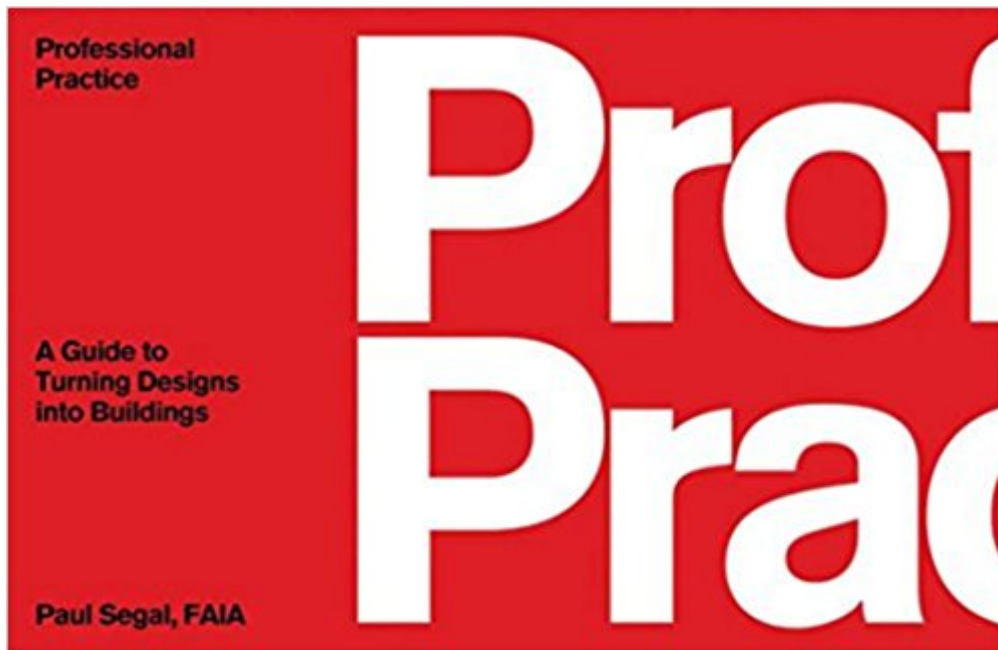




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Professional Practice: A Guide To Turning Designs Into Buildings



Synopsis

What you need to know to protect your designs and get them built as you envision them; how to get and keep clients and become their trusted advisor and professional—every architect needs the answers in this concise, thorough, and readable guide. Who are the parties in architecture, engineering, and construction? How do you market architectural services (get the project)? What are the basic project delivery methods? What are the forms of owner/architect and owner/contractor agreements and what services do they cover? How should you charge for your services? How do you set up an office? What insurance, legal, and accounting issues must you consider? What is project management and who should do it? What are zoning and building codes about?

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Customer Reviews

“Professional Practice gives our changing industry exactly what it needs, a clear and concise road map to the design and building process. Paul Segal taps his many years as a successful practicing architect and educator to touch on just about every important challenge facing the profession, and yet leaves us with a healthy dose of new ideas and hope for the future.”
- Frank Sciame, President/CEO Sciame Construction and Development
“It is a pleasure to read a book in which the conscientious practice of architecture is accorded the respect it deserves. A precise and vivid account of the complex process by which buildings come to be designed and realized through the progressive interaction of clients, architects, contractors, and a wide range of technical and legal specialists, this is destined to be of equal pertinence to any of the protagonists

commonly involved in the act of making buildings. — Kenneth Frampton, Ware Professor of Architecture, Columbia University — “Paul Segal is one of the only architects I know who not only understands but truly loves both the aesthetic power of great architecture and the practical demands of the real world, and he has spent much of his career teaching younger architects that these things do not have to be incompatible. In this book, he explains clearly, concisely, and eloquently how architecture is not only an art and not only a business—how it has to be both. — Paul Goldberger, Architecture Critic and Dean, Parsons The New School for Design

Paul Segal, FAIA, is a partner in Paul Segal Associates Architects LLP, recipients of seventeen AIA awards for design excellence. A graduate of Princeton University School of Architecture, he has taught professional practice to generations of students at Columbia University Graduate School of Architecture, Planning and Preservation. He is a past president of the AIA/New York Chapter and of the New York Foundation for Architecture (now the Center for Architecture Foundation), and past vice chairman of the Preservation League of New York State.

Excellent! Bought for class and came perfect. As Paul Goldberger says — “Paul Segal is one of the only architects I know who not only understands but truly loves both the aesthetic power of great architecture and the practical demands of the real world, and he has spent much of his career teaching younger architects that these things do not have to be incompatible. In this book, he explains clearly, concisely, and eloquently how architecture is not only an art and not only a business—how it has to be both. —

After I read a few chapters for my exam, I decided to read the whole book. It so much enjoyable reading the book in languages I can easily understand. I would definitely recommend this book taking ARE and those who plan to manage their own practice in the future.

Decent outline and supportive material. It's difficult to write this kind of book since covering the entire practice of architecture is impossible. The industry is ever evolving and to present relevant, intelligent and useful information needs to be updated regularly. Hope to see future versions.

This book written by Paul Segal is what he teaches from in his seminars on professional practice. The book is oriented towards Master of Architecture students, and is an attempt to prepare them for the realities of working in an office or running a firm. It is written very much as he speaks, with funny

anecdotes and a casual style. Segal has many years of experience working and teaching, but is also current with new trends in the profession. The book covers things like contracts, fees, marketing, and insurance. I found it helpful, and a much less dry read than other books on similar topics (a textbook that reads more like a conversation). The thing I like the most about this book is how he tries to explain how these concepts are relevant, and what the advantages and disadvantages of various business models are for the architect. It's not so interesting however, that I would bother reading this book if I wasn't wanting to become a licensed architect.

Compared to other sources I consulted while studying for exams, this book contains an equal amount of pertinent information and it is very easy to read. The writer's style is more conversational compared to other technical resource and made the topics easier to understand.

helped me study for my ARE exams! easy to read and carry around

I very much enjoyed Paul's clear and concise pro practice guide. It works perfectly to compliment more technical and difficult ARE study materials. Lots of helpful examples given. Packed with information. Thanks Paul, wonderful read.

I took the class under Professor Segal last semester, and it's pretty close to being a word by word translation of what he teaches in his class. Every architecture student should read this. It really gives you a comprehensive view of what the actual profession of being an architect entails. Segal sprinkles a lot of anecdotes and some biases which he openly discloses but they really are there to help you decide in what spectrum of risk, personality and job type you see yourself being in the future. Would highly recommend.

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