



# HOW WE WORK

THE I + A STUDIO  
Interior and Architectural Design







## WHO **WE** ARE

We are Laura and Lucy.

A partnership of architects and interior designers who formed an independent design studio to give us the freedom to pursue our vision.

The I + A Studio is a female led design studio offering an integrated approach to interior and architectural design.

With over 30 years in the industry we bring big practice experience with a small studio ethos.











## OUR STUDIO ETHOS

Love what you do

Enjoy the ride

Create spaces to elevate

Enhance and unify

Pursue perfection









Big practice experience,  
small studio ethos.





## HOW **WE** WORK

Collaborative, engaging, inspiring.

We understand that the success of our projects is built on fantastic relationships with our clients and colleagues - It's a team effort.

To us, every project is unique. Our approach to design is about finding the right solution for the client and the space. We are not interested in imposing a house style, we are totally committed to high quality design solutions unique to our clients and their properties.











## OUR SERVICES

We offer a totally integrated approach to architecture and interior design to ensure full exploration of the possibilities and unlock hidden potential in our projects.

Our services include but are not limited to:

- Brief Development + Engagement
- Concept Design + 3D Modelling
- Developed Design + Visualisation
- Technical Design + Construction Support
- Interior Design + Bespoke Joinery
- Heritage + Conservation
- Workplace Design + Workplace Strategy
- Health + Wellbeing
- Sustainability + Environment







## WHAT WE DO

We empower our clients to realise their vision.

We use a range of presentation techniques including sketches, 3D views and moodboards to provide an engaging experience for our clients.

Using a range of techniques gives us the ability to clearly communicate our design intent in a much more engaging way than traditional architectural drawings.

Our network is your network; through years in practice we have established close working relationships with many specialists and suppliers. These connections form part of a wider network that we bring to the project and enrich our approach to collaboration.

Bringing together specialist knowledge, network and innovation helps to form a solid project team with a broad reach. Together we will explore the possibilities and constraints and work together to produce the best solutions.

