

## Applying the Integrative Design Process in Architectural Firms: An Analytical Study on Egyptian Firms

**Authors :** Carole A. El Raheb, Hassan K. Abdel-Salam, Ingi Elcherif

**Abstract :** An architect carrying the design process alone is the main reason for the deterioration of the quality of the architectural product as the complexity of the projects makes it a multi-disciplinary work; then, the Integrative Design Process (IDP) must be applied in the architectural firm especially from the early design phases to improve the product's quality and to eliminate the ignorance of the principles of design causing the occurrence of low-grade buildings. The research explores the Integrative Design (ID) principles that fit in the architectural practice. Constraints facing this application are presented with strategies and solutions to overcome them. A survey questionnaire was conducted to collect data from a number of recognized Egyptian Architecture, Engineering and Construction (AEC) firms that explores their opinions on using the IDP. This survey emphasizes the importance of the IDP in firms and presents the reasons preventing the firms from applying the IDP. The aim here is to investigate the potentials of integrating this approach into architectural firms emphasizing the importance of this application which ensures the realization of the project's goal and eliminates the reduction in the project's quality.

**Keywords :** application, architectural firms, integrative design principles, integrative design process, the project quality

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