

Godfrey makes BIM splash at SAAEMA meeting

At the monthly meeting of the Southern Arizona Architects and Engineers Marketing Association (SAAEMA), Preston Godfrey, RA, of ABA Architects was invited to provide a PowerPoint presentation on what he believes will soon be the standard on how architects and engineers alike view building design: BIM technology. BIM stands for building information modeling.

Earlier this year, ABA Architects transitioned from the previous software program of AutoCad to the current ArchiCad model. Many firms in Tucson have made the same switch, but when Godfrey asked how many people in the room were familiar with BIM, only about a third of the group indicated in the positive. A larger-than-average group, evenly divided among architects and engineers, was present at Viscount Suites to hear Godfrey speak about his firm and its move toward BIM technology.

Currently, ABA Architects is using BIM technology in the evolution of 3 projects: the Casa Grande School District Maintenance Facility, Santa Cruz Valley Unified School District's 8-classroom addition, and Tucson Water Department's Eastside Satellite Facility.

In addition, Godfrey discussed the advantages of BIM, some of the challenges presented by learning a new program for architects as well as their sub-consultants (engineers), the importance of in-house training, and how marketing will help promote the program to prospective ABA clients.

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