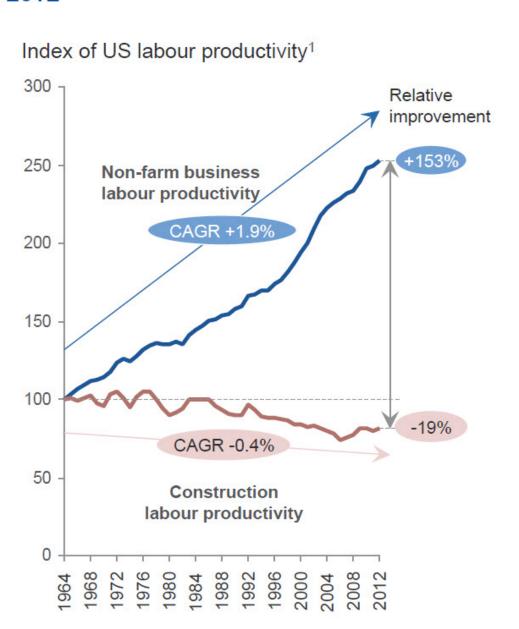


Figure 3: US Industry Productivity and Performance, 1964-2012²⁸



"Anywhere in the western world, generally the cost of labor is larger than the cost of material. So if you save time rather than material, that has a very big cost impact."

Reinier de Graaf, OMA architects

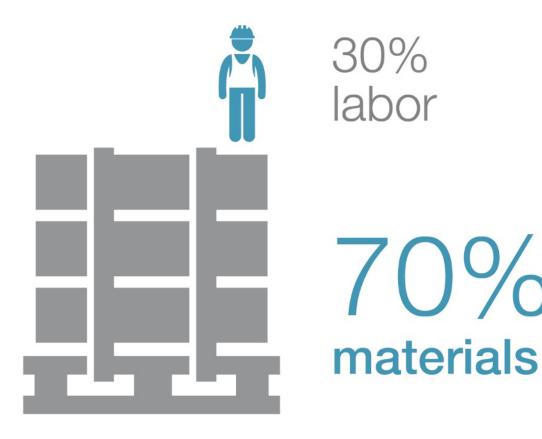
Conventional Construction

Custom Prefab

70% labor

30% materials





















BIM with Brains

- Building Information Modeling that actually builds something
- Key is understanding all the engineering data
- Takes the repetitive auditing out of design work
- Puts the control back into the hands of the owner













Local

Certain

Fast

Precise

Personal

Technology: Making Global Local

- Puts control in the right hands
- Allows for personalized experience
- Removes 'one size fits all/none' approach
- How can you prepare?
 - New procurement and procedures
 - Look at the 'what' not the 'how'
 - Delay tactics may not work anymore

