

# **The Story of Extended Ideas - Find out how it began**

written by Stuart Collumbell | 22 September 2022

## **The Story of Extended Ideas**

My original idea for Extended Ideas came from my experience with a high-value client while working for an architect practice in Nottingham. I realised while accompanying the client around the partially completed house that she was unaware of many aspects of the design.

From this, I started to realise people need for specific information to help them visualise the whole project and thus, make design decisions. It doesn't matter how much you spend if you can't visualise the end result.

I thought I could provide a service that was far more comprehensive than normal architect practices were giving. Extended Ideas was born.