



Hook Architects' journey to BIM excellence and ISO 19650 certification

Hook Architects was founded on March 4th, 2017, by **Thongchad Chinasi** and **Thotsaporn Hiruntammaporn**, with a vision to revolutionize the Building Information Modelling (BIM) construction industry. Initially focusing on BIM production for high-rise and residential building projects, the company aimed to support the design phase through to construction completion.

Business reasons for ISO 19650 certification

Obtaining ISO 19650 certification from the globally recognized BSI assured customers of Hook Architects' ability to generate and classify data, ensure data security, and manage data exchange procedures effectively. This certification not only expanded Hook Architects' capabilities but also reduced scepticism from customers in the BIM field. Additionally, being certified by BSI helped attract a wider audience, transforming the BIM landscape into a more advanced and trusted environment.



Thongchad Chinasi

Managing Director
Hook Architects



Thotsaporn Hiruntammaporn

Project Director Executive: Builder
Hook Architects



Panotporn Cheewatanalerdkul

Project Director Executive: Miracle
Hook Architects

In 2022, Thongchad established an ISO database using Hook's custom timesheet platform, connecting ongoing projects, users, and gathered documents. This initiative streamlined processes and ensured compliance with the highest standards.

The journey to ISO 19650 certification

Before achieving ISO 19650 certification, Hook Architects collaborated with a project management company that applied ISO 9001 standards for document control. This experience highlighted the benefits of structured document management and inspired the team to pursue a specific ISO standard for BIM processes.

The turning point came when **Thongchad Chinasi** and **Panotporn Cheewatanalerdkul** attended an ISO 19650 introduction session held by MQDC Group, a prominent real estate developer in Thailand. Motivated by this session, Hook Architects set out to create a reliable workflow adaptable to current situations and capable of enhancing the BIM industry.

Early years and growth

In its first year, Hook Architects worked tirelessly to establish a foothold in the architectural design industry. They balanced short-term and long-term projects to ensure steady growth and sustainability. As the company delved deeper into the BIM industry, key team members like Miss Panotporn Cheewatanalerdkul were recruited, leading to the expansion of the BIM production team into a consultancy. This significant shift enabled Hook Architects to join international construction projects as a BIM consultant.



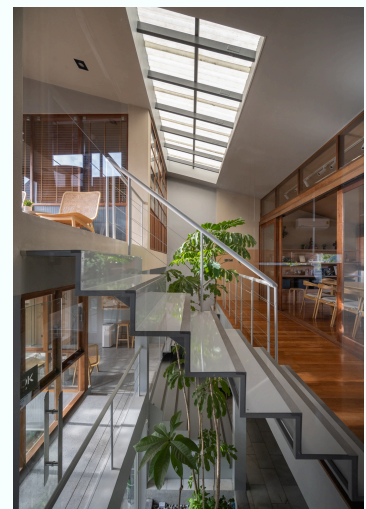
Achieving certification and expanding services

Hook Architects is recognized by the British Standards Institution (BSI) as the first ISO 19650 BIM Architectural firm Kitemark holder in Thailand. This certification marked a pivotal moment for the company, enhancing its credibility and highlighting its expertise in BIM consultancy, production services, and software solutions for digital construction.

The company is committed to offering innovative alternatives to the Thai construction industry. They actively participate in BIM implementation across the country, handling tasks such as clash detection, model comparisons, and quantity surveying. However, despite the growing awareness of BIM technology, practical application remains limited. Hook Architects aims to develop approachable BIM products that adhere to high international standards, fostering trust and encouraging widespread adoption.

Challenges in achieving certification.

The journey to ISO 19650 certification is not without its challenges. Hook Architects faced several challenges during the certification process. Internally, managing change was a significant hurdle. Despite being a new-generation corporation with an average employee age of around 27, the team had to gradually familiarize themselves with ISO workflow implementation. This involved creating learning and participation spaces, coordinating within departments, and adjusting current documentation sets to match ISO procedures. Externally, Hook Architects had to align ISO workflow implementation with various project parties, ensuring clarity and understanding across different scenarios. Maintenance was crucial, and the company continually tracked processes to prevent information loss.





BSI's role in Hook Architects' success

BSI's significant support helped Hook Architects cultivate a clear understanding of the information gathering process and document structures necessary for ISO 19650 Kitemark certification. Combining BSI's expertise with Hook Architects' ambition to be the first BIM consultant with ISO 19650 certification in Thailand enabled them to achieve their objective more rapidly.

Employee and organizational impact

Hook Architects is proud to be one of the earlier adopters of ISO standards within the architecture sector in Thailand. The team is eager to align with these standards promptly and publicize their achievement, setting a new benchmark for quality and efficiency in the BIM industry.

To prepare for ISO certification, Hook Architects established a robust infrastructure to gather ongoing project data and expand new developments. Their internal software house aligned usable information for internal and external purposes, and a comprehensive database for BIM modelling standards was created. This elevated their production processes to meet BSI standards, enhancing their BIM consultancy services.

Benefits of ISO certification

ISO certification aligned Hook Architects more precisely in the same direction, ensuring a shared vision and maintaining work efficiency without compromising standards. This consistency enhanced the company's reputation, providing a competitive edge in the market.

BSI played a crucial role in this process, making ISO standards more approachable and validating Hook Architects' methods. Their certification enhanced the company's processes, achieving maximum benefit and efficiency in the construction industry both within Thailand and globally.

BSI's global leadership in BIM certification guarantees Hook Architects' credentials and efficiency at an international level. This certification enhances the company's ability to compete in the Architecture, Engineering, and Construction (AEC) market and opens opportunities for international collaboration, positioning Hook Architects at the forefront of the BIM industry.

