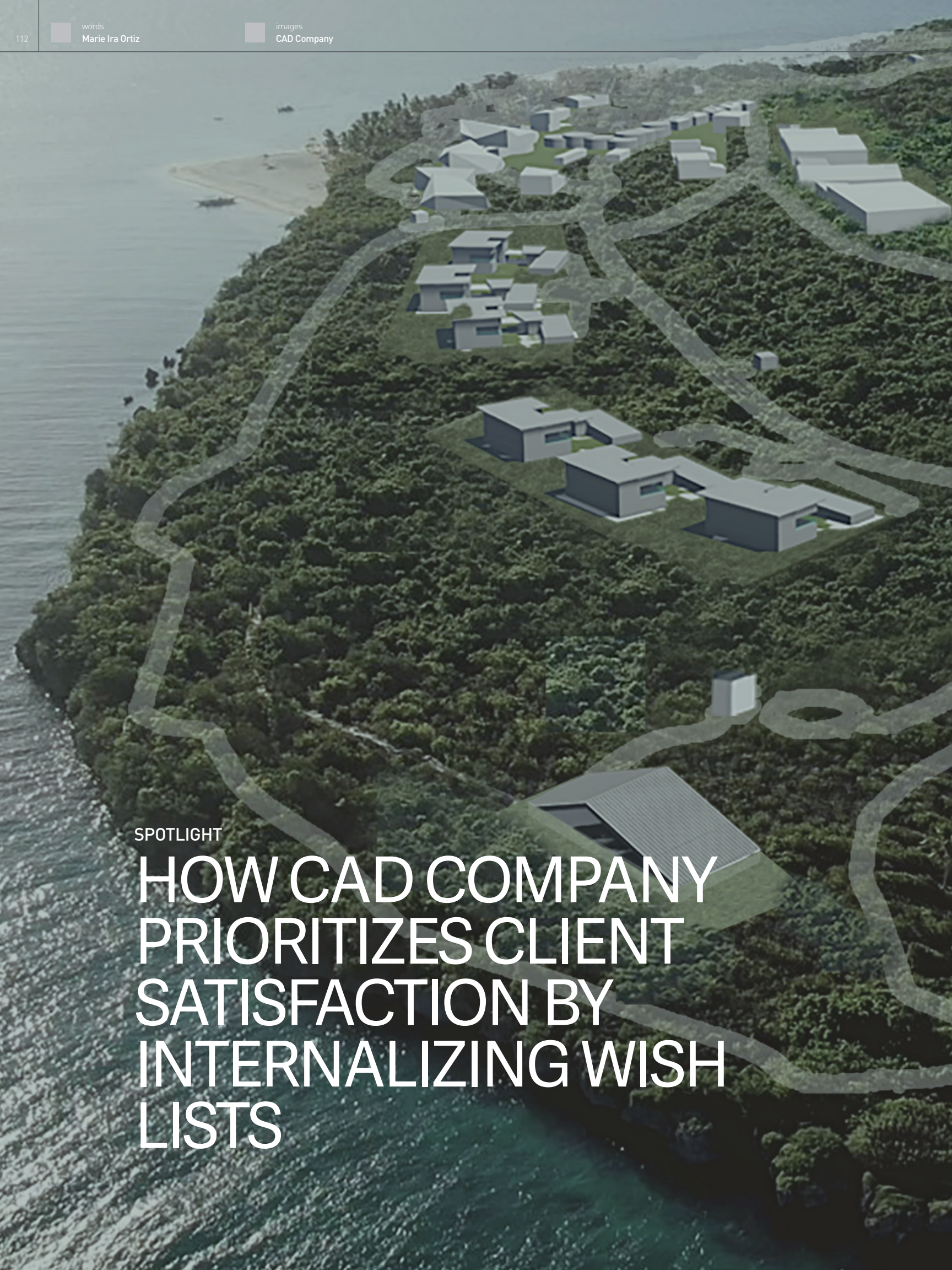


SPOTLIGHT

HOW CAD COMPANY PRIORITIZES CLIENT SATISFACTION BY INTERNALIZING WISH LISTS



Meeting client expectations is always a concern for many architectural firms. Without a robust sense of direction, inexperienced firms could be overwhelmed by more than just a handful of obstacles. This is why knowing how to establish rapport with clients, gauge their needs, and produce their desired output isn't as straightforward as it looks.

