

Outlook: Boston Business Profiles

The Secret to Successful Architecture: Involving Clients in the Design Process

When Marc Margulies, AIA and his team of architects greet a client, laptops in hand, they're ready to design a building. Together. The way they see it, there shouldn't be any mystery to the process of creating architecture. And their entire design firm is built around that approach.

TWO DECADES OF DESIGN EXCELLENCE

Founded in 1988, Boston-based Margulies & Associates has become one of the largest architecture and interior design firms in New England, designing buildings for some of the largest and most successful corporations and real estate organizations in Boston, and with clients nationwide.

"By including our clients in the design process, they get to be part of the excitement and ideas behind the final solution."

The key to the firm's many strong and ongoing relationships is its staff's expertise at the forefront of the architectural industry. Led by four principals—Marc Margulies, AIA; Daniel P. Perruzzi, Jr., AIA; Janet Morra, AIA, LEED AP; and Andy Dean, AIA—the 50-person firm is ingrained in the changing intricacies of design for the commercial real estate market.



Principals Marc Margulies, AIA; Daniel P. Perruzzi, Jr., AIA; Janet Morra, AIA, LEED AP; and Andy Dean, AIA

Clients rely upon Margulies & Associates' expert guidance in developing real estate strategies, selecting tenant locations, identifying building sites, understanding the technical considerations of labs and other unique spaces, and assessing the benefits and costs of green and sustainable design, in addition to traditional architectural services.

"Our clients' buildings and work spaces are a huge part of their business and culture," Marc Margulies, AIA explains. "Whether it's a corporate headquarters, a regional office or a highly technical research lab, a successfully designed space can be a competitive advantage. It can serve as a recruiting tool and support the productivity and happiness of their staff. It's important for the final product to achieve all of these goals."

CUTTING-EDGE APPROACH

Creating healthy, efficient and comfortable buildings is the focus of the growing green and sustainable design movement. And Margulies & Associates is leading the way. The firm recently completed the largest LEED-certified renovation project in the area, and will soon complete a new 329,000 square-foot building that will be certified LEED Silver. With four LEED-accredited designers on staff, Margulies & Associates enjoys sharing with its clients the benefits and long-term cost savings that can be achieved by changing the way people think about design and construction.

The firm operates on the belief that technology provides a means to open up architecture to everyone, and enables a truly collaborative process. "Our interactive design approach offers our clients direct involvement in creating the look and feel of their project," says



With nearly 20 years of design expertise, Margulies & Associates creates innovative, flexible spaces that attract tenants and maximize ROI.

Principal Daniel P. Perruzzi, Jr., AIA. "Architecture doesn't need to be a mysterious process conducted behind closed doors. By including our clients in the design process, they get to be part of the excitement and ideas behind the final solution."

Using a laptop, projector and several kinds of Computer-Aided Design software (CAD), all of Margulies & Associates' principals and staff can illustrate design ideas in moments, even during meetings with clients, engineers and contractors. This real-time process helps everyone involved in the project to fully understand and clearly visualize the design as it's developed.

"It helps the project teams make informed decisions in an interactive session," Marc Margulies adds. "In the end, our approach saves clients crucial time and money, and helps us create innovative architecture that meets diverse goals."

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& ASSOCIATES

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