



Intelligent
Technologies And Design

How To Make The Best Possible Decision
About Your **Building Envelope Project**
And Go From Good To Great ?

PANELS (R) - 70 each

WINDOWS + OBLOGS (2-2)

1 R. 2. 7. E.

870 RETRONS (M)

870 PIES (M) - 120

parté (N)



How To Make The Best Possible Decision About Your Building Envelope Project And Go From Good To Great?

Dedicated To The Purpose Of You Providing Excellence
In Timely, Energy Efficient, Sustainable Building Envelope
Projects That Empower Your Professional Reputation

The main intention of our work is to make sure that out of all the possible decisions about your building envelope project, you always make the **best decision** for you.



Intelligent
Technologies And Design

www.itd.systems



We all live in a modern era that is often called The Information Age. If you think about it, at our disposal we have so many different types of devices capable of delivering huge amounts of data "to anyone, anytime, anywhere". But this information does not translate directly into knowledge.

Since technology evolves much faster than human capacity to process information, that is why we usually can't use all the available data to make a decision about something or someone. So, whether you know it or not, you use an automatic shortcut decision-making process by relying on a few single features of available data.

What Kind Of Decisions Have You Made Today?

Everyone makes many decisions on a daily basis. From the moment you stand up in the morning, you are exposed to many choices.

In most cases, you use an automatic shortcut decision-making process and it's perfectly normal to be that way. It's like choosing what TV program to watch or what kind of hot beverage to enjoy while relaxing with friends. But sometimes making decisions requires you to stand up for yourself, do the right thing, and take responsibility.

If you take this idea one step further, you could ask yourself a question:

Is relying on a few single features of available data justifiable when making a decision that influences your **professional reputation**?

It's useful to think about how meeting deadlines, clear communication, excellent quality of work and cost-effectiveness strongly influence your income and professional reputation, isn't it?

Three Stonemasons Story

"The farther backward you can look, the farther forward you can see."
Winston Churchill

Long time ago one Italian priest told this story to his friend and he shared it with his family and they emigrated to the USA so it became a form of entertainment as well as education about history, culture, and values.

During the medieval times, in the eleventh century, the foundations of a magnificent cathedral were being laid in Pisa, Italy.

According to the story, a young boy was looking at the stonemasons working at the cathedral, every day and admired their skill. There were three stonemasons that impressed him the most.

One morning, he decided to meet and talk to them...

When you are not satisfied with your results, feeling stressed, uncertain and distracted, you know that some of the decisions you've made in the past were not good. On the other hand, when you experience success, you know you've made some good decisions and you **feel great**. The feelings that you feel after making the right decision open greater choices, more opportunities that add more flexibility and, most importantly, influence your profits.

How to apply those principles to the A/E/C industry, building envelope projects, specifically?

You might think: **What could happen if you don't choose the right building envelope design and engineering partner for your project?**

Any number of things could delay your project, cause damage on the object for which your company is held liable, and undermine your credibility as a result.

You might wait for too long to get a project quote. There is miscommunication between you and your partner. They are unable to dedicate themselves to your project.

What could happen if you choose the perfect building envelope design and engineering partner for your project? Peace of mind.

If we could describe the peace of mind that comes from choosing the right building envelope design and engineering partner, we would use two words: **competence and integrity**.

You want a capable and experienced partner who can deliver excellent work on schedule as promised.

Since you will be using the shortcut decision-making process, we want to make sure that you focus on questions based on competence and integrity. We don't know whether you'll decide to choose us as your preferred building envelope design, engineering and consulting studio on your next project or not, but our intention is to help you make the best decision about it.

Based on more than 46 years of collective experience with building projects on 5 continents, we know the feelings that you feel after making the right decision. We know how those feelings open **greater choices**, more opportunities, how they add more flexibility to your work and empower your professional reputation.

When you have answers to important questions, making a decision becomes extremely easy. So here are **the 3 questions** that we find most important to make the best decision about choosing your building envelope design & engineering studio:

1. Are they the real experts?

An expert has a clear objective in mind, is **focused on outcomes**, solves obstacles, and gives you peace of mind.

