

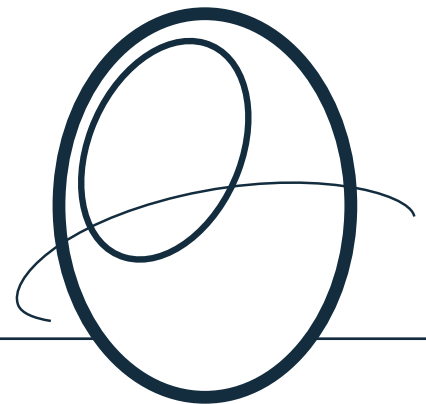
// Architectural Visualisation

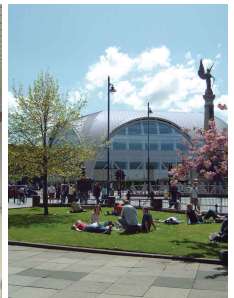
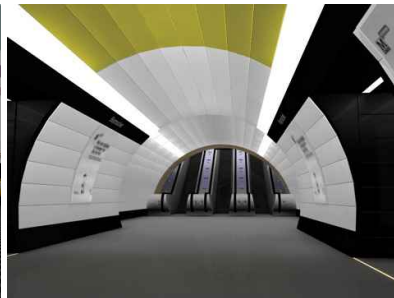
Visualisation, Wayfinding and Presentations

Increase understanding, stimulate discussion and provide realistic expectations

Our visualisations offer levels of complexity appropriate to the audience, ranging from conceptual which assist the design teams' decision making process, to photo-real, for marketing purposes. Still or dynamic 3D visuals can be used in environmental impact assessments, wayfinding schemes, sales and marketing. They help stakeholders make decisions not otherwise possible. This reduces waste and costs, and improves designs still under development.

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ABOVE // Visuals from the Haymarket Metro project ©thumb

Client // Arup for Nexus/Closegate Developments/42nd St Realty
Brief // to provide visual support for the Planning Application and assist the design team in decision making.

01// Haymarket Metro

Helping our client to make the right design decisions

Whether it is printed or on screen, effective presentation of a scheme is required at many stages, from planning application to environmental impact assessment, assisting the design team in solving design issues during development, keeping stakeholders informed and for use in marketing. Well-presented 3D visuals, still or dynamic, assist the audience in understanding the scheme and sets more realistic expectations. This minimises abortive work, thus improving designs still under development and reducing waste and costs. We can provide clients with a clearer portrayal of their project, enabling them to communicate and inspire.

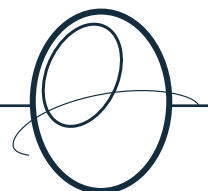
As part of a £20m station redevelopment programme, our client instructed us to develop a comprehensive set of visuals, so that they could determine design aesthetic decisions with the various stakeholders. The finished visuals have been used extensively to inform the public, and are evident on-site, in printed media and on the web.

Features //

- Presented in a variety of styles and levels of complexity, appropriate to the audience
- Increase understanding of the appearance of a project, prior to construction
- Can enhance in-house techniques and capabilities
- Scale and nature of a scheme is made more understandable through contextualising virtual studies

Benefits //

- Assists in the solution of design challenges which also helps to reduce waste and cost
- Provide clients with an exceptional visual understanding of their project rather than relying on interpreting 2D plans
- Specialist resources to create the most complex visualisations
- Set realistic expectations





ABOVE // Stills from the BedZED animated presentation ©thumb

02// BedZED

Making complex principles accessible to a wider audience

Client // Arup for Peabody Trust
Brief // to provide 3D visualisation explaining the thermodynamics of the multi-award winning development

3D animation is the clearest and most effective option to successfully communicate the benefits of a complicated process or principle. Animation allows a focus on what is important, and is ideally used to educate. A simulation of the cause and effect that changing parameters can have provides a depth of understanding.

