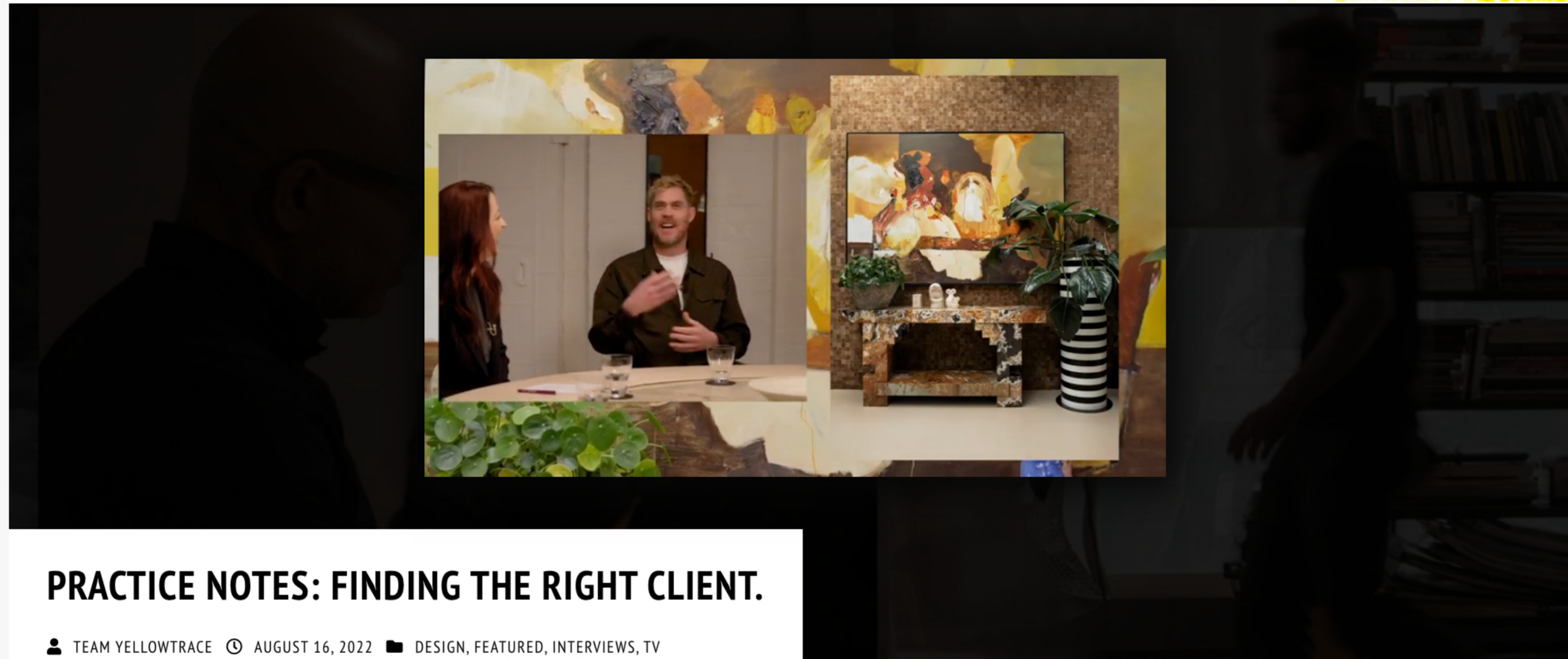


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PRACTICE NOTES: FINDING THE RIGHT CLIENT.

TEAM YELLOWTRACE AUGUST 16, 2022 DESIGN, FEATURED, INTERVIEWS, TV



Today we present the second episode of Practice Notes, our video series in partnership with ArchiPro. Shining a spotlight on our talented Australian design community, these round table discussions with industry leaders cover various topics related to the practice of design and architecture—the opportunities and the challenges—covering subjects very close to our hearts here at Yellowtrace. These discussions speak directly to ArchiPro’s mission too, which is to empower people to create better spaces in which we experience life.

The conversation continues with Ian Moore of Ian Moore Architects; Domenic Alvaro, Global Design Director at Woods Bagot; Eva-Marie Prineas of Studio Prineas to David Flack of Flack Studio, hosted by our editor Dana Tomić Hughes.

In this episode, the mighty panel dives into the topic of Finding the Right Client. From the fundamentals to the evolution of building trust and cultivating client relationships, and how much of this responsibility rests with the professionals, all while reflecting on the importance of this relationship for both the clients and the designers/ architects.



ArchiPro Australia CEO, Adrian Marafioti, with Domenic Alvaro at Woods Bagot’s Sydney office.

Eva-Marie Prineas finds her portfolio is the best way to attract like-minded clients. “For us, the communication starts with the message we send out, so the most aligned clients come to us,” she states, “so when people come to us, they have seen something, heard something, or read about a project, and they think – yes, we agree with those values.”