What's the main difference between real experts and an average building envelope design & engineering studio? **Results**.

There is only one way the real experts work and that is to define the objective according to your needs, they make a list, create an agenda, and they stay on time. They see the whole picture, but they are able to chunk it down to specific, minute details and deliver an excellent result.

It is easy to work with real experts because they know what to do and how to do it and by doing that they keep you away from problems.

2. Will they deliver excellent results on schedule?

Excellence is an extreme form of human behavior in any field.

To be successful in the construction industry today, you want to have partners who will help you to **significantly improve** your performance to the level of excellence. Excellence is not learned at school, it comes from real life experience and modeling of successful principles from past building envelope design projects.

The final product of building envelope design and engineering connects all the elements of a construction project in a meaningful way. It's a blueprint that brings every new building to life.

If we look at the bigger picture, the first step in every important construction project planning is setting clear objective by both the investor and architect which have to be achieved with excellence in quality of materials and performance.

3. What is the price range?

You know there are different ways to reach a particular location and there are different ways to approach your new building envelope project.

For example, to go from Atlanta to New York you could take a bus or train, maybe you could go by car or motorbike, using interstate highways, state highways or maybe county highways, but you could also fly. When flying, you could choose between economy class, business class or even the first class. To get from Atlanta to New York, you could also rent a private jet. There are even more choices to reach New York, but the most important thing is that you have a safe journey and come to New York on schedule.

Following that analogy, there are also different ways to reach your building envelope project objectives. There is no wrong or right way. The way you eventually choose is based on what is most important to you when choosing a partner.

If you are looking for a building envelope design & engineering studio with a flashy office in downtown Manhattan and with high-priced services, ITD Systems is not the company for you. But if you want to get a quote for your project in **24 to 48 hours** and custom projects delivered in **2-4 weeks** at a very competitive price, you'll want to contact us and find out more.

He greeted the first stonemason and said: "Good morrow, sir! I admire your skill, could you tell me more about your work?"

The first stonemason looked at the boy harshly and said: «Can't you see, I am sitting here and there is this block of huge stone in front of me. It is more than 2 meters wide, 2 meters high and 2 meters long. And as I am hammering the chisel I feel like parts of my life are being chipped away. As you can see, my hands are hard and full of blisters. My face is full of wrinkles and my hair is gray. This work is the same every day and there is no satisfaction in it because I'll be dead long before the cathedral is finished."

The young boy thanked the first stonemason, wished him well and moved on to meet the second stonemason. "Good morrow, sir! I admire your skill, could you tell me more about your work?"



“The fact that ITD Systems completed the project in less than 45 days, including the time it takes to ship 40 tons of turrets across the Atlantic, still impresses me.”

Bruno Travalja,
President of Crowne Architectural Systems

Who is ITD Systems?

We are an independent building envelope design, engineering, and consulting studio, based in Croatia, Europe.

We are a dynamic team of experienced engineers offering customized solutions for every design requirement.

Our engineering team’s extensive experience comes from working within AluK Group. Headquartered in Verona, Italy, AluK brand became an international standard for high quality, reliable systems for aluminum windows/doors and curtain walls. Founded in 1969 in Italy, AluK has been present in Croatia since 1990.

Being a part of such a huge network of independent professionals and specialists means that we can provide a broad range of services for the construction industry.

We work with all major international system manufacturers and glass suppliers to offer solutions for:

- aluminum and steel curtain wall systems
- aluminum, steel (including stainless and CorTen steel) and bronze doors and windows
- rainscreen cladding systems
- custom aluminum extrusions
- customized steel structures
- glass, aluminum, and stainless steel railings
- sunshade systems
- glazed roofs



Drawing on international experience on both sides of the Atlantic, we work closely with independent testing laboratories and consulting companies to provide watertightness, airtightness, thermal, acoustic and fire tests.

Our **international experience on 5 continents** also means that we can quickly adapt to local needs and requirements to provide services varying from assisted design to on-site installation support, including structural calculations, take-offs, shop drawings, and installation and fabrication drawings.