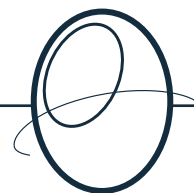
The BedZED project required the most effective way to explain its complex climate control system. We achieved this by creating a 3D animation to clarify the innovative thermodynamics and sustainability principles, which were produced to TV broadcast quality for use by BBC TV.

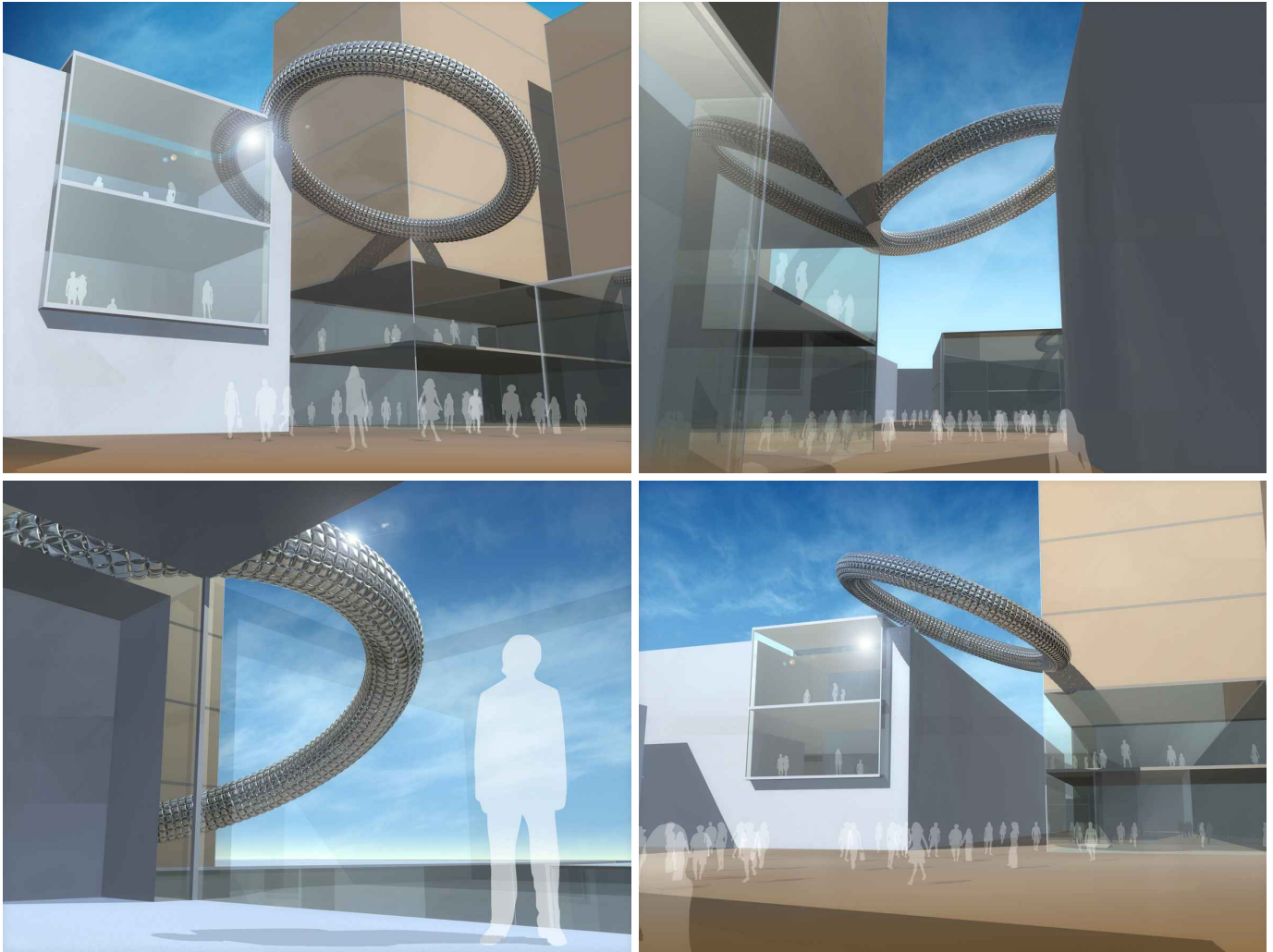
Features //

- Show a dynamic principle or process
- Explain using animated 2D and 3D graphics, text and voiceover
- Include changes in process parameters
- Work with or without user interaction
- Add a variety of audience specific soundtracks
- Not location specific and may be easily edited for a variety of markets or languages

