

The electronic newsletter for uZers and friends of form•Z

uZer in focus

Object Previews

form•Z 6.6  
RenderZone PLUS  
**RELEASED**



▲ Read the whole story

## In this issue (click for link below)

Read the illustrated online edition  
<<http://www.formz.com/informz/informz.html>>HERE

- form•Z 6.6 released
- AutoDesSys previews new modeler BonZai 3D at AIA 2008
- form•Z user wins LightWork Design image competition
- LightWork announces second round of rendering competition
- New architectural demo
- New rendering demo
- Siggraph 2008
- uZer in focus
- Submit your work for the 2009 calendar
- Tech support

## Featured form•Z users



sky  
lawn

Arquitectura,  
Inc.

▲ Check it out



from small  
museums to  
multinational  
institutions

Eric Tremblay  
Polygone  
Studio

▲ Check it out



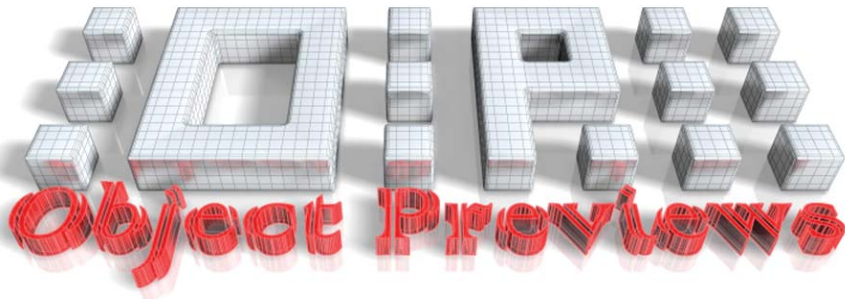
a staple in  
my studio

Ed Blackman  
Blackman  
Architectural  
Illustrators, Inc.

▲ Check it out



# uZer in focus



For Des Clarke, making his company a success is all about discovering the most effective utilization of time. That's because he runs a "one man show" to tackle the workload for Object Previews, the business he started in 2002 at his home in Ireland. His wife Idoia handles the filing and finances while Des is responsible for meeting the main objective for the young company—to help people realize their designs in 3D space. In his own words, he models the designs of other people, namely architects and designers. He takes their preliminary sketches and 2D CAD drawings and gives them 3D life with **form•Z**. The end result of Des' efforts typically take the form of high-level, realistic renderings seen on billboards, brochures, digital media, web, and on-screen 3D animations.

A typical project begins with obtaining information regarding the nature of the project, such as how many images or montages they desire, whether they





require animations, and of course, deadlines (He's quick to note that the latter always elicits an "as soon as possible answer"). Providing estimates is the next step. Once the stamp of approval is received, he imports all the plans and drawings into **form•Z**, cleans them up by removing unnecessary information like dimensions and hatching, creates layers, and then groups them together. This is followed by the modeling of the structure, roofs, windows, and other items, creating surface styles as he goes. So that Des and the clients remain on the same page, he routinely provides them with snapshots of his work at different stages. He likes to tinker with different rendering settings all the time in order to achieve the best results. Des says his overall goal is to make his clients feel like they're receiving "good value for their money without sacrificing quality." He aims to wow them. He feels the rendering process is very important in modeling and uses **RenderZone Plus** to make changes to materials and lighting relatively quickly while achieving great results. He is so committed to delivering his best that he will submit re-rendered images even after a deadline. Clients appreciate his dedication and this often leads him to another commission.

There are instances when Des' clients aren't sure of what they want from their design or fail to provide him with sufficient details. In those instances, he has to take the "reins" and rely on his own creativity and architectural training. He recalls an apartment block that was to be built close to his home and Object Previews was commissioned to create a brochure to generate interest among financiers



and prospective buyers. The information given to Des was very minimal, with a basic outline of plans and elevations. "So I had to take a flyer and go with my instincts regarding sizing of elements, materials, colors, etc." His instincts proved correct because all the apartments were sold from the brochure and the building was constructed with details nearly identical to those in the model. The rewarding experience of the apartment block project aside, Des admits he wishes for more "crazy designs" with "hard to visualize elements that even the designer is unsure of" because he loves the difficult challenges of geometry. He likes to try different tools and create geometrically correct models that can be built. "I believe **form•Z** is a killer application in this area."







Des finds “3D invaluable in the design process”. Yet, in his line of work, it can become a challenge! Since he is given mostly 2D drawings it is difficult to predict how the designer/architect will react to the rendering of his/her design. Hence changes become inevitable and good communication with one’s client essential. The process is a delicate balancing between deadline restraints, production time and change considerations. But, he quickly points that 3D has big advantages. The power of visualization can prevent unforeseen surprises down the road. Adjustments are always necessary and the digital model can point them out before the building goes on site.



With an educational background in drafting, construction, and architectural technology, Des gained professional experience at various architecture firms in England and Ireland. He settled near Dublin, the city in which he was raised, and worked for a company there that got him hooked on 3D. “The whole idea of being able to represent elements in the third dimension fascinated me immensely,” Des professes. While experimenting with the different types of software the company owned, one of them turned out to be a copy of **form•Z** 2.8. From that point on, Des became such a fan of the AutoDesSys modeler that he persuaded his next employer to purchase a copy for him to use.



