

Amos Goldreich Architecture Welcome Pack



Welcome.

We're about to embark on a
life-changing adventure together.

You've chosen us, and we've chosen
you.

It's time we got to know one another.

Let's talk about you first.

You've reached a pivotal point in your life. You want to make big changes. You care a lot about your home and your surroundings, and you know they could be so much better – healthier, more energy-efficient, and more inspiring. That, in turn, will open up new horizons and enable you to do so much more.

You're excited about what's possible.

But that's not the full story.

There are pressures and stresses – perhaps emotional, perhaps financial. With so much going on you're not sure how you'll deal with the hectic process of turning your home upside down, and all the upheaval that entails. It's not just about you but about your family too.

It's a big deal, whichever way you look at it.

How can you be sure to make the right decisions – and not spend more than you have? How are you going to make this project work around your day-to-day life? How long will it take? And will it all be worth it in the end? (We can answer that last one right now – it will.)

We're in it together.

You'll be benefiting as much from our sharp ears and eyes, and our ability to think on our feet and stay calm, as from our technical and design skills. If you're putting your all into the project, it's only right that we should too.

Meet the team – every one of us.

You'll probably get to know us all, because we each have a crucial role to play, whether that's heading up the practice, keeping everything running smoothly back at base, or dealing with the unexpected out on site.

We love being a small, tight-knit team, and we're sure you'll appreciate that about us too. We each have different skills and perspectives, but we all agree on the things that matter in architecture – and in life.





Amos Goldreich
Director

Following graduation from the Architectural Association in London in 1999, Amos worked for a variety of high profile London-based design practices, including David Chipperfield, Stanton Williams, Haworth Tompkins and Feilden Clegg Bradley Studios. Diverse projects in the UK and abroad at different scales provided Amos with experience in the residential, commercial, cultural, and educational sectors. These included public buildings at David Chipperfield Architects, high-end retail projects at Stanton Williams, and at Feilden Clegg Bradley Studios, he was central to the team that designed and oversaw the construction of a RIBA Award-winning secondary school. In 2010, Amos established Amos Goldreich Architecture.



Danielle Mimran
Project Architect

Danielle qualified as an Architect in 2019 after graduating from The Cass School of Architecture. Throughout her architectural career Danielle has maintained a strong focus on housing, with a specific interest in alternative housing models. Danielle has gained experience working on housing projects at a range of scales, including: 800-unit developer led housing schemes, medium scale Local Authority led housing on backland infill sites, as well as one-off new build homes / extensions. Danielle joined Amos Goldreich Architecture in 2021.



Flavio Pettinelli
Project Architect

Flavio graduated from the Faculty of Architecture of Rome "La Sapienza" in 2014. Before joining AGA, Flavio gained significant experience in housing and regeneration schemes working in the Netherlands for different studios in Amsterdam, Rotterdam and The Hague. In recent years, Flavio has worked in London on a range of projects, including new built housing projects, listed buildings and hospitality schemes. Flavio joined Amos Goldreich Architecture in 2021.



Martin Walsh
Project Architect

Martin completed his Masters in Architecture at the University of Brighton in 2013 – with his thesis project subsequently being nominated for the BD Class of 2013 and the AJ Awards. Following graduation Martin worked for Perkins + Will gaining a wealth of experience in the commercial, hospitality and retail sectors notably in the Cambridge and London areas, whilst also undertaking work on international projects. He was recognised as part of the PW Next Generation Designers in 2018. In recent years Martin has focused more on retrofit and refurbishment schemes at both GPAD and Hale Brown Architects, including several challenging Listed Building developments across the UK.



Ané van der Westhuizen
Project Architect

Ané qualified as an Architect in 2018 after studying at The Cass and University of Sheffield. Prior to joining AGA she worked extensively on private residential and high-end hospitality schemes – both in London and South Africa. As many of these projects involved existing and Listed buildings, Ané has a real passion for retaining their unique existing characters in designs that respond to modern day living. Ané joined Amos Goldreich Architecture in 2022.

The things that matter.

You could call these our core values, but they're more than just a few abstract nouns to make us (and you) feel good. They're ways of being and doing that guide our every decision and our every aspiration, whether we're at our desks, knee-deep in builder's dust, or talking intently with you about the tiniest of details.

Giving you a seat at the table

From the very first glimmer of a design to you feeling right at home in your new space, it's a conversation. We design with you — not for you. You're an integral part of the design team. (You're not just coming along for the ride. And there'll be homework...)

Designing around you

Great design doesn't come out of a box. It's shaped by you and for you. Being attentive to what you say (and what you don't say) is our first step. Then it's about designing thoughtfully and rigorously, always with one eye firmly on the timeline and the costs.

Making you feel great

We all want to breathe easily, hear the birds sing, experience the seasons. When we're connected to nature, we feel calmer. So, even in a city street, we look for ways to bring nature in. That's a win-win for you and for nature.