"Dear boy," said the second stonemason lovingly, "as you can see, I am sitting here and there is this block of huge stone in front of me. It is more than 2 meters wide, 2 meters high and 2 meters long. And with every stroke of my chisel I sense that I am carving out my life and a future for my family. I am able to shelter my family in a comfortable house, far better than the one in which I grew up. My children attend school and they are in the position to have even more success in life. All this is made possible by my work. Because, as I give to the cathedral through my skill, the cathedral gives back to me."

The young boy thanked the second stonemason, wished all the best to him and his family and moved to talk to the third stonemason...



How easy would it be to choose ITD Systems for your next building envelope project?

There are **3 main benefits** for you so it is really an easy choice:

1.

Put your building envelope design & engineering on **auto-pilot** with us and let our extended network of dedicated professionals handle the details and deliver clear, precise documentation for your project

2.

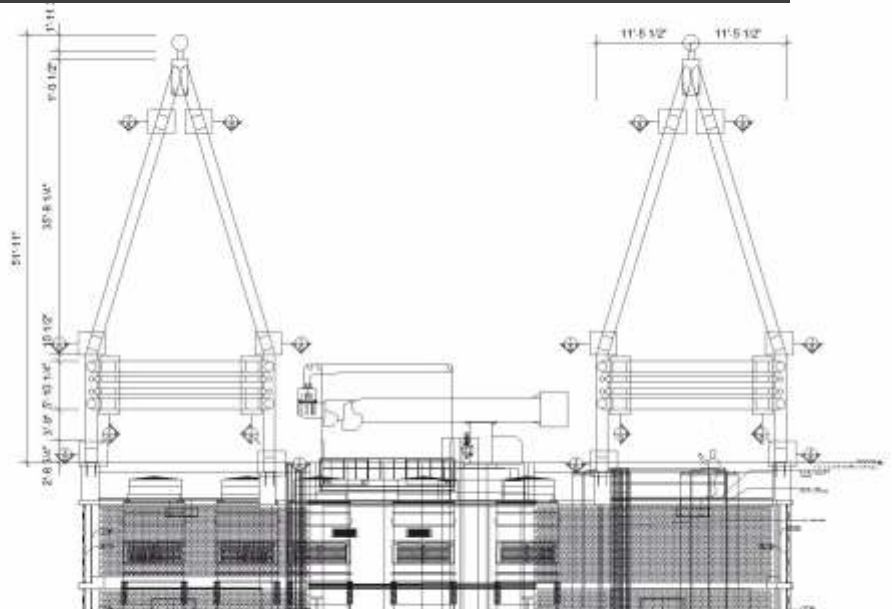
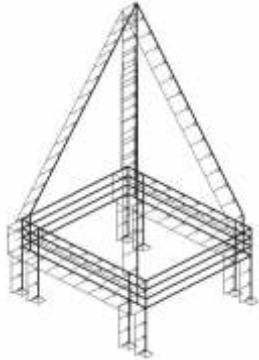
Have a **peace of mind** that everything will be done on schedule and that our activities will strengthen your credibility and professional reputation

3.

Get a quote within **24-48 hours**, custom projects finished in **2-4 weeks** with excellence at a very competitive price

Our Projects

5 Beekman, New York, NY



Intelligent Technologies And Design has provided the custom-designed steel turrets atop of the 5 Beekman building.