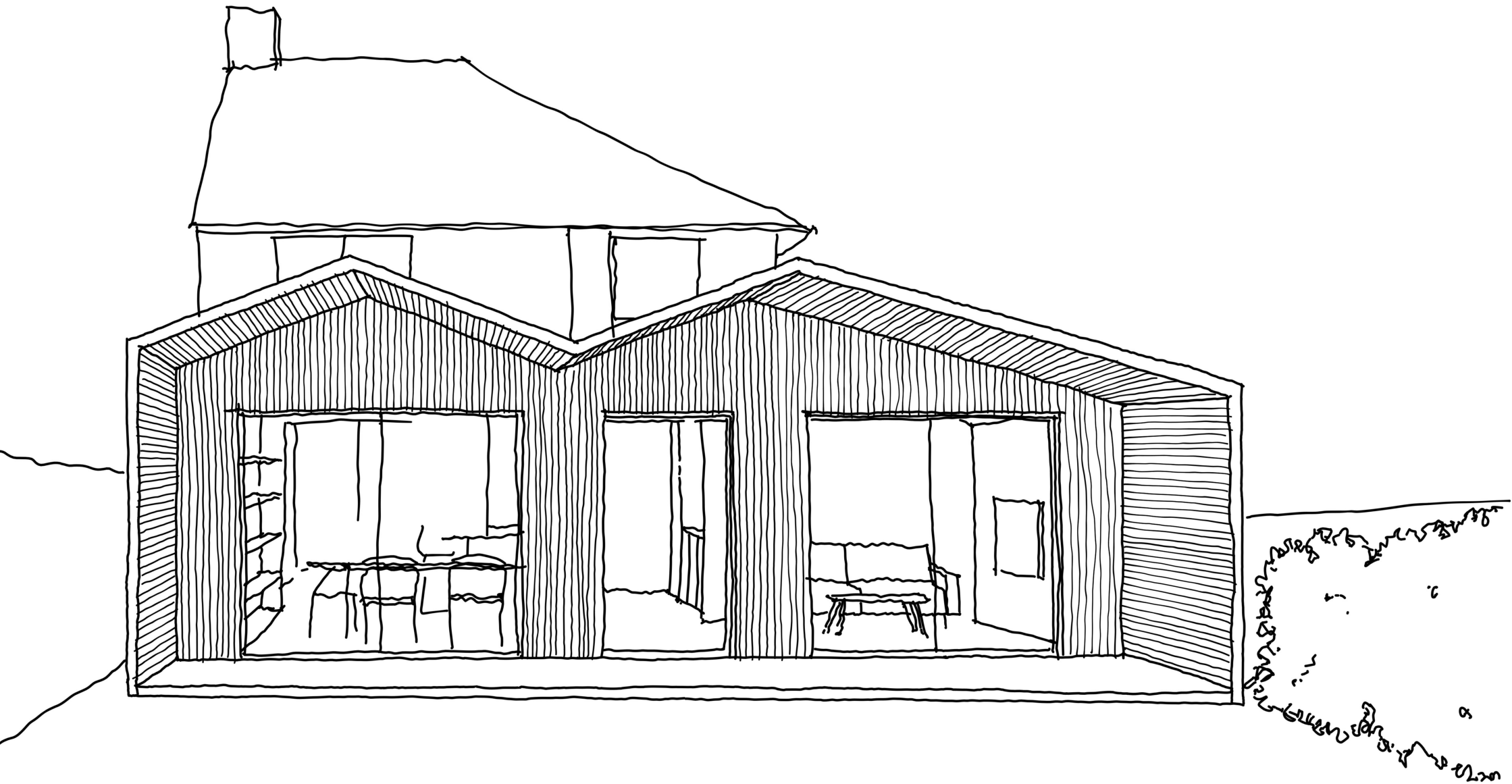






Creating beautiful bespoke spaces for our  
clients who want to improve where they  
live, love, work + play.







## OUR PROJECT PROCESS

We have developed our process to put our client in the driving seat, with collaboration at its heart. We demystify the process so you can get excited about the journey.



