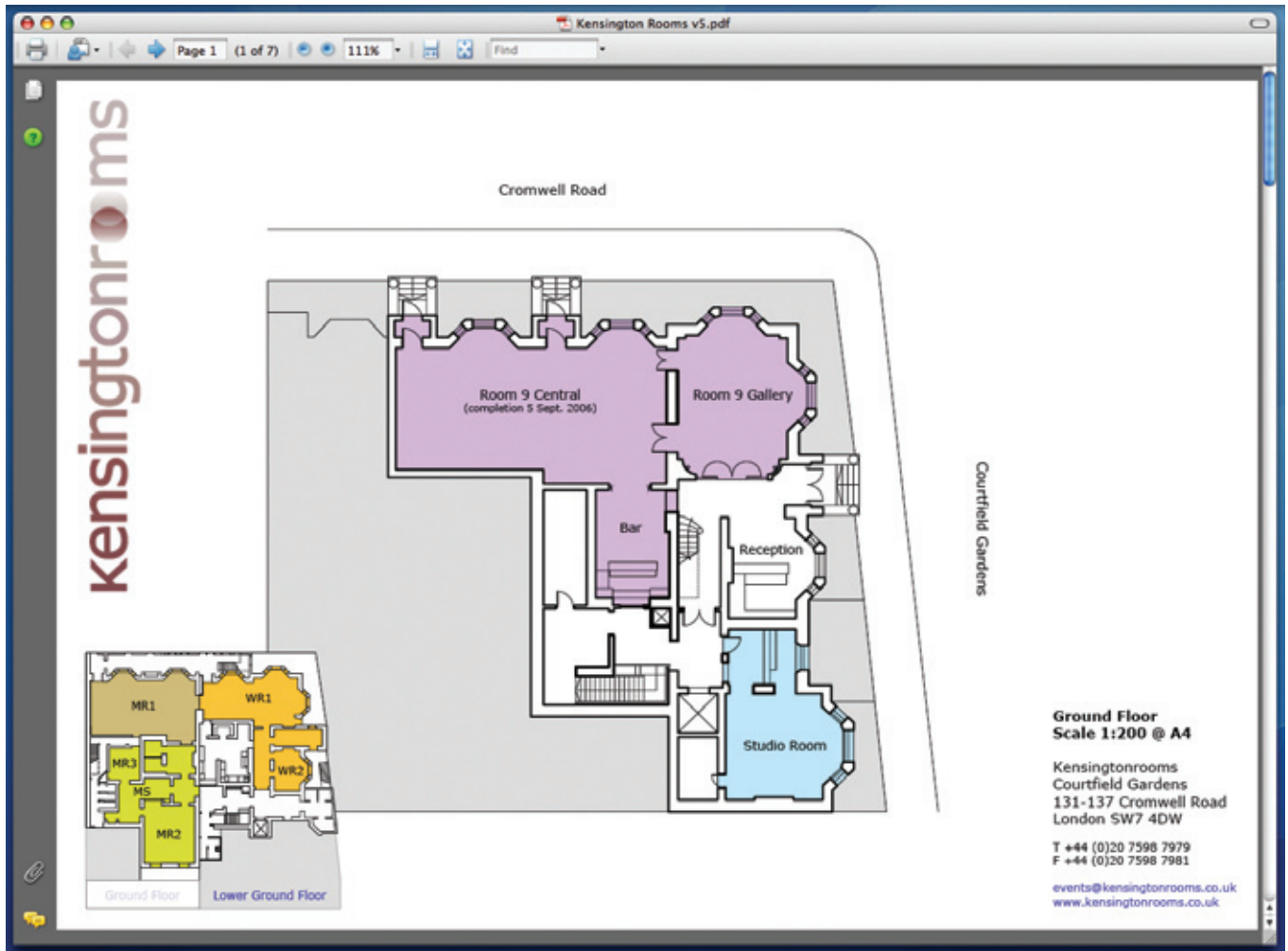




VECTORWORKS CASE STUDY



FINDING A BETTER WAY TO WORK WITH
VECTORWORKS ADOBE PDF SUPPORT



LONDON-BASED MEDIA SYNTHESIS LTD. FINDS A BETTER WAY OF WORKING. WITH THE BUILT-IN ADOBE® PDF SUPPORT VECTORWORKS 12.5 OFFERS.

For a small media integration company with a large range of projects worldwide, the built-in Adobe® PDF import and export support VectorWorks offers has initiated a whole new way of working. Meeting with clients no longer involves hours of travel and face time. Review and approval processes have been drastically shortened. Cross-platform issues when working with colleagues, contractors, and sub-contractors just don't exist anymore. Presentation materials have taken on a life of their own.

Based in London, Media Synthesis Ltd. provides a variety of media consulting and design services, from architectural and interior design to exhibition and interactive design. Firm director and architect Mike Eleftheriades has been a pioneer of new technology, and on several recent projects, he quickly learned that the Adobe PDF support capabilities within VectorWorks solved a multitude of workflow problems.