Benefits //

- Communicate something impossible through the use of live shots
- Educate and shape customer opinion
- Understand what results will occur in a variety of scenarios
- Flexibility in usage for different applications
- Easily re-purposed for use to different audiences
- Easily adapted for use in many countries





ABOVE // Stills from the 'Gateshead Halo' public art visualisation ©thumb

03// Gateshead Halo

Demonstrating the visual impact of public art

Client // Stephen Newby, for Benoy
Brief // to contextualise a proposed piece of public art as part of the Gateshead regeneration project

Successfully communicating a scheme requires a combination of media within a readily understood structure. Using the most appropriate blend of media we integrate 2D and 3D animation, voiceover, and text for delivery on DVD, CD-ROM, the web and in print.

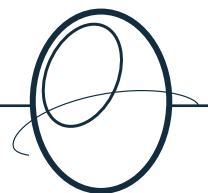
Our client wanted to be able to show the impact a sculpture would have within a public space. The scale and innovative nature of the project was made more understandable through the contextualising virtual studies we created.

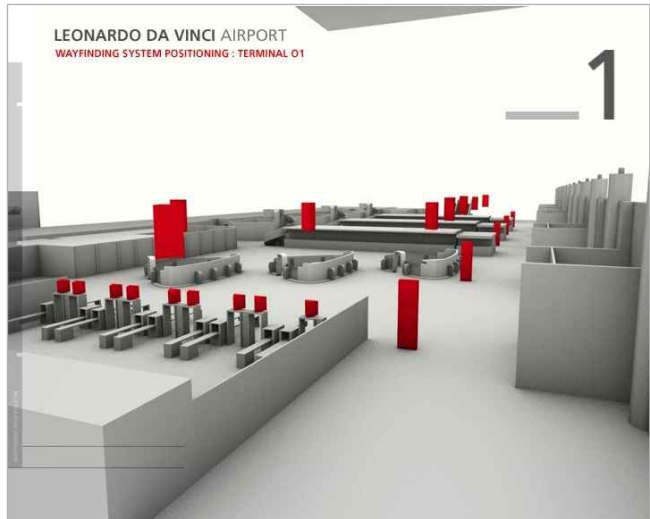
Features //

- Flexible delivery
- Visually engaging
- Architectural visualisations convey complex information
- Rapid delivery method

Benefits //

- Many channels to the audience
- Memorable, and so aid better retention of information
- Improve audience comprehension
- Critical messages can be distilled





ABOVE // Stills from the Leonardo Davinci Airport wayfinding presentation ©thumb

04// Leonardo Da Vinci Airport

Determining the best way to direct passengers

Client // Arup plc in partnership with ADRE
Brief // to portray the major domestic terminal with new signage systems in place for presentation to stakeholders

The design of successful wayfinding systems, which assist the user in making navigation decisions in a spatial environment, requires skills found in a number of disciplines. As architectural realisation, information design and visual communication figure strongly among our capabilities, we have assisted in design decisions, providing both graphics for use within the environment and 3D visualisations showing the most effective scale and placement of these graphics on signage systems.

Our client asked us to portray a wayfinding system that considered optimal positioning and design of signs within the airport. The scheme objectives were to achieve smooth passenger flow, increased retail revenues and enhanced safety standards for the airport.

Features //

- Designs viewed in-situ
- Cross-discipline practitioners provide additional insight
- Visuals assist both design team and stakeholders to communicate

Benefits //

- Better understanding of environmental factors
- Scale, legibility and placement issues addressed simultaneously
- Rapid and better quality decision making