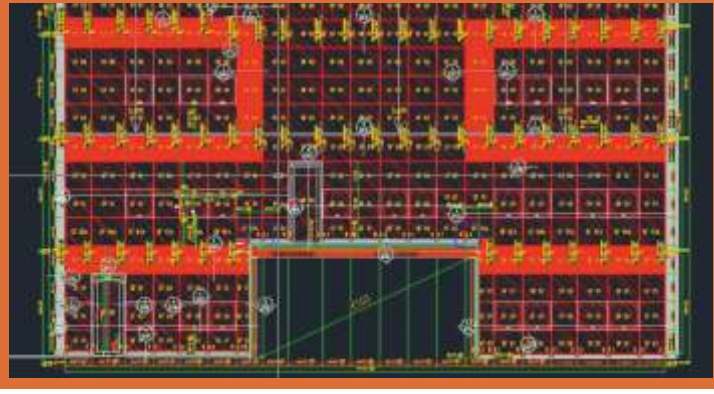
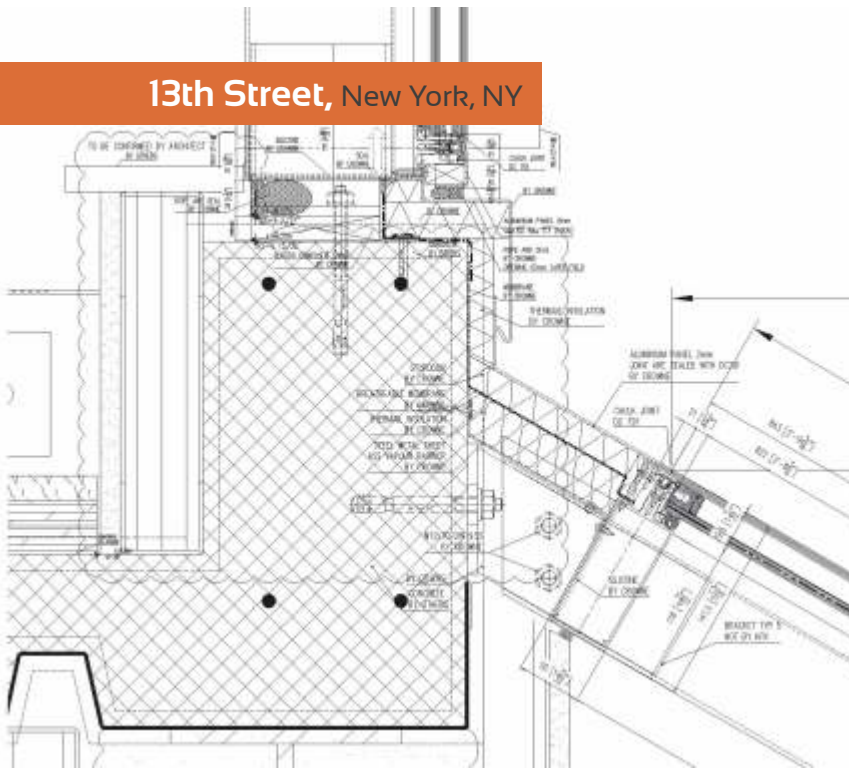
Starting from the architect's sketch, we were able to provide complete design and engineering for this custom steel structure, from the initial structural analysis that enabled us to establish the exact dimensions of the structure and its components, to the final fabrication drawings that defined the precise shape and dimension of even the smallest element.

Upon approval of the fabrication drawings, we were able to manufacture these incredible steel turrets in segments that are large enough to enable easy installation in the field yet small enough to fit into shipping containers to be delivered on site and be manageable on such a demanding site as the heart of Manhattan's financial district.

...and said: "Good morrow, sir! I admire your skill, could you tell me more about your work?" "Good morrow, young man!" said the third stonemason with joy in his voice while smiling. "You see, I am sitting here and there is this block of huge stone in front of me. It is more than 2 meters wide, 2 meters high and 2 meters long. And I caress this stone with my chisel every day because I know I am shaping my destiny that way. Do you see how much beauty is trapped within this stone and how it begins to emerge? While sitting here, I am celebrating not only my integrity and competence, but I am contributing to everything that I value and believe in that is represented by this cathedral, in an environment where everybody gives his best for the benefit of all. Here, I am at peace with who I am, and I am grateful that, although I will never see the completion of this great cathedral, it will stand a thousand years from now as a monument that's celebrating our purpose and what is worthy in all of us."

Inspired by his story, the young boy walked the streets of Pisa thinking about the words he heard that day, thinking about all three stonemasons doing the same job yet being so different. He lost the track of time while walking but finally arrived home late at night and...