PDF SERVES MANY PURPOSES

Kensington Rooms is a fashionable hotel in Central London situated near Gloucester Road. When the original structure's interiors needed a face lift and the owners wanted to reinvent its identity, Media Synthesis was called in to help. The concept was to refurbish the hotel's public spaces, with

the aim of establishing the hotel as a venue for events such as conferences, presentations, board meetings, and private parties. The firm worked with the owner to design spaces that were adaptable for multiple uses. For example, the media rooms were designed to handle corporate functions and were fully outfitted with comprehensive audio-visual systems comprised of projection equipment, surround sound, and adjustable lighting.

"We did everything in VectorWorks, exporting the original drawings from AutoCAD DWG files and converting them to VectorWorks files," says Eleftheriades. "We used the Adobe PDF support within VectorWorks as a conduit to send drawings to members of the team for approval and on to the building contractor."

"The beauty of PDF is we're effectively sending VectorWorks documents in a format that's object oriented and resolution independent."

He adds, "The beauty of PDF is we're effectively sending VectorWorks documents in a format that's object oriented and resolution independent. Because a PDF is made up of objects, it's a very small file that can be e-mailed or downloaded quickly and easily. The resolution independence is useful because we can look at the whole floor plan and see how the rooms relate to the whole building. While, at the same time, we can zoom down into the spaces and see all the details, and without pixelation. We were able to incorporate everything we needed into one document and interactively control what space we were looking at. From any page, you can go to any other page."



A ROOM WITH A VIEW

When the building work was completed, Media Synthesis was asked to develop drawings that could be distributed to potential clients for marketing purposes, as handouts, sent via e-mail, or downloaded from the hotel's website.

"There really isn't any other format that can meet all the criteria PDF can. I pushed PDF because I knew it was the best format to use for disseminating information to clients for review and approval, as well as for presentation and marketing purposes."

"While we sent drawings to the client and contractors during the design phase, the final product was a set of drawings we simplified and abstracted from the construction documents,



adding color, and then annotating the drawings so prospective clients could see how many people would fit in a room, depending on the event," continues Eleftheriades. "On top of that, we embedded QuickTime® VR files into each room displayed in the PDF, so if you wanted to see what a room looked like, you could activate the QuickTime file for a panoramic view."

SHORTENING THE REVIEW AND APPROVAL PROCESS

"With an approval process based on PDF, we can work much more efficiently, because we can send documents electronically," says Eleftheriades. "In a lot of cases, this saves a great deal of time, since we don't have to meet every single time in person."

He adds, "There really isn't any other format that can meet all the criteria PDF can. I pushed PDF because I knew it was the best format to use for disseminating information to clients for review and approval, as well as for presentation and marketing purposes when it came to phase two of the project. It could easily be sent as an e-mail attachment and then be made available on the web as a download. And we didn't have to create the drawings twice. Of course, being able to do all this using VectorWorks is extraordinarily convenient."

THE IDEAL COLLABORATION TOOL

On other projects, Media Synthesis has found PDF useful in working with engineers and other project team members.

"We've learned that Adobe® Acrobat® Professional is a wonderful collaboration tool," says Eleftheriades. "Collaboration using different file formats has always been an issue; if Adobe Acrobat becomes the universal way of collaborating and transferring files, it would be fantastic. In the meantime, VectorWorks' built-in PDF capabilities have given me a jump start."

On one particular large project based in Dubai, Media Synthesis has been working with a team comprised of 20 people from five companies located in four different countries.

"The original files were DWG, and the local team here in the UK who had to use the drawings was on the Macintosh®," he explains. "So we devised a simple system that allowed everyone to export from VectorWorks into PDF, use Adobe Acrobat Professional to annotate them, and then e-mail the documents to other team members across the world as attachments. We created a standard workflow very easily out of existing software that enabled the whole design team to work together."

He adds, "By using PDF, we eliminated the cross-platform issues, as well. PDF allows a level of consistency that you just can't get with any other file format."

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OLD STANDBY OFFERS NEW POSSIBILITIES

"VectorWorks has been my design tool for nearly 20 years," says Eleftheriades. "As a designer, I need a program that allows me to work from very small- to large-scale projects quickly, elegantly and accurately. And VectorWorks allows me to do that. I've come across other programs, of course, but VectorWorks is just like working with a trusted old friend."

He adds, "Now, the latest version of VectorWorks allows me to do so much more, and so much more efficiently thanks to the built-in Adobe PDF import and export support."

Drawings and panoramas can be downloaded from the hotel's website at www.kensingtonrooms.co.uk.

For more information, contact Nemetschek North America, makers of VectorWorks, at 1-888-646-4223. Or visit www.vectorworks.net.



KENSINGTON ROOMS PROJECT CREDITS

Original drawings by Papa Architects Ltd.
Interior design by John Michael Mouskos

AV design, interactive PDFs and
photography by Media Synthesis Ltd.

