

The below answer sheet is for your own self-assessment.
Please keep your completed questionnaires and answers on file for your record.
These do not need to be sent to CPD Live. CPD-Live will send you certificate.

Proudly supported by



Custom Architectural Products - Balancing Creativity with Caution

1. Why are custom architectural products sometimes necessary?

Custom architectural products are sometimes required in order to align with specific aesthetic visions or solve specific engineering challenges.

2. What are the three levels of customisation?

- Standard products used unconventionally
- Standard products with adaptations
- Products that are completely bespoke

3. Name two reasons product suppliers are typically attracted to product customisation.

Answers include any two of the following:

- It represents a challenge
- It demonstrates their skill and can be used for marketing advantage
- It allows them to share the architect's vision and to be part of something special
- It helps upskill production teams and connect them to projects
- It presents possibilities for new product ranges or directions
- It helps build the supply chain and reinforce relationships for easier future customisation

4. Name two reasons architects are typically attracted to product customisation.

Answers include any two of the following:

- It delivers the possibility of solutions to unique problems
- It reinforces the design intent through customised finishes or operation
- It aligns with their established design aesthetic
- It provides an opportunity for creativity; and to work with a supplier to break new ground It offers the attraction of exclusivity and the possibility of agreements around IP
- It represents a marketing opportunity and displays their skill in managing complexity

5. What, from the perspective of architects, is one of the downsides of product customisation?

Answers include any of the following:

- They need to be onboard with the level of experimentation that customisation requires
- It can result in reputational damage if the completed product does not perform
- Custom products can take longer to produce as they involve new processes
- It can involve higher costs and therefore impacts to construction budgets

6. How does costing of custom architectural products differ from that of standard products?

Unlike standard products, budgeting of custom products must include design development, prototyping, testing, and production setup.