It's not just CAD Company's experience that gives them an edge in the industry; it's the process of grounding each project delicately with a client Wish list. This methodology has allowed the firm to exceed client expectations by focusing on their wishes and delivering high-quality outcomes through thorough research and due diligence.

Branching Out One Stone At a Time

The roots of CAD Company first started as the fledgling project of Architect Jose Mari Cañizares. As JM Cañizares Architects back in 1972, its humble beginnings of working on client projects began in the garage of Ar. Mari's parents. Like any professional seeking to start their own practice, JM Cañizares Architects started small and persevered through pure passion, grit, and love for architecture.

"As a new architect, you normally start with smaller-scale projects, beginning with residential projects and slowly scaling up to larger projects. Your clients initially are your relatives to gain traction, experience, and exposure," recalls current CAD Company Senior partner Ar. Mari.

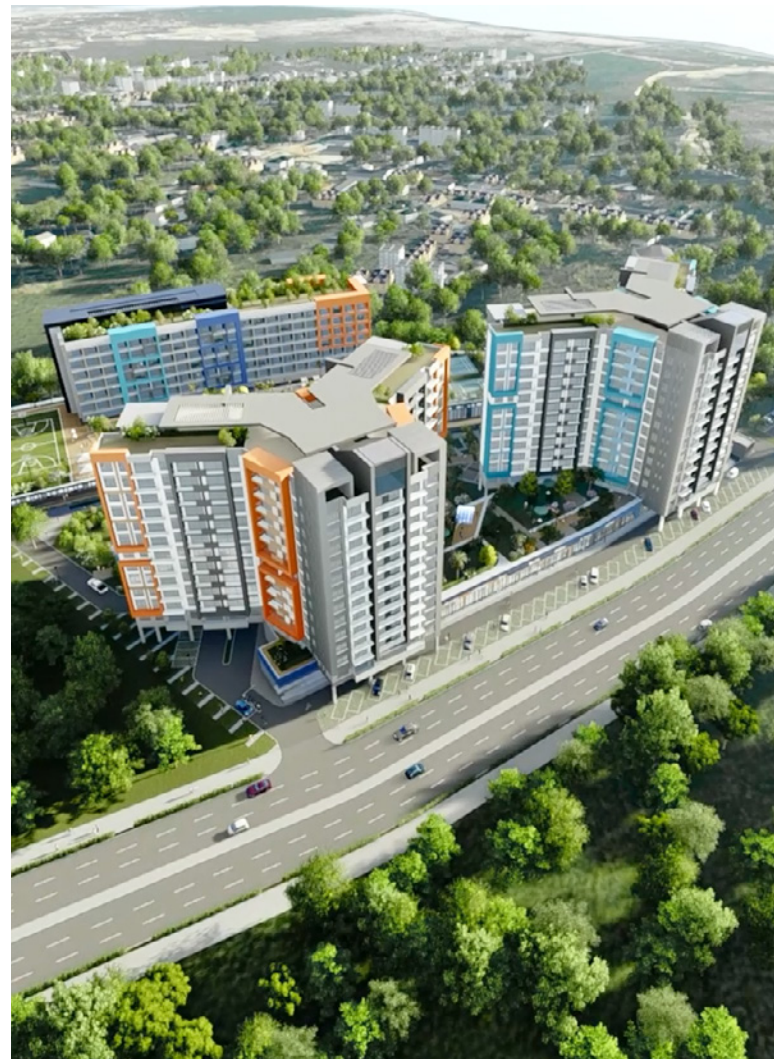
One of Ar. Mari's first landmark projects was constructing a house in Cebu's prestigious Maria Luisa estate park. The house had a coral stone facade and was completed in 1973. This design would win the 1978 Bahay Filipino Award for outstanding design and Innovative use of indigenous building materials.

