

they're asked when the new cinema complex is going to open, it would seem that they've already reached part of their goal.

And while it's true these partners are the go-to team for theater design, they are also equally well-versed in other types of commercial and residential design. Ogden began his career working for United Artists while he attended Texas A&M studying construction science. Prior to joining KRA, he was vice president of design and construction for Hoyts Cinema in Boston's Back Bay. He is a member of AIA and ICC and has extensive knowledge of code and construction administration.

Kronimus is a graduate of New York Institute of Technology. He is a registered architect holding licenses in 12 states, with memberships in AIA and NCARB, and is nationally recognized for his eclectic cinema designs for major clients such as United Artists, Harkins and Hoyts Cinemas.

According to company literature, KRA is in the top 25 percent of architectural firms in South Carolina, both in size and value of work produced. Currently, KRA employs four architects, one structural engineer, two interior designers, three project managers, one architect-associate and three administrative personnel.

And if there is one thing these partners want people to know about architects in general, and KRA specifically, it's that architects provide a valuable service that's not nearly as expensive as some might think.

"People don't always understand architects," said Kronimus. "If you're

going to start a development or a building, you'd better have a plan."

According to Ogden, the rule of thumb for KRA's fees is to figure about six percent of the total job for commercial design. For residential, they charge \$4 per square-heated-foot, which works out to about one to two percent of the building cost.

"We do this as a package," explained Kronimus. "We provide all the plans – electrical, mechanical, full structural including framing and foundation design – and provide floor and roof plans. What we don't do in this fee range is the interior design such as door knobs and paint colors."

Ogden explained that some clients, especially those building from out-of-state, want someone to oversee every detail of the project. For that service, they charge a flat fee of five percent of the construction costs.

"Who better to make sure that the builder is actually building what was designed than the architect?" asked Kronimus. "We think it's a mistake to take our plans and go and do the building without us ever coming back to see if the contractor is building what we designed. You'd be surprised how many times that actually happens."

And just because they come from large, northern metropolitan areas doesn't mean that design work is any easier down South.

"All areas have their peculiarities," said Ogden. "That's one of the challenges we have – and we love it." To reach KRA, please call **815-2021**. Or visit them on the Web at www.krainc.us. – Glenn Brodie



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