

# WHO'S THE BOSS?

The public often talks of developers as the ones in charge, but if you talked to a developer, they'd probably say they answer to their investors. Investors, meanwhile, live in fear of the market. Everyone believes they answer to someone else.

Like film directors, architects deserve the attention they get. But to really understand good projects, follow the chain of command.

## MAKING BUILDINGS

## MAKING FILMS

### BUYER / RENTER

Funders must believe there's a **market** for a project.

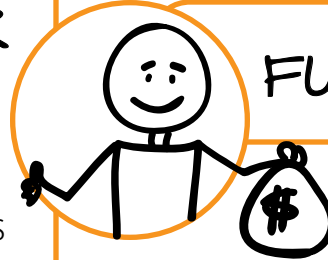


### AUDIENCE

*piques the interest of the*

### INVESTOR / LENDER / FUNDER

**Sources of funds** come with their own requirements, such as obligations to repay, expectations of financial return, or—in the case of public funders—requirements for historic preservation or affordable housing.



### FUNDERS

*who give money with strings to the*

### DEVELOPER

The developer **manages the schedule and budget**. As the first person in this chain who's in daily contact with the project, the developer also has a lot of say in the project's goals and parameters.



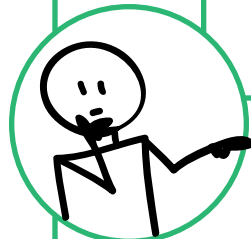
### PRODUCER

*who hires the*

*and who also hires the*

### ARCHITECT

The architect is responsible for executing the **creative vision**. They also get the necessary permits and often hire the engineers for the job.



### DIRECTOR

*who works closely with the*

*and who also hires the*

### GENERAL CONTRACTOR

The GC leads the **boots on the ground**, hiring and directing subcontractors. They coordinate closely with the architect, but ultimately answer to the developer.



### FILM CREW