**TOPIC: Maintaining balance between self-professionalism and client satisfaction**

Considers critical on a topic on theoretical approach as against reality.

(This module is about professional development and business skills as an Architect)

* Like example if architect has to act professionally or "listen" to what your client wants.
* To be critical and related to first part group effort is whether one is to maintain strict professionalism or business sense. Professionalism is to maintain strictly to one's ideal or "listen" to your client's usual sense of making profit.
* To be professional means one will not bend on one's strict sense of professionalism when a client insist not to follow an architect's idea.
* To be client's pure business sense to make profit, they look for maximum spatial usage on economical efficiency ratio and to them is not to waste too much "grandeur" design for voluminous atrium.
* To be critical on this area of being professional or listen much to client's request, is to act professionally or not.

This open brief intend to evaluate and investigate the how an architect maintain balance in professionalism and satisfying the client. Does professional means one will not bend on one's strict sense of professionalism when a client insist not to follow an architect's idea and should an architect comply with all requests and demands of the client which often is based on pure business sense to make profit, maximizing spatial usage on economical efficiency ratio and not to waste too much "grandeur" design for voluminous atrium. Is there any way to strike a balance between the architect's principal of work and fulfilling client's demand?

* Is satisfying all the client's need and request part of being professional?
* look for example of famous architect as case study
* how they maintain balance between producing a work with their own style and satisfying the client request
* can one architect achieve both at the same time? or architect can only have their own style of work after they are famous, successful and in high demand?