**ABSTRACT**

This study attempts to examine the relationship between the design of a building and its value. Issues such as how to define design, what measurement scale to use, and who to assess design of buildings are discussed on a general level. Issues relating to value from both the developer's and the architect's point of view have been analyzed to arrive at a common base of understanding in value systems.

The office building is chosen as the building type for the case study with quantitative analysis. The results suggest that good designs have a significant, positive influence on office rental value. This is consistent with some overseas case studies. The conclusions suggest that early involvement of the architect and communication with the developer throughout the development process is an important step to improve the value of office buildings.

*Key words: Design, value, measurement scale, assessment criteria, aesthetic and functional factors.*