

In industry, one common pattern elicited from published exemplar BIM projects was the deployment of a "Big Room" [20]. The AIA coined this term from the Japanese obeya, which is the place where the team members gather, work, and resolve conflicts. The stakeholders generally selected the architectural firm as the initial Big Room setting for the conceptualization phase and criteria design phase activities.

The Big Room then moved to the job site for the latter detailed design and implementation documents phases. The purpose was to improve the coordination amongst the design disciplines then between the designers and construction entities. The Big Room illustrates a shift from performing services at discrete locations towards an open design studio without the physical or competitive barriers. In essence, this industry model is contracting into a university prototype.

In a university setting, the physical place where architectural exploration occurs is a single-room design studio, a home for 12 to 16 students. The studio course accounts for about one-third of the semester

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