

Innovative Worldwide VE Case Studies & How Cultural Values Impact Creativity

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Value Management Strategies

Creativity

“An organized way to allow the mind to produce ideas without getting bogged down in trying to judge the value of those ideas at the same time” Dr. Alex Osborn

“A behavior that uncovers a relationship when none previously existed; a relationship between people, objects, symbols, or any combination of ideas” Dell’Isola (1997)

Creativity Blocks

- **Perceptual Blocks**
- **Emotional Blocks**
- **Habitual Blocks**
- **Professional Blocks**
- **Cultural Blocks**

Missouri DOT Peanabout

**“Functional Understanding & Exceptional Creativity Did The Job
On This One!”**

**MoDOT Module I
VA Alternative “Peanabout”**



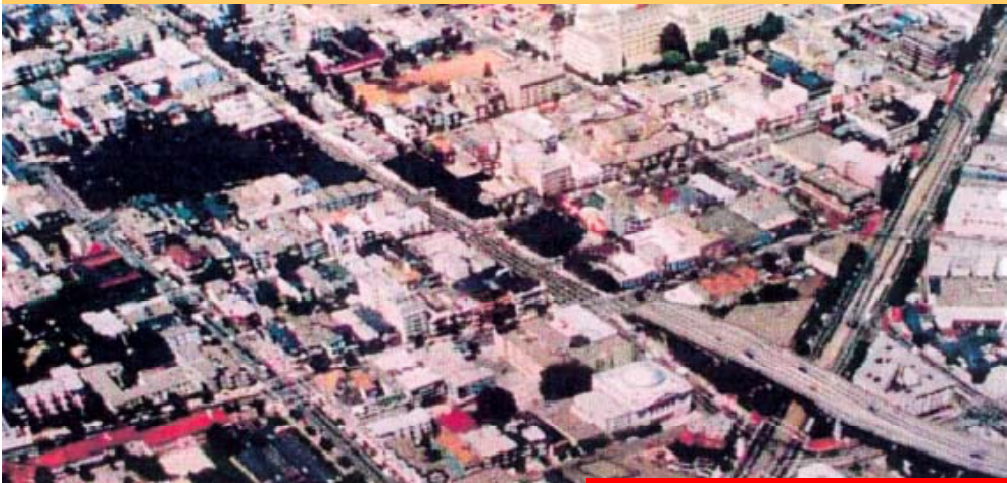
George Hunter, P.E., CVS - Global
Management Systems

US-101 Central Freeway

“Looking for a Logical Terminus in your Terrain”



ORIGINAL DESIGN



VA ALTERNATIVE

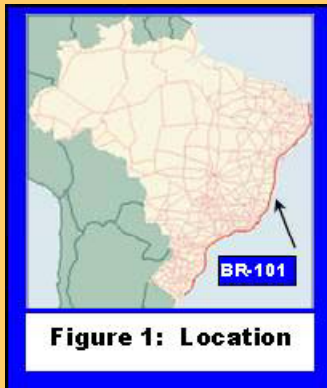
Seoul Toll Plaza

“Morphing The Shape Of Your Facility Into An Optimal Design”

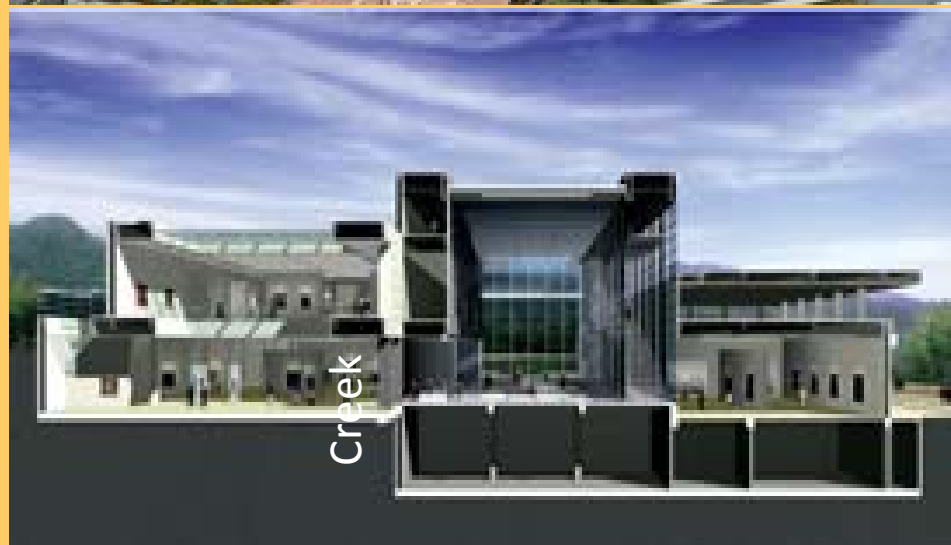
Project	Reducing the traffic delay caused by the toll booth	Performance	Cost	Index
Orig. design	<p>Expanding road lane of both direction(All direction)</p>	44.9	315	0.14
Set 4	<p>Expanding road lane of both direction(Pusan direction)</p>	64.5	242	0.27
set 6	<p>Change toll booth layout of all direction (Zigzag rearrangement)</p>	53.2	157	0.34