Building an Impressive Portfolio

In its earlier years, the firm initially focused on designing beach resorts and master-planned communities in Cebu and neighboring islands, such as Tambuli Beach Club, Pulchra Resort, Argao Beach Club, Badian Island Resort, and Bohol Beach Club. It later diversified its portfolio to include commercial establishments, banks, malls, hotels, schools, and churches.

From a sole proprietorship, Ar. Mari's practice would later develop into "CAD Company" in 2021 to embrace the collective achievements of every team member. The abbreviation "CAD" stands for Cañizares Architects Design, representing their commitment to innovative design solutions. Additionally, "CAD" also stands for "Computer Aided Design," highlighting their proficiency in utilizing advanced technology within the design industry.

Some of CAD Company's notable projects include the Terminal 1 of Mactan-Cebu International Airport (MCI), completed in the early 1990s, which showcased the use of "Sudtonggan" Stone as a signature finishing material, now known as Mactan Stone. Among CAD Company's recent undertakings is the ongoing development of Global City Mandaue, which is a massive project that involves streamlined collaboration with several firms.



Working With Client Wish Lists

"We aim to develop design solutions that satisfy quality, budget, efficiency, and environmental responsiveness without compromising Architectural creativity." Ar. Mari adds, "We always start every project by believing that fulfilling the Client's Wish List and Design Brief is our ultimate goal."

The core value of CAD Company requires the team to internalize the client's wish list and design brief to strive for perfection through service excellence. This allows them to exceed expectations and ensure the highest level of client satisfaction, from project closure to after-sales support. Constant communication is paramount in ensuring the client is in safe hands.

With this design methodology in mind, CAD Company can tackle various design specialties and principles by truly understanding the client's needs and wishes. "Clients come to us to solve their architectural needs, so it's only fitting that we put ourselves in the client's shoes to fully understand their needs, be it a house, hotel, church, or commercial building," says Ar. Mari.

Guiding CAD Company's projects with this mindset allowed them to develop diverse, innovative, and sustainable solutions tailored to the unique needs of each client and location.