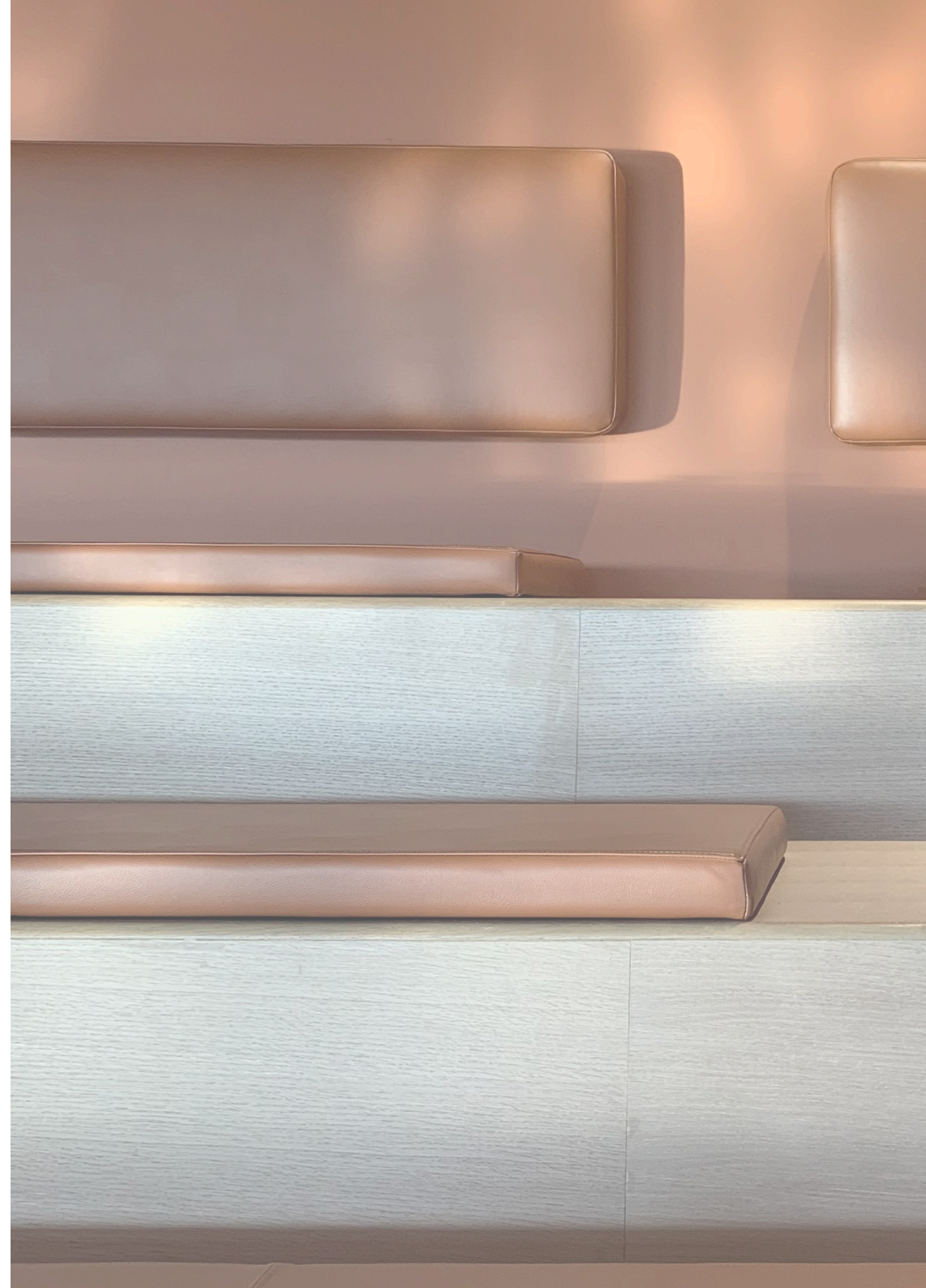




## INITIAL CONSULTATION

RIBA Stage 0- Strategic Definition

This may take place in person or over the phone and will take the form of a brief discussion of the project requirements and goals, timeline and budget.







## DESIGN BRIEFING

RIBA Stage 1- Preparation and Briefing

This is the bit where we get to know you, your space, your hopes and your aspirations.

Through discussion we draw out the project brief to enable us to provide a fee proposal.

### OUR ROLE

- ✓ Listen
- ✓ Observe
- ✓ Enquire
- ✓ Confirm

### YOUR ROLE

- ✓ Talk
- ✓ Share
- ✓ Describe







## FEE PROPOSAL

### RIBA Stage 1- Preparation and Briefing

We make sure our fees are clear so there are no surprises. We estimate the hours each stage will take, based on the scale and complexity of the project and the level of service required.

We then use a flat rate fee, to provide a fixed price, for each stage with project specific description of inclusions and exclusions . We make every effort to keep the stages as lean as possible and costs down whilst providing you with a great service.

We are totally flexible, and offer a bespoke service so if you see something that you don't want or something missing then please let us know and we will change it.

### OUR ROLE

- ✓ Consider
- ✓ Prepare
- ✓ Propose

### YOUR ROLE

- ✓ Review
- ✓ Consider
- ✓ Feedback







## MEASURED SURVEY

RIBA Stage 1- Preparation and Briefing

Following acceptance of the fee proposal we physically survey the property and use the information to create a virtual model that will form the basis of the concept phase.

In addition to our survey other specialist surveys may be required, dependent on the location and type of project we are undertaking with you.

### OUR ROLE

- ✓ Analyse
- ✓ Investigate
- ✓ Define
- ✓ Record

### YOUR ROLE

- ✓ Facilitate
- ✓ Guide
- ✓ Engage







## CONCEPT DESIGN

### RIBA Stage 2 - Concept Design

In response to the confirmed brief and agreed fee proposal we start the real work...

The exploration of the possibilities and approaches to achieving the vision and brief.

