The most dreaded question for architects, interior designers, builders and every other professional has got to be, **'how much will my project cost?'** There are so many variables that a definitive answer is literally impossible at the outset before a concept design is in place. Even worse, the consequences of trying to answer and risk giving 'bad advice' will have most experts running away to avoid the question.

The problem is that this question is VERY important. No one can proceed if they don't have a ball-park estimation of cost. This guide will help you to determine an estimate of overall project costs. Your actual number may be more or less, but it can be helpful to see an estimated figure at the outset.

In budgeting for a construction project, it is necessary to keep in mind that; like all things in life, that there are tiers of quality with associated brackets of pricing. The UAE has 3 grades of building contractors and selecting a build contractor from the lower grade, exclusively on the basis of price could be the most costly and stressful decision you ever make if this is not backed up by a sound professional experience and portfolio of completed properties.

Therefore, the figures below indicate construction costs for a quality construction company.

### New Home Cost Estimator - DUBAI (Excluding Interior FF&E – Furniture, Fittings and Equipment)

New Home Cost Estimator - DUBAI (Excluding Interior FF&E – Furniture, Fittings and Equipment)				Estimate Your Cost	
Standard of Finishes	Budget Spec.	Quality Spec.	Palatial / High Tech Spec.	Area	Cost (AED)
Cost Per Sq M	<b>AED 3500 / 4300</b>	<b>AED 5800 / 8000</b>	<b>+/- AED 9000</b>		
1000	AED 3.5 million -	AED 5.8 million -	+AED 9 million		
	AED 4.3 million	AED 8 million			
1600	AED 5.6 million -	AED 9.28 million -	+AED 14.4 million		
	AED 6.88 million	AED 12.8 million			
2200	AED 7.7 million -	AED 12.76 million -	+AED 19.8 million		
	AED 9.46 million	AED 17.6 million			

For a more detailed project cost assessment, email us at [options@claudiomodola.com](mailto:options@claudiomodola.com)

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# 5. QUESTIONS TO ASK

WHEN HIRING AN ARCHITECT / INTERIOR DESIGNER, IT IS HELPFUL TO HAVE A PROCESS TO MAKE SURE YOU GET THE BEST STUDIO FOR YOUR PROJECT.



## Asking The Right Questions

Although extensive schooling and training are required for all architects and interior designers, that doesn't mean all designers are created equal.

Finding the RIGHT designer for you depends on several factors, including: personality, design style, building for taste or to make money, budget and even whether your project requires a specialist skill set.

Choosing the right architect / interior designer can mean the difference between an enjoyable experience and one plagued with problems and hassles the whole way through. How will your project go?

**The answer depends on the questions you ask your architect / interior designer before going forward ...**

### A great designer is your Counterpart, Advisor and Coordinator

<input type="checkbox"/> What unique value do you have for our specific type of project?	<input type="checkbox"/> How would you like me to share my ideas, images, needs, wants and research?
<input type="checkbox"/> How can you add value to our project so that we maximize the return on investment when / if we sell?	<input type="checkbox"/> What can I do to help you deliver the best work for us?
<input type="checkbox"/> Do you offer a pre-design analysis service to help move us safely and efficiently towards the design phase?	<input type="checkbox"/> Do you have a team game plan that outlines how we will all successfully work together, even under pressure?
<input type="checkbox"/> What are the specific challenges for our type of project and how have you overcome these in the past?	<input type="checkbox"/> Will you help us find and select the best construction team?
<input type="checkbox"/> If my budget, timeline and scope of project are unrealistic, will you let me know?	<input type="checkbox"/> What educational material do you provide so we can understand the requirements of our specific type of project?

**Hiring the RIGHT architect / interior designer is the single most important decision to make on your project. Get in touch:**

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# 6.MYTHS VS REALITY

WHAT DO ARCHITECTS ACTUALLY DO?



An architect's role is a lot larger than most people realize. When an architect manages your project, they ensure that every part of the process below (and more) is handled to ensure that the biggest investment in your life or career is safe and secure.

## Myth

**Sketches design** that a builder uses.

## Reality

**Checking the title** and, in particular, any regulations that may restrict what or where you can build.

**Ensuring Compliance** with building and safety regulations, local planning regulations and restrictions, any developer e.g. Meeras / Emaar guidelines etc  
Depending on the project, there may be laws surrounding the preservation of the local environment.

**Leadership** - heading up the team of professionals who will work on the project at key stages engineers, surveyors, cost consultants, designers, builders etc.

**Construction documentation** - translates the design into detailed drawings, instructions and technical specifications for contractors and construction experts.

**Project management** - site visits and meetings, overseeing the construction and validating quality of work, negotiating with contractors, responding to requests for information and dealing with and resolving any problems that arise.

**In summary, the architect is the conductor of the project orchestra.**

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# 7. HOW TO CREATE A DESIGN BRIEF USING ONLY 7 QUESTIONS

" FOCUSING IS ABOUT SAYING NO " -  
STEVE JOBS



**Alice:** "Would you tell me, please, which way I ought to go from here?"

**The Cheshire Cat:** "That depends a good deal on where you want to go."

**Alice:** "I don't much care where."

**The Cheshire Cat:** "Then it doesn't much matter which way you go."

The method below is our 7 Question design brief creator.

You can request a more detailed, but equally simple, guide by visiting [www.claudiomodola.com](http://www.claudiomodola.com)

Question	Answer
1 Outline your current situation?	
2 How do you live? Is that changing or about to change?	
3 What will you need to see to know your project has been a dramatic success?	
4 How do you want to FEEL as you move through your new space?	
5 Who are the important people this home needs to be designed for?	
6 What are the budget, timeframes and boundaries we need to work within?	
7 What does your home really mean to you?	

To download our full architectural and interior design brief guides, visit [www.claudiomodola.com](http://www.claudiomodola.com)

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# 8. READINESS SLIDER

ARE YOU READY TO MOVE TO THE DESIGN PHASE?



## Do You Need An Architect?

This exercise allows you to assess how ready you are to move to the **Design Phase**. If you are not close to 10 on ALL scales, then it's best to seek help from an expert to do this research. If you rush into the design phase without this information available, you'll run the risk of making too many assumptions, which is the # 1 reason projects go over budget and over time. **"Measure twice, cut once," Builders Mantra**

Question	Slider (0-10, zero = low, 10 = high)
On a 1-10 scale, how clear are you on exactly what you need?	0 _____ 10
On a 1-10 scale, how aware are you of all the various options your site will accommodate?	0 _____ 10
On a 1-10 scale, how confident are you that you are aware of all the legal requirements?	0 _____ 10
On a 1-10 scale, how aware are you of the process you will need to have in place to get the project completed on time and on budget?	0 _____ 10
On a 1-10 scale, how confident are you that your budget will achieve your needs?	0 _____ 10
<b>Give yourself a current overall rating for readiness.</b>	0 _____ 10

Don't worry if you are not at 10 on all scales yet. The Needs and Options Review process allows you to fill in the knowledge gaps and gets you ready to move to the Design Phase.

**Our Needs and Options Review is the process designed to get you to 10 on ALL sliders above. Book today:**

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