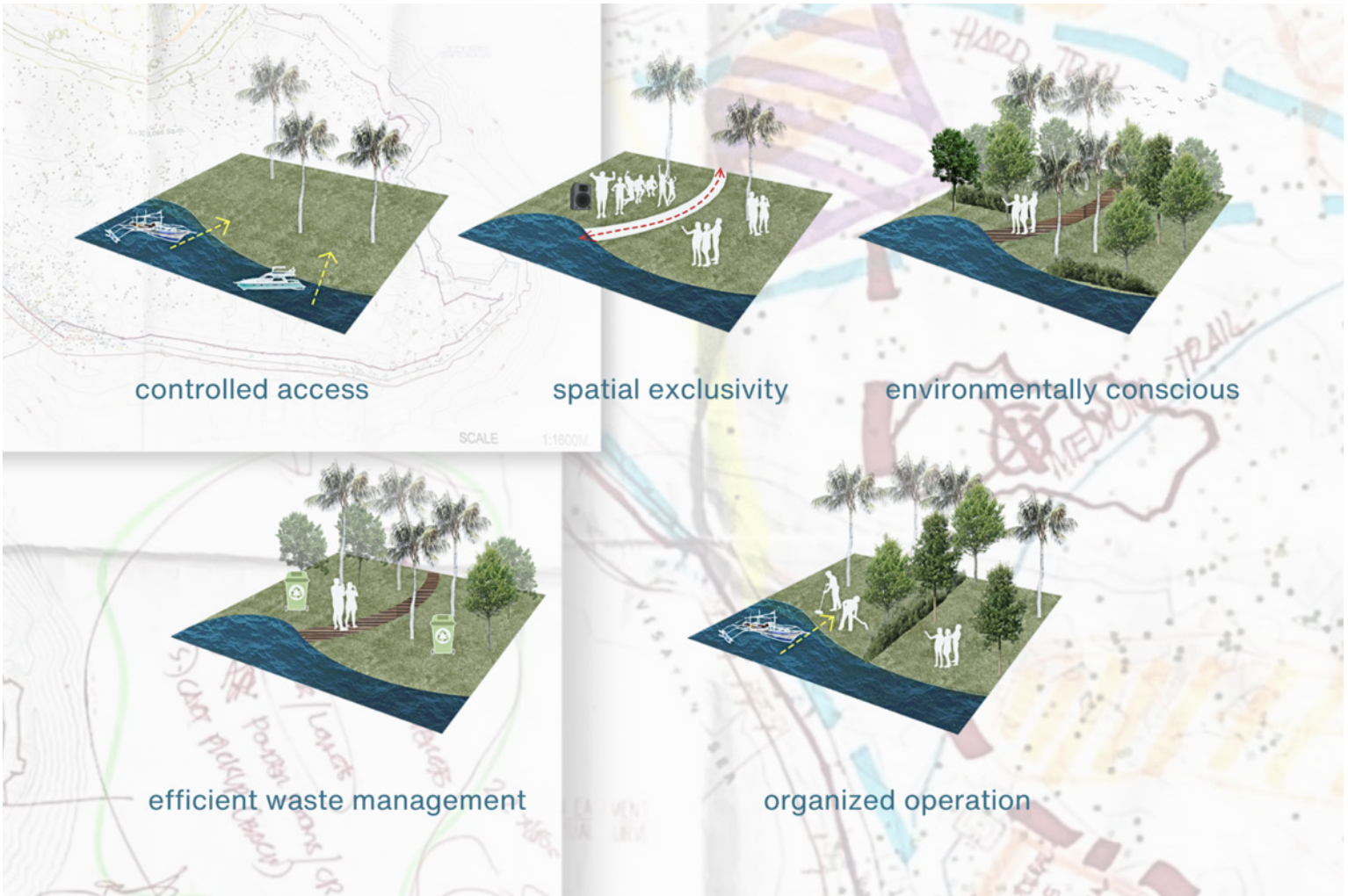
Virgin Island

Located in Bantayan, Cebu, it has a massive total area of 30.9 hectares. It holds a wide array of structures, including private villas, hotel accommodations, conservation areas, adventure zones, trails, a heritage zone, and commercial attractions.

This project had to undergo extensive planning to integrate existing structures with new proposals that account for over 3,000 daily visitors. Its key challenges include balancing conservation and consideration of the infrastructure of facilities to maintain operational logistics.

Its most prominent feature is its welcome pavilion. It's steel-framed and bamboo-clad, and it serves as the island's main entrance, showcasing long-span capabilities while preserving a native aesthetic. The project was completed by mostly using locally available resources, implementing responsible waste management, and maintaining environmental sensitivity.





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Global City Mandaue is designed to contain seamless roads, bridges, waterfronts, green parks, and leisure lanes, to name a few.

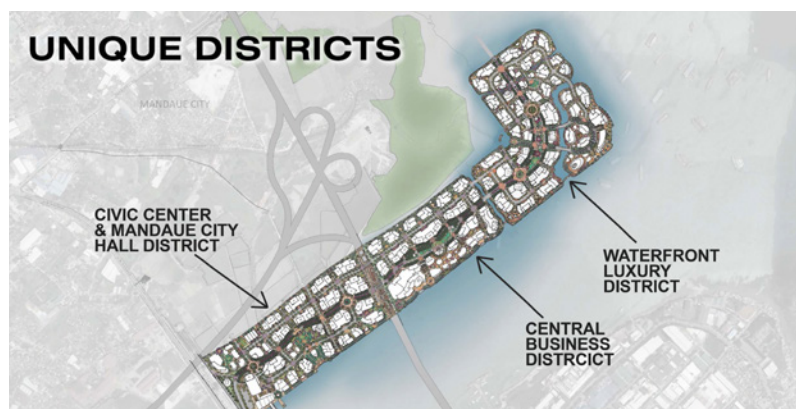


Global City Mandaue

The project is a master-planned township divided into Civic, Business, and Waterfront Luxury districts, interconnected by roads, bridges, waterfronts, and green parks. Covering over 131 hectares, the project was done in collaboration with Zhen Architects and Seed Design & Planning Studio as partner environmental planners.