“Corredor Nordeste”

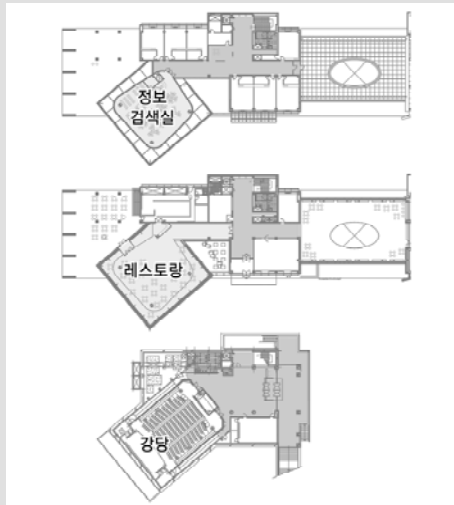
Supplanting Low Investments In Planning & Engineering



Art Gallery– Daegu City Public Private Partnership “ \$\$\$\$\$ ”

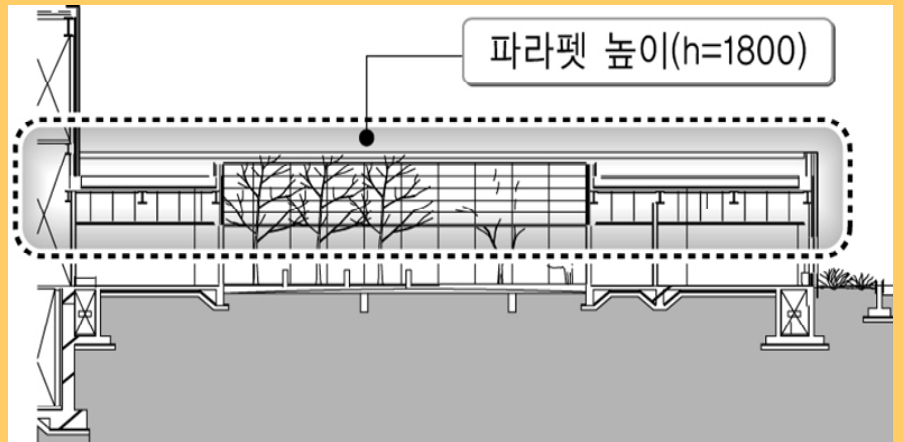
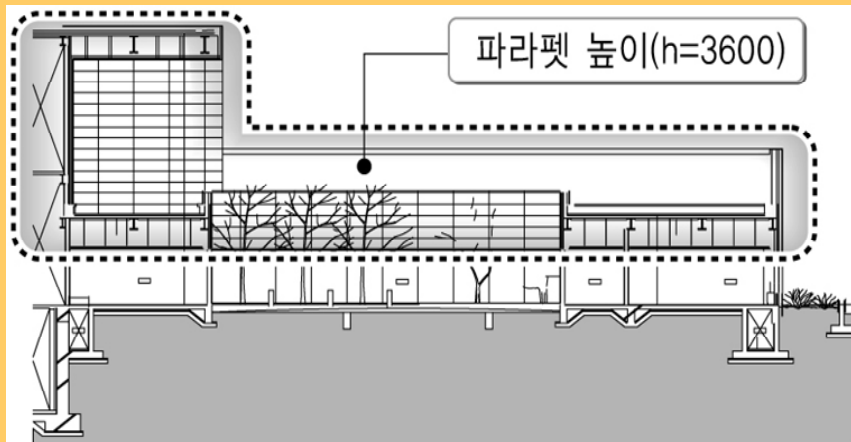
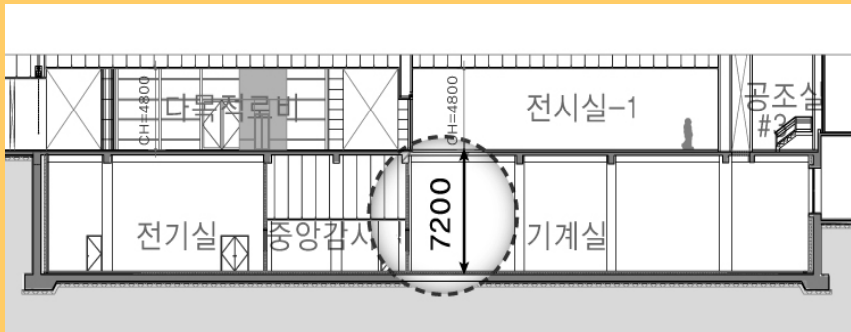
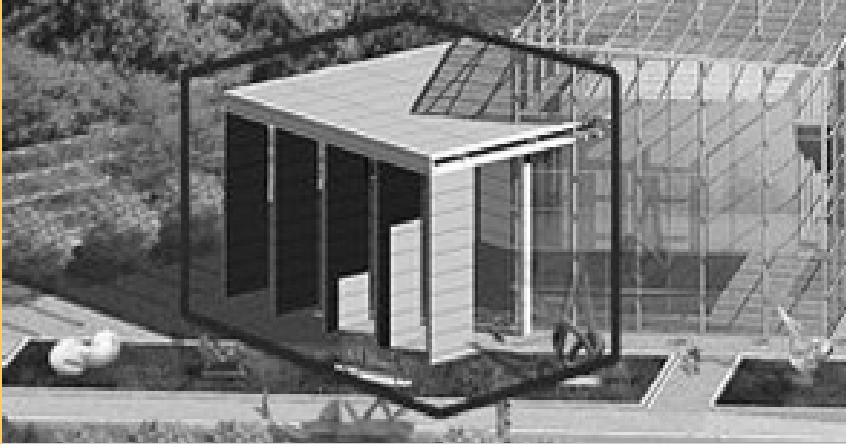


