



ICE[®] HELPS DESIGNERS
GO THE DISTANCE





BUSINESS KNOWS NO BOUNDS, A LESSON THAT MONK OFFICE DESIGNER KIRSTEN CLUETT KNOWS ALL TOO WELL WORKING IN VICTORIA, BRITISH COLUMBIA.

FINDING NEW CLIENTS AND PROJECTS IS NEVER AN EASY TASK, BUT WHEN YOU ADD IN THE NATURAL BARRIER OF THE PACIFIC OCEAN AND A THREE HOUR COMMUTE OVER LAND AND SEA TO THE NEXT MAJOR CITY, YOU HAVE TO BE CREATIVE TO STAND OUT.

...and Monk Office excels at standing out, especially when it comes to using ICE.

One of Monk Office's most recent hurdles includes a project based in Mackenzie, British Columbia.

Showing clients that you share their vision is critical to any proposal, but with 1,000 kilometers between Monk Office's Victoria location and the Mackenzie-based client, Monk had to find creative ways to communicate.

Using the power of ICE, Monk Office was able to send vivid renderings and fly throughs to their client.

Traditionally the hardest part of any designer's job is closing the gap between client's expectations and their final design. With ICE, there is no gap. The client sees exactly what they're building and the price from the initial design to final installation.

"Without ICE, we would never have been offered that project" says Cluett. "The client actually offered us more projects because of how fast the turnaround time is when

using ICE and how great the end design looked.”

While winning jobs isn't new to Monk Office, overcoming the challenge of clients trying to imagine their space from two dimensional drawings was.

Monk's ability to quickly implement changes and give instant pricing using ICE has grown projects and inspired clients to do more with their space, creating a truly personalized and authentic design process.

“We use ICE in client meetings all the time and our clients are always blown away with how we're able to bring them into their space in 3D. It's important because Victoria is a very small market” says Cluett, “so being able to show clients exactly what they're getting is a huge advantage.”

Monk Office designers use ICE to design and create images and videos for clients, and their installation team uses ICE to see the project prior to installation. The integration of ICE for both the design and installation team has created a culture of collaboration within Monk Office, a close knit system that relies on the technology to tie it all together.

“ICE is invaluable from my point of view” says Cluett, “it's not just generating a price... it's taking care of everything.”

Schedule a live demo to see how ICE can change the way your clients experience projects, sales@ice-edge.com.