Doing our best, for people

We're lucky enough to shape spaces and places for a living. But that also comes with a responsibility – to you, to everyone we work alongside, and to our many fellow humans. Everything we do should have a positive impact, and if we can make find small ways to make life better for people, we will.

Doing our bit

Community, society, the environment, the planet – these are big words and we're just a small team. But doing our best for people also means shaping the world we live in. Every one of our projects – yours included – is our chance to do good and bring joy. It's about making the world that little bit less fragile, and that little bit more wonderful.*

*On a related note, we've raised hundreds of pounds for two charities we hold close to our hearts.



Framework House
Completed 2021

Now over to you.

What matters to you?

How do you want your home to make you feel?

A project like yours is full of possibility, and yet it should also be rigorous and structured if it's to give you everything you want. That's why we follow the RIBA Plan of Work, a set of stages recommended by the Royal Institute of Architects. It's been tested to its limits by architects across the country, and – when followed carefully and thoughtfully – it ensures a streamlined, crack-free process.

It's not an easy thing to get your head around, though, so we've put ourselves in your shoes, unravelled the jargon, and come up with our own little guide.



A House For A Gardener
Completed 2021

RIBA Stage 1 – Preparation and brief (we get everything ready)



Whatever bits of inspiration have led you to this moment, now is the time to show us. And if our interest in you gets a bit personal (your life, your hopes, your dreams), it's because your home is personal. We want to make it right for you. There'll be homework too – a questionnaire that gets to the heart of things you might not have thought to tell us.

We gather all the information we can about the site, so that we know exactly what we're dealing with: its constraints, its context, and its potential. We help you arrange a detailed survey, so that everything – walls, floors, drains – gets measured, sized up, and committed to our 'blueprint document'. It's much better (and less costly) to get our heads around it all now than later.

You get to meet your Project Architect. That's the lucky member of our team who'll be by your side throughout, anticipating problems, fixing issues, and keeping everything – and everyone – running smoothly and in the right direction.

We put together a schedule of design meetings, each already with own agenda, so that there's a clear way forward and so that we (and you) come to the table prepared at every stage. With those dates in the diary and our blueprint document assembled, you can begin to see how your project might unfold.

Stage 2 – Concept Design (we get creative and crunch the numbers)



With the stage all set, we're itching to get creative. We begin by thinking through a few different layouts that tick the boxes for the key elements of your brief. With a bit of 2-D and 3-D magic – ie drawings and models – you'll see exactly how the different scenarios would work.

If two things in the brief conflict, or if anything else is great in theory but troublesome in practice, it jumps out at us straight away. So we sit down together and come up with another option. It's not about compromise, but about getting it absolutely right, whichever way you look at it.

We might run it past your local Planning department to check there's nothing they might object to in our design. At this point they can't give us guarantees, but it's reassuring to get this unofficial nod before moving forward.

With a plan properly in place, we crunch the numbers. We do that by bringing a Quantity Surveyor (QS) on board. We get a truly accurate picture of what the project will cost, and we won't get ourselves into that awkward and time-wasting situation of having to scale down our ambitions – and yours – when we get the quotes back from contractors.

Getting a reliable set of figures also means we won't be forced to make changes further down the line, which would entail going back to the local Planning department. Instead, we press ahead, secure and happy in the knowledge that what we've drawn will be a true reflection of our finished building.

Stage 4.2 – Tender (we help you choose the right builder)

With the quotes back from contractors, we go through and evaluate them all before recommending the one we think you should go with. We're thinking about price – but not just price. What will they be like to work with? Are they committed to getting every detail right? Are they as concerned with quality as we are?

Choosing the right team is one of the most important things you can do (almost as important as choosing the right architect).



Stage 5 – Construction (the heavy work gets underway)

Now the real, messy work can begin. That means dust, noise, and upheaval. But by this point you're ready for that, and we're right by your side.

We act as your contract administrator, liaising between you and the contractor, and monitoring quality, compliance, cost, and progress. If there's a query, issue, or doubt, we're here to resolve it. We hold regular site meetings and keep a record of everything that's agreed. We liaise with Building Control too.

In short, we take away the stress and we keep the wheels of your project turning in exactly the way we've planned.



Stage 6 – Handover (it's over to you)



When every last brick, nail and light bulb is in place, the house is yours at last.

It's an exciting moment, but a little daunting too. To make sure you know how to work every switch and every button, we leave you with your 'owner's manual'. It contains everything you need to make sure your home is keeping you perfectly comfortable and working just as efficiently as it should.

Rectification Period (we're still here for you)



We hope life in your new home is nothing but a joy, and we don't want you to worry about any little thing that might go wrong as you settle in. For the next few months we're still here to put any teething problems swiftly right.

Only then, once this process of snagging is complete, do we give you a 'final certificate'. And that's when you pay the last little sum to the contractor (usually 2.5%).

With that all-important piece of paper and that final transaction, the project is brought to a satisfying close. But for you and your new home, it's just the beginning.

We're ready to create something
amazing together.

Amos Goldreich Architecture

