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## Customer Success Story

Image: Manas Design &amp; Detail

## Manas Design &amp; Detail

Interior design specialist, Manas Design & Detail, is on the threshold of meteoric growth. A productivity surge among its designers, triggered by the introduction of the new design and documentation system, **Autodesk Revit**, is tripling the company's chances of winning new business. Manas Design & Detail creates exclusive interior designs. Commissions include the French Embassy in Sandton, Johannesburg, and retail outlets for Arthur Kaplan Jewellers. Restaurant and leisure clients include Stuttafords Restaurants, The Meat Co, The Grill Club, and the high profile Monsoon Lagoon nightclub at Ceasars Place in Johannesburg, Gauteng.



*"With Autodesk Revit, our designers, who previously averaged one presentation a week, are delivering two or three, tripling our chances of winning new business."*

- **Scott Lamb**,  
general manager,  
Manas Design & Detail

## New Business Opportunities

The company, which has its own manufacturing facility, offers a turnkey service characterised by stylish innovation and uncompromising quality. Its commitment to quality is reflected in every aspect of its work – from new business proposals to design, factory workmanship and project execution.

With fewer than 10% of clients able to interpret a 2D drawing or visualise a potential project, one of the biggest challenges facing Manas Design & Detail is the effective communication of design intent. The challenge is heightened by the company's business model, according to which most concepts are developed on risk. This means that concept approval – and remuneration – can sometimes take anywhere from six months to a year.

Effective communication of design intent is facilitated by the creation of lifelike presentations, which include 3D computer-generated images. And while these conceptual images are key to securing new business, their creation has, until recently, been a lengthy and expensive process. A single specialist graphic artist rendered all the designers' presentations, slowing their output to a trickle and restricting the company's new business opportunities.

## Reversing Constraints on Proposals

Autodesk Revit has unleashed a productivity surge in the company's design office, removing restrictions on its design process, reducing the risk and cost of proposals and ensuring consistency in their quality. Designers' ability to create and render their own presentations has eliminated their reliance on the specialist graphic artist.

"With Autodesk Revit, designers, who previously averaged one presentation a week, are delivering two or three, tripling our chances of winning new business," says Scott Lamb, general manager of Manas Design & Detail.

Working in a third dimension – viewing design elements in context of the height and depth of a room – has also increased productivity dramatically. Developing concepts on screen, designers identify potential design flaws early in the design process, overcoming the aggravation of spotting a flaw during construction.



www.manas.co.za

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# Manas Design & Detail

## Volume in Context

"You can, for example, see the volume of a bulkhead in context of the volume of a room and also in relationship to other elements," says senior designer, Taryn Constable. "You quickly assess whether you need to, say, reduce its depth or increase its width. Refining designs on screen is a lot more efficient than reworking them on site."

With Autodesk Revit conceptual images and technical drawings are created simultaneously, boosting productivity of Manas Designs & Details' designers even further.

"As more and more detail is added to a concept," says Constable, "the information is reflected automatically in the working drawings. Once the concepts are approved, the project is ready to go. There isn't a time lag as we wait for working drawings."

Greater accuracy, or prevention of errors, also characterises the production of the technical drawings. Autodesk Revit's feature for standardising drawing styles prevents confusion caused by the use of different line weights and drawing styles by design team members. There is no disparity in the meaning of symbols, preventing confusion and errors in the procurement department or with contractors. Congruence in the scale of a drawing and the scale listed in the title block prevents project execution errors, preventing delays and the cost of on-site reworks.

## Cadplan Johannesburg

According to Constable, Manas Design & Detail has pushed the envelope in testing the functionality of Autodesk Revit.

"Interior designers expect more of their design software than architects, particularly from a lighting perspective," says Constable. "We've been a very demanding client, and together with Autodesk reseller, Cadplan, have tested the boundaries of the software."

With its greater design capacity and increased flow of proposals, Manas Design & Detail has, for the first time in its 13-year history, taken on sales specialists to interact with prospective new clients.

Increased design capacity at Manas Design & Detail is being matched by greater manufacturing capacity. The company is relocating to a new 2 000 m<sup>2</sup> head office, with larger manufacturing facilities, in Kyalami outside Johannesburg.

## Learn More

More detailed information about Autodesk Revit software, is available on the Autodesk website. Visit [www.autodesk.co.za](http://www.autodesk.co.za) or phone Amanda Wesson on (011) 805-1555.



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