Global City Mandaue is designed to contain seamless roads, bridges, waterfronts, green parks, and leisure lanes, to name a few. Its key features include utilizing biophilic design to ensure that green facades and Certified Green buildings contribute to the different districts' sustainability.







JOIL Hotel and Company de Cordova

Located in the municipality of Cordova, Cebu, the client, JOIL C and C Inc., initiated this world-class hotel project by recognizing its potential to attract tourists to Cordova. Part of the wishlist includes having luxurious amenities and taking advantage of its strategic location near the 3rd Mactan Bridge causeway.

The hotel features three interconnected towers with 800 rooms. Its amenities include an Infinity pool, cinemas, a library café, a fitness room, a yoga studio, multi-level parking, a golf range, and sports courts.

The hotel is designed for up to 2,500 guests at full capacity, requiring meticulous planning of amenities and spaces. The interconnected towers through sky bridges also proved to be a design challenge, but they also merit the project's aesthetic uniqueness without sacrificing functionality.





Embracing New Perspectives and Practices

In 2010, the firm expanded its reach and was renamed Cañizares Architects, which also led to bringing in Ar. Mari's two sons, Architect Jose Diego Cañizares in 2011 and Architect Kenzo John Cañizares in 2015. This passing of the torch opens many doors for CAD Company to diversify its architectural practice in approaching the modern architectural landscape.

Architect Jose Diego Cañizares manages the day-to-day operations of the firm and thinks in terms of Time, Cost, Efficiency, and Client satisfaction. A Licensed Architect and Real Estate Broker, he's known for being deeply passionate about creating eco-friendly spaces that prioritize sustainability without sacrificing functionality or aesthetic appeal.

Ar. Diego achieves this through a forward-thinking approach to sustainable design. This open-minded approach has led to a track record of successful and innovative projects that are not only visually stunning but also highly sustainable.

"I believe that collaboration is essential to achieving the best design solutions and value input from many different sources, including Clients, Colleagues, Peers, and other professionals in the industry," – Ar. Diego

Architect Kenzo John Cañizares is a blend of sociability and introspection, using flexibility to guide his approach and prioritizing teamwork and collaboration at the core. Detail-oriented yet focused on the big picture, Ar. Kenzo thrives on creative design and uniqueness.

Ar. Kenzo utilizes his creativity through positive problem-solving and environmentally conscious work. Life outside work inspires him and feeds him a sense of the limitless.

"Envisioning future success keeps me motivated, while facing setbacks inspires practical solutions and real-life experiences." – Ar. Kenzo

Diversification as the Blueprint of Growth

CAD Company continues to garner recognition and awards from both local and international organizations over the years. It has diversified its practice with dynamic partners and associates, allowing it to stay relevant in the scene. The firm recently gained recognition as one of the top 10 performing architectural firms in the Philippines by BCI Asia (Building Construction Industry).

Partners Ar. Mari, Ar. Kenzo, Ar. Diego and the rest of the CAD Company team are excited to take the firm to the next level, broadening the range and reach of their services. Producing great output is always at the core of aligning their environmentally responsive and livable design methodologies as creative professionals.

The firm continues to welcome collaboration by leveraging the knowledge transfer of best practices gathered through its key partnerships with local and international networks. Ar. Mari looks positively toward the firm's future by stating that "Moving forward, CAD Company aims to utilize the firm's experiences with different partnerships and projects to establish its role in nation-building and contribute to the local landscape rooted in the passion for great design." **D+C**

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Ar. Jose Mari Cañizares, Ar. Jose Diego Cañizares and Ar. Kenzo John Cañizares of CAD Company

CAD Company Partners

Global City Mandaue Foreign Concept Partner: CallisonRTKL is a global architecture, urban planning, design, and creative services organization, and part of the Arcadis network. It is currently ranked as the Top 2 performing firm by World Architecture 2024 within the Arcadis Network.

JOIL Hotel & Company de Cordova Foreign Concept Partner: Heerim Architects & Planners is the leading architectural practice in Korea, having successfully expanded its presence in both domestic and international markets. It is currently ranked as the Top 6 performing firm by World Architecture 2024.