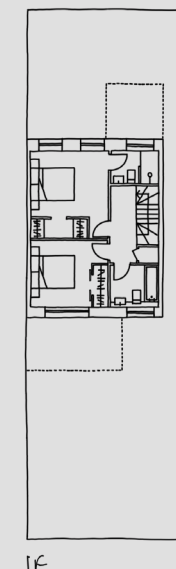
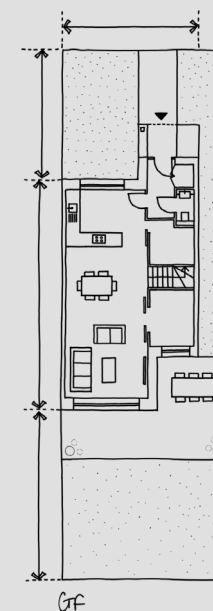
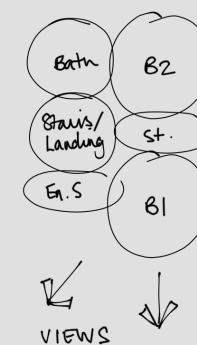
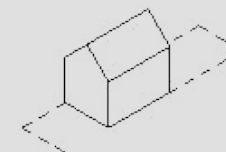
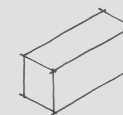
This process starts with analysis of the existing property and site and the client brief. Initial ideas and concepts are explored through sketching and then refined into hand drawings or concept models as appropriate to the project. The drawings and visuals are supplemented with moodboards and materials suggestions to bring the vision to life.

### OUR ROLE

- ✓ Innovate
- ✓ Interrogate
- ✓ Conceptualise
- ✓ Visualise

### YOUR ROLE

- ✓ Review
- ✓ Discuss
- ✓ Analyse
- ✓ Feedback







## DESIGN PRESENTATION + REVIEW

RIBA Stage 2 - Concept Design

The concept design phase is completed with the issue of the concept presentation for 2 -3 options which can take place virtually or in person, depending on preference.

Based on the feedback and discussion of the concept presentation we have an agreed and refined concept design we develop for the Planning Process.

BOTH

- ✓ Discuss and review
- ✓ Refine
- ✓ Define
- ✓ Record







## PLANNING APPLICATION

### Stage 3 - Spatial Coordination

Development of the preferred scheme (or elements of proposed schemes) into the project proposal.

Whether you need Full Planning Permission or can proceed under Permitted Development Rights we'll discuss the options with you to guide you to the right solution for your project and produce the drawings and documentation required to make the application.

#### OUR ROLE

- ✓ Refine
- ✓ Design
- ✓ Submit

#### YOUR ROLE

- ✓ Review
- ✓ Feedback
- ✓ Approve







RIBA Stage 4 - Technical Design

Following Planning Approval or Certificate of Lawful Development the technical design phase can begin.

Development of the planning approved scheme to produce a detailed pack of technical drawings and specification for Building Control Approval.

This includes incorporation of structural design, U Value calculations, arranging the SAP calculations, design details and proposed specifications.

There are a number of routes to achieving Building Control Approval which we will discuss with you at this stage.

Following Building Control approval is usually the best time to go out to a selection of builders for an itemised quotation.

## OUR ROLE

- ✓ Detail
- ✓ Co-ordinate
- ✓ Collaborate
- ✓ Record

## YOUR ROLE

- ✔ Define
- ✔ Review
- ✔ Approve







## INTERIOR DESIGN + PRODUCT SPECIFICATION

### All Stages

We also offer a full interior design service and can offer photo realistic renders/ and virtual reality renders to allow you to experience your space before it's a reality.

This area of service includes:

- Finishes proposals, materials pallets and specifications
- Furniture, fixtures and equipment proposals and specification
- Sourcing product options and samples
- Bespoke joinery designs
- Internal visuals and renders

### OUR ROLE

- ✓ Inspire
- ✓ Innovate
- ✓ Add value

### YOUR ROLE

- ✓ Collaborate
- ✓ Review
- ✓ Feedback







## THE BUILD

RIBA Stages 5-7

This is the construction and handover phase. Our role in this phase would be to manage and support.

Tailored to each project, we would visit the build at agreed intervals to check progress alongside drawings, help with contractors and client queries as required.

### OUR ROLE

- ✓ Support
- ✓ Review
- ✓ Check
- ✓ Record

### YOUR ROLE

- ✓ Discuss
- ✓ Decide
- ✓ Communicate



It's personal.

Your home, your workplace, your space...  
you bring the brief, we'll bring the ideas.





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[www.theiandastudio.com](http://www.theiandastudio.com)