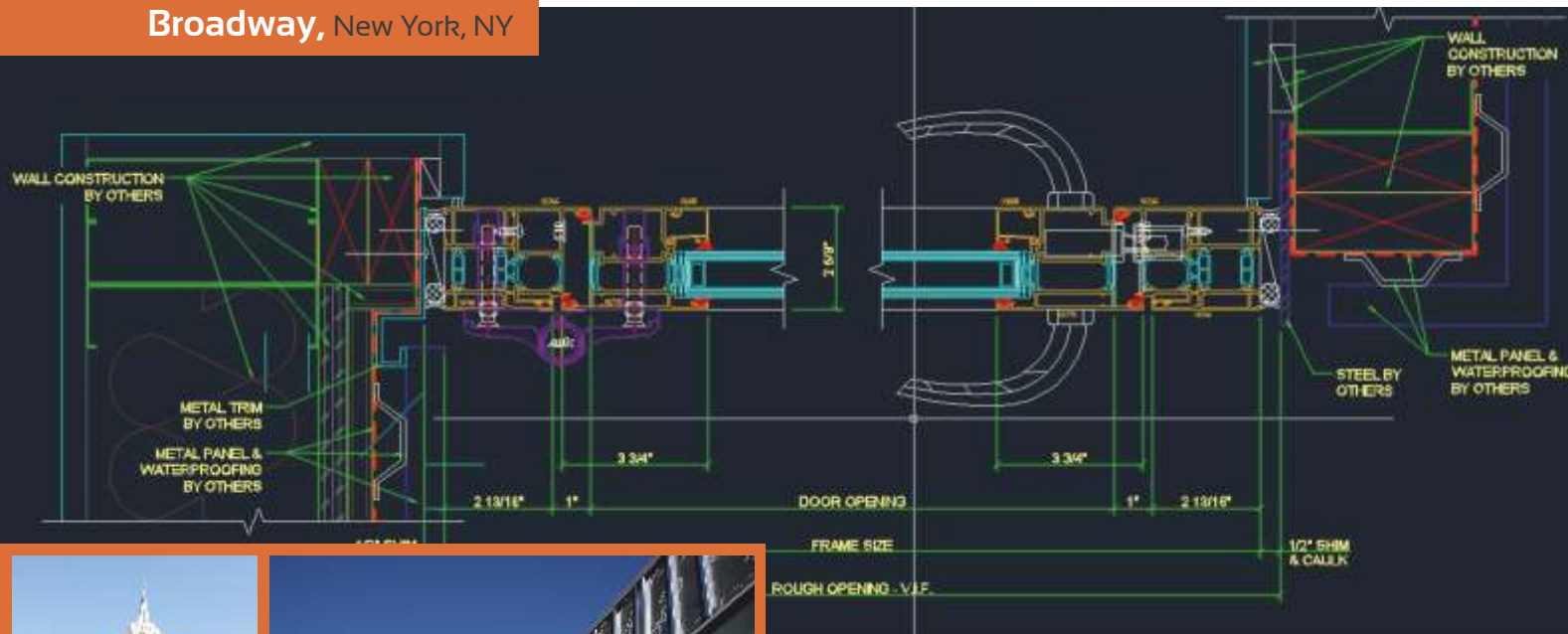
13th Street, New York, NY



Intelligent Technologies And Design provided consulting and engineering services including expert supervision during the fabrication and installation of the custom glazed aluminum curtain wall by European system manufacturer AluK.

We also coordinated all necessary air- and watertightness preliminary testing, including warranties for hardware and custom powder coating.

Broadway, New York, NY



Intelligent Technologies And Design supplied unitized curtain wall elements in the form of custom structurally glazed aluminum windows by European system manufacturer AluK, including expert supervision during installation on site of this unique penthouse apartment on Broadway.

What is the most important thing about building envelope projects for you?

It is easy to contact us now while you're thinking about it:

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...that night the boy slept with a peace of mind because when in the morning his mother said: "Stand up, my dear son!" he was absolutely certain and made a decision to apprentice himself to the third stonemason.

*The "Three stonemasons story" has been modified for the purpose of this brochure, but the primary source can be found in the book: "The Magic of Metaphor" by Nick Owen. Other known sources of the story: "Kitchen Table Wisdom" Rachel Naomi Remen and Roberto Assagioli

Your Building Envelope Project Notes:







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