

bimobject®

Why specifiers use BIM

An inside-out perspective
for manufacturers



Why are we working with BIM?

BIM offers an overabundance of benefits. It helps architects, engineers, contractors and owners/operators (AECO) collaborate to efficiently produce building projects that deliver on budget and on time. This had led to a global surge in BIM adoption and the enforcement of national BIM mandates.

The reasons are clear and the figures confirm it. If we take a look at the users on BIMobject, the world's leading global marketplace for BIM objects, the number of registered users has quadrupled in less than three years: from 500,000 in August 2017 to more than 2.3 million in October 2021. And the trend is hardly slowing down.

But adoption drives up demand, and designers need manufacturer-specific BIM objects to populate their models. So, we've interviewed dozens of architects and engineers to find out what they need, why they use BIM and how the BIMobject marketplace fulfils their needs.



What is BIM?

BIM, short for Building Information Modelling, is a 3D digital building process where information about every single component is managed across the project team and throughout its lifecycle. The building process gives architects, engineers, contractors and owners/ operators (AECO) precise information about a building model's physical and functional components. Which, in turn, makes it easier to plan, design and construct in a smarter, faster and more sustainable way.

Working with BIM requires that all building elements are available in a digital format. So, manufacturers need to deliver BIM objects.

What are BIM objects?

BIM objects are information-rich digital twins of physical products that designers use to populate the model. These objects not only represent the physical properties of the products but also include other essential data such as product information, installation instructions, energy consumption, eco-labels, operating costs and product lifetime.



What is BIMobject?

BIMobject is a global marketplace for the construction industry that provides architects and engineers with the information and inspiration they need to design buildings faster, smarter and greener. With 2,000+ building product brands and 100 of the world's top 100 architect firms among the users, BIMobject powers digital building design worldwide.

How BIM improves business and work processes for AECO

"Much like AutoCAD back in the day, BIM has now become the fundamental working process for architects and engineers. Beyond the speed and reliability it offers when drafting the project, BIM serves as a connecting thread throughout the building's life cycle. Once the building is built, BIM becomes the basis for its management; both for maintenance and renovation."



Alejandro Díaz-Pavón
Architect in the maintenance department
INECO

"BIM offers a wide range of professional benefits, the most important ones being productivity and cross-industry coordination. It enables us to effectively detect clashes and errors that otherwise wouldn't surface until at the actual construction site. The possibility of direct 3D design is an advantage over traditional designs."



Anna Komorowska
Architect,
A-Concept studio

"BIM brings a whole range of benefits. Geometric coordination with other disciplines speeds up the realisation phase and avoids delays. Pre-fabrication of plant parts makes it more efficient to work on-site. BIM also alleviates the planning and management of work processes and maps out the building's future maintenance needs."



Matteo Santi
BIM coordinator and MEP coordinator
Gianni Benvenuto S.p.A.
[Read full interview >](#)

"High-quality BIM objects enable us to plan projects with real objects that reflect the conditions of the site, implementation specifications and precise dimensions before the construction phase. The results? Improved quality, higher client satisfaction and savings in both time and cost. If a manufacturer does not offer BIM objects, we will switch to a manufacturer who does."



Yann Lescop,
Architect
Oeuf de Colomb

Why are we using BIMobject?



"The main value offered by the BIMobject marketplace is the wealth of BIM objects and their level of detail. It makes it easy to quickly design a space in order to have a clear idea of the final impact and produce attractive images for clients."



Eva Merenda
BIM Coordinator for the Construction industry
Alpina S.p.A..

"The interior design workflow includes different software depending on the design phase and on the representation intent. Studio Costa Architecture has to deal with the design phase but also with the visual phase, which makes BIMobject very useful to find real furnishing models that are always updated. We can use these models, enriched with textures and materials, in our renderings and show them to customers."



Livia Geusa
BIM Coordinator & Senior Architect
Studio Costa Architecture

"I started using BIMobject because of the great amount of BIM objects and the accuracy of the files available. The marketplace is extremely easy to use. My goal is to use the best BIM objects for my projects and use products that really exist in the market – not generic 3D models. That way, I can easily manage and control my design projects and reduce unexpected issues."



Melissa Domenici
Architect, expert in residential design

"Having a huge marketplace like BIMobject at your disposal enables you to save a lot of time and manage all projects precisely. Also, it's great for both brand and product exploration."



Chiara Marzi
Architect
Gate Architects

"BIMobject gives us access to an immense catalogue of high LOD products that exist on the market. The families are made to perfection and therefore don't need too much manipulation - unless the customer specifically asks for customer parameters. The ability to download objects made with the right size and aesthetic appearance within a matter of seconds is a benefit the infrastructure sector can't ignore."



Christian Pallaria
Architect & BIM Manager
AECOM

"We use the BIMobject marketplace frequently, at least once per project. The information contained within the objects allows us to work smoothly and integrate them directly into the project specification. The objects' quality matches our needs."



Thomas Van Havre
Architect
Cushman & Wakefield Design + Build

How BIM bumps sustainability

Buildings and construction are responsible for 36% of final energy use and 39% of energy and process-related carbon dioxide. Intergovernmental organisations, governments, the public, the market and designers all agree that we can't go on building like this.

So, how can BIM facilitate sustainable design and contribute to a greener world?