Basic Plan



Alternatives



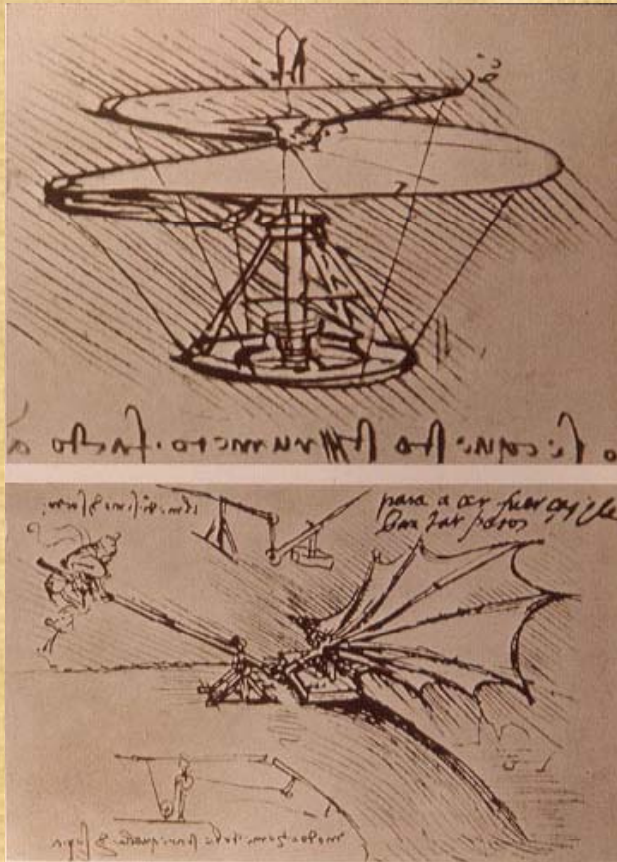


Conclusions

- **Cultural Influences**
 - Language
 - Belief System
 - Wealth (or lack thereof)
 - Role of Authority
- **Value Management's Contribution**
 - The VE Job Plan
 - Heuristics

Beware of the nemesis of creativity?

Thank you !



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