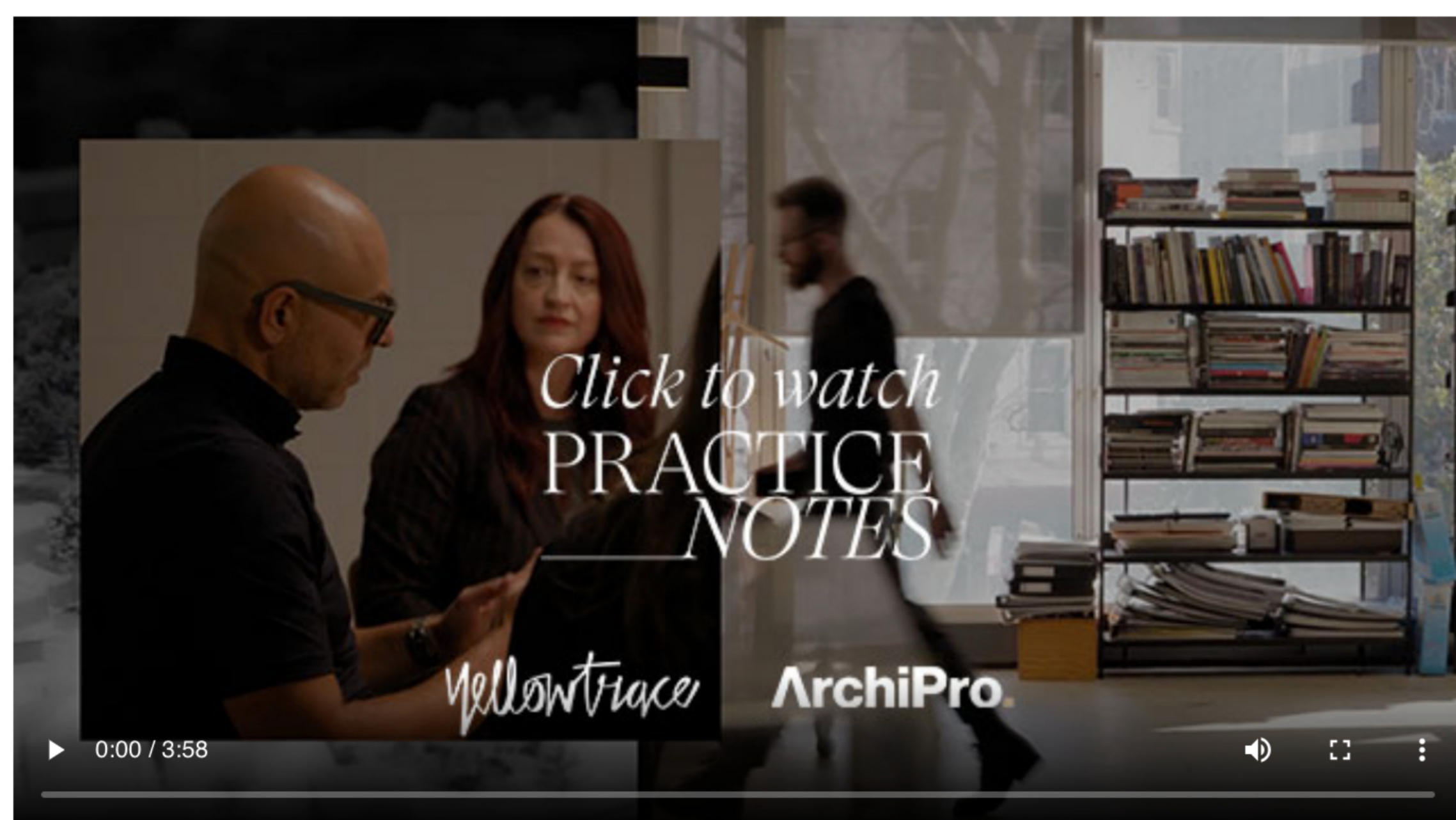
To David Flack, trust is fundamental to a successful project. “You have to love what we do because you’re coming to our studio” he explains. “I will throw my heart and soul into the design, and you’ll get all of me, but if you don’t trust that process—it doesn’t work.”

In this same vein, Ian Moore looks to build trust and confidence through expertise. “Experience always helps because you’ve been there, you’ve experienced it somewhere along the journey and can immediately answer [the clients’] questions, and that’s where they get the level of comfort because you’re a professional, you’ve got experience, and you’ve had very good outcomes,” he elaborates.

Domenic Alvaro considers Woods Bagot’s strength lies in the collective vision. “I think clients ultimately come to us because they see we push an innovation culture; we’re not a single hand or designer,” he says. “My role is to build a narrative and have everyone work around the narrative culture. It’s all about each project finding its soul.”

A huge thanks to ArchiPro for bringing us all together for this video series. A shout-out to our friends at Cult, who generously hosted us in their beautiful Sydney showroom surrounded by exquisite pieces from Fritz Hansen.