“Sustainability is a subject that must be approached with utmost importance and sensitivity. We need to take it into account when we develop projects and select information components. BIM gives architecture, engineering and construction professionals a holistic digital source of information. This is a great step forward when mitigating a project’s environmental impact.”



Matteo Gianninoto
BIM Coordinator
Tecnoprogetti SA.
[Read the full interview >](#)

“Digitalisation enables companies and designers to collaborate with a zero-impact information exchange and greater transparency in data collection and consultation. There is a climate challenge and everyone has to do their part—even at work.”



Emanuele Cappetta
BIM Manager
Fabrica Lab
[Read the full interview >](#)

“Exploring and downloading products online takes away the need to print tonnes of catalogues. Also, digitalisation brings people together and enables us to collaborate, revise and coordinate projects without having to travel to meet up.”



Roberta Cecchi
BIM & Project Manager
Studio Archi+

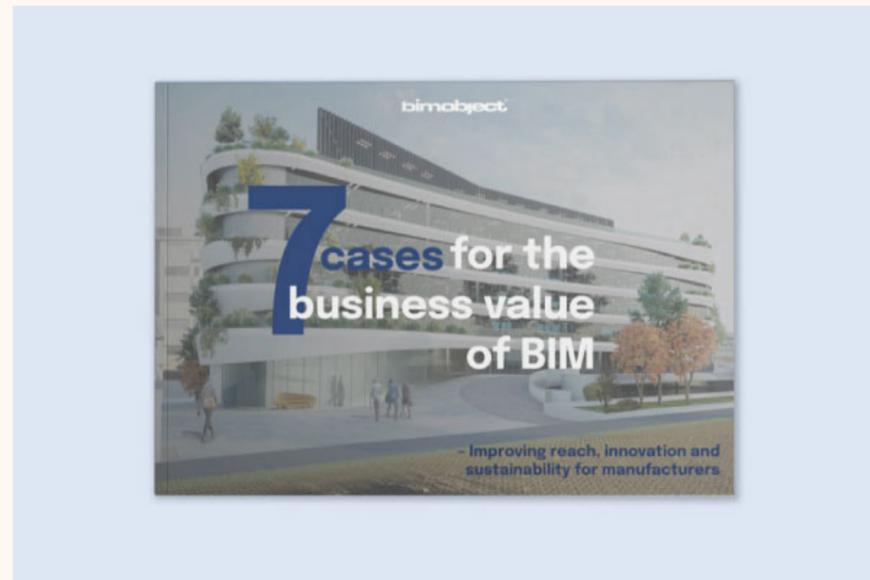
“BIM is very useful for environmental sustainability as it allows you to simulate multiple scenarios and choose the best one. The use of an online marketplace with a broad selection of products reduces the need to print paper catalogues. BIMobject aligns with the future vision of a digital world.”



Giacomo Sirignano
Technical director of the construction site
CMB Cooperativa Muratori

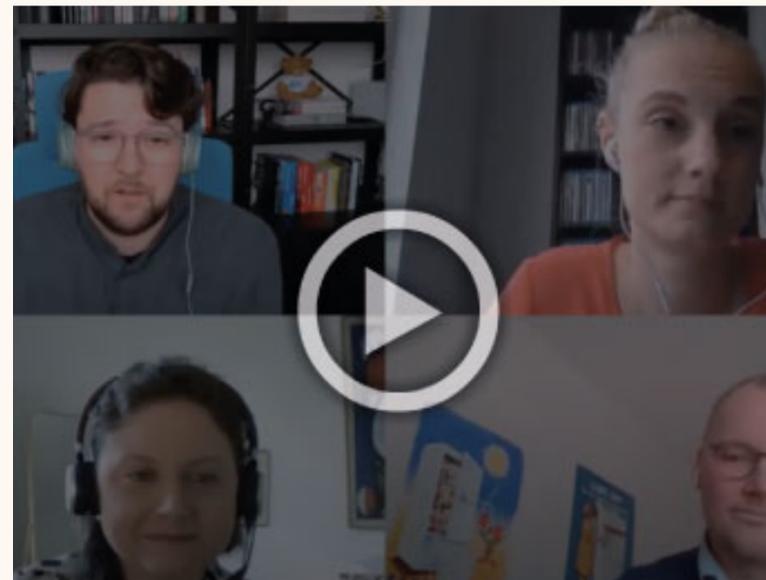
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This webinar gives you the unique opportunity to find out how digitisation is changing the construction industry. Session features Ramboll and Electrolux.

[Watch the webinar >](#)



Sustainability in the building industry is moving from an option to a must. But how can you meet the demand for sustainability to build a brighter (business) future?

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We can't go on building like we do today. Construction, the world's largest industry, is also among the world's largest sources of pollution, with buildings and new construction generating nearly 40% of the world's energy-related CO2 emissions.

BIMobject is on a mission to digitalise construction for a more sustainable future. We're a global marketplace for the construction industry, providing architects and engineers with the information and inspiration they need to design buildings faster, smarter and greener.

With 2,000 building product brands and all the world's top 100 architect firms as users, we power digital building design worldwide. By using our platform to reach, influence and understand building designers worldwide we can make a difference together.

BIMobject was founded in 2011, and is headquartered in Malmo, Sweden. We're listed on the NASDAQ First North Growth Market (ticker BIM) and our largest owners include EQT Ventures, and our founders.

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