

Iteration

Architecture

Why the second scheme beats the first, and how to keep options apart.

Iteration is producing several genuinely different resolutions of the same brief, testing each against the same criteria, and choosing rather than defending.

USEFUL OPTION COUNT
3 to 5

MUST DIFFER IN
strategy

- Three options that differ in shape are one option.
- Options must differ in strategy: entry, section, structure.
- Test all of them against the same three questions.
- Keep the drawings at one scale so they compare.
- Date and keep the rejected ones. You will return.
- A change late in the project is cheap on paper.

LOOK FOR IT

If all three options have the entrance in the same place, you have tested a facade, not a building.

Kill your darlings early. Sunk effort is not evidence; the drawing you spent longest on is not therefore right.