Check out the full conversation in the video below.



Practice Notes is a bespoke Yellowtrace Promotion produced in partnership with ArchiPro—one of New Zealand’s most successful start-ups, which launched in Australia earlier this year, with a mission to simplify the end-to-end building process. Purpose-built for people at any stage of the building journey, the cutting-edge platform seamlessly connects those wanting to build or renovate an architecturally designed home with the Australian industry professionals and products that can bring their vision to life.

For more information on ArchiPro Australia, visit archipro.com.au. To apply to join the platform as a professional member, click here.

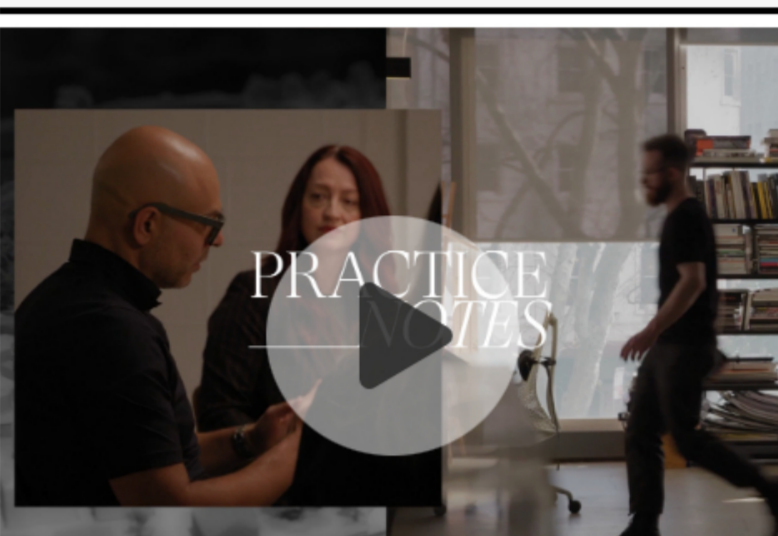
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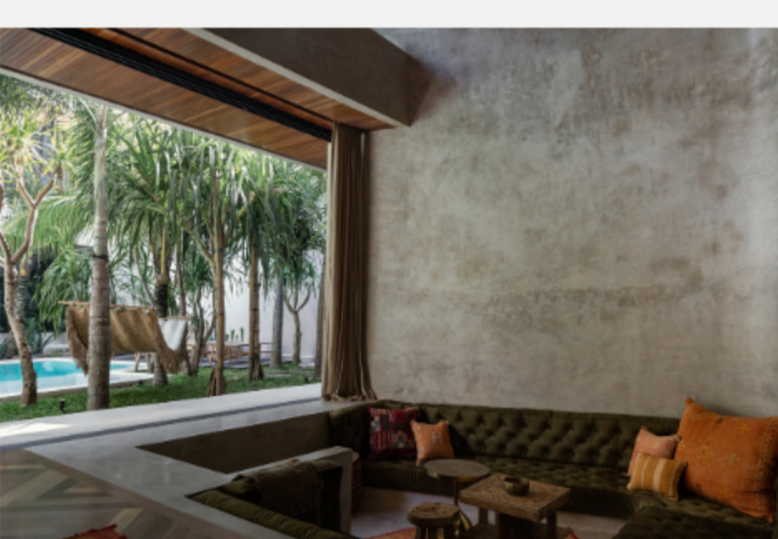
Practice Notes: Finding The Right Client.

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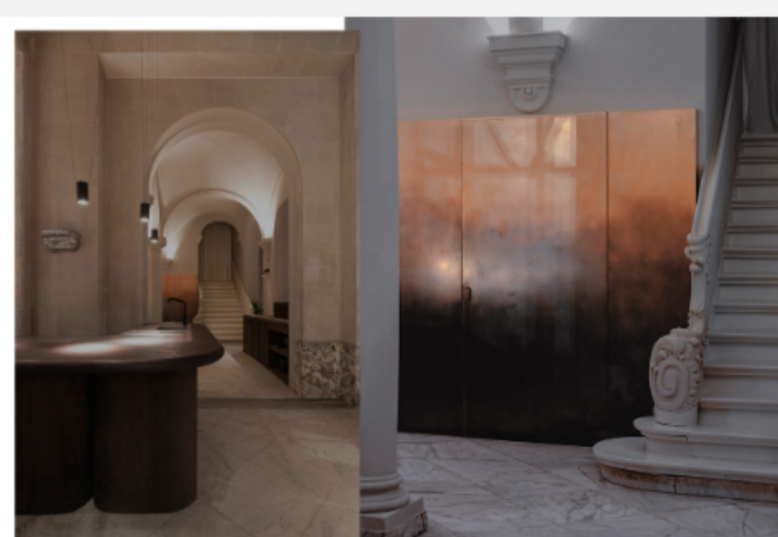
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