“I had experimented (and used in projects) with other 3D software beforehand and alongside **form•Z**, but over the years I have drifted increasingly to being a fully-fledged **form•Z**-er. The import/export facilities in **form•Z**, its accuracy, the responsiveness on relatively low spec computers while modeling, and the vast amount of modeling tools which I will never get bored with, continue to stir my interest in **form•Z**.” Des also likes the 3D Enclosure tool, all the Boolean functions, the sweep tool, continuous vector/splines/arc tools, the terrain model tool and the Derivatives tools. “Why model new elements when you can derive new elements from existing elements?” He says. “This is the essence of computer modeling in my opinion, try to reuse as much data as possible”.

Des’ employer eventually allowed him to work part-time, so he was able to spend the rest of his time





at home looking for clients and freelance jobs. Six years later, Des explains he is met with challenges on nearly every project he takes on, working within what he refers to as “ridiculous deadlines” while satisfying client expectations. But he also admits it is the nature of the game and he seems to thrive on it and churn out outstanding work that keeps clients coming back for more.

Des sounds a little sentimental when he talks about some tattoo spots on his fingers from using ink pens to set up perspectives on tracing paper that were “beautiful in their own right. But when changes to the design had to be done, you had to start again... This in my opinion is the greatest advantage in having a 3D model of a design. By having the ability to change anything, whether they are material changes or just view changes. That time saved is used to the benefit of the design or the quality of the presentation. At that time I didn’t think of these techniques as being obstacles, just a necessity. But, how we have moved on...”

Samples of Des’ work can be found on his Web site, [www.objectpreviews.com](http://www.objectpreviews.com) and he routinely contributes to the forum on the **form•Z** Web site (he calls the **form•Z** forum a crowning glory of AutoDesSys).

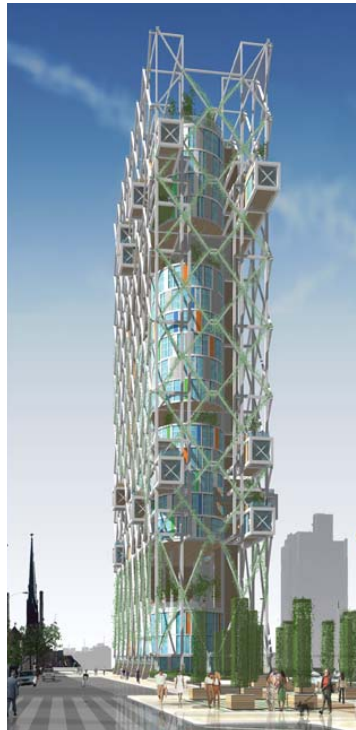
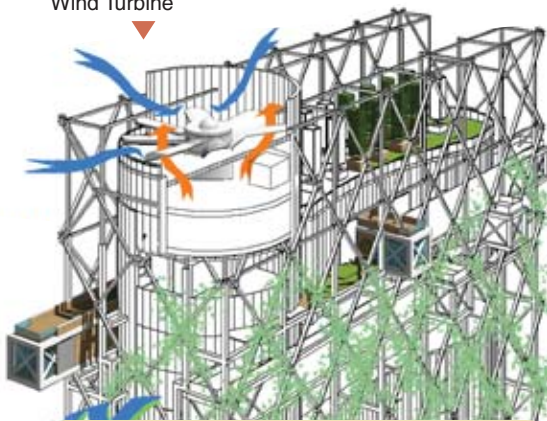
by Jason Lichtenberger



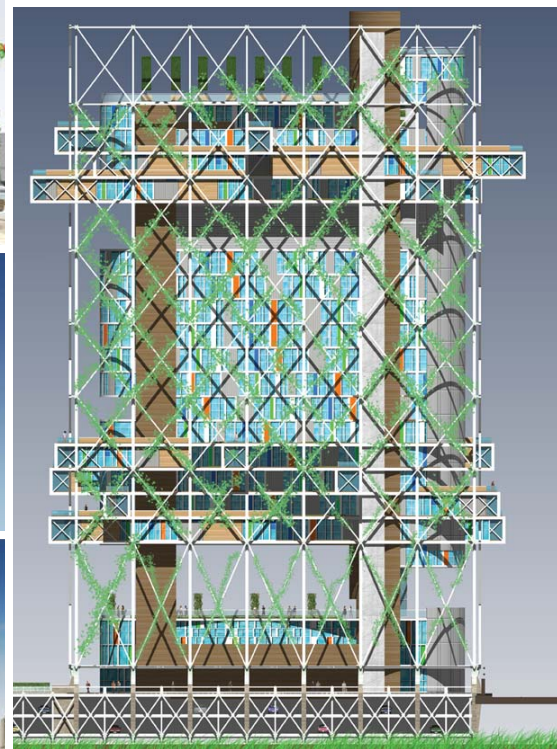


# sky lawn

Wind Turbine



Perspective from Highway



Street perspective

Site plan



## Arquitectura, Inc.

Milwaukee, Wisconsin  
[www.arquitectura-inc.com](http://www.arquitectura-inc.com)

Arquitectura, Inc., founded in 1996 in Milwaukee, Wisconsin by Nicolas Cascarano, and Harry Van Oudenallen is an innovative architectural design firm with a notable track record of design excellence. The firm is marked by a distinctive global atmosphere and varied cultural background.

The firm has an eclectic and diverse quality, marked by a modernist influence, and has been recognized for numerous design awards for projects in the US. and abroad, including community developments in Honduras, and housing projects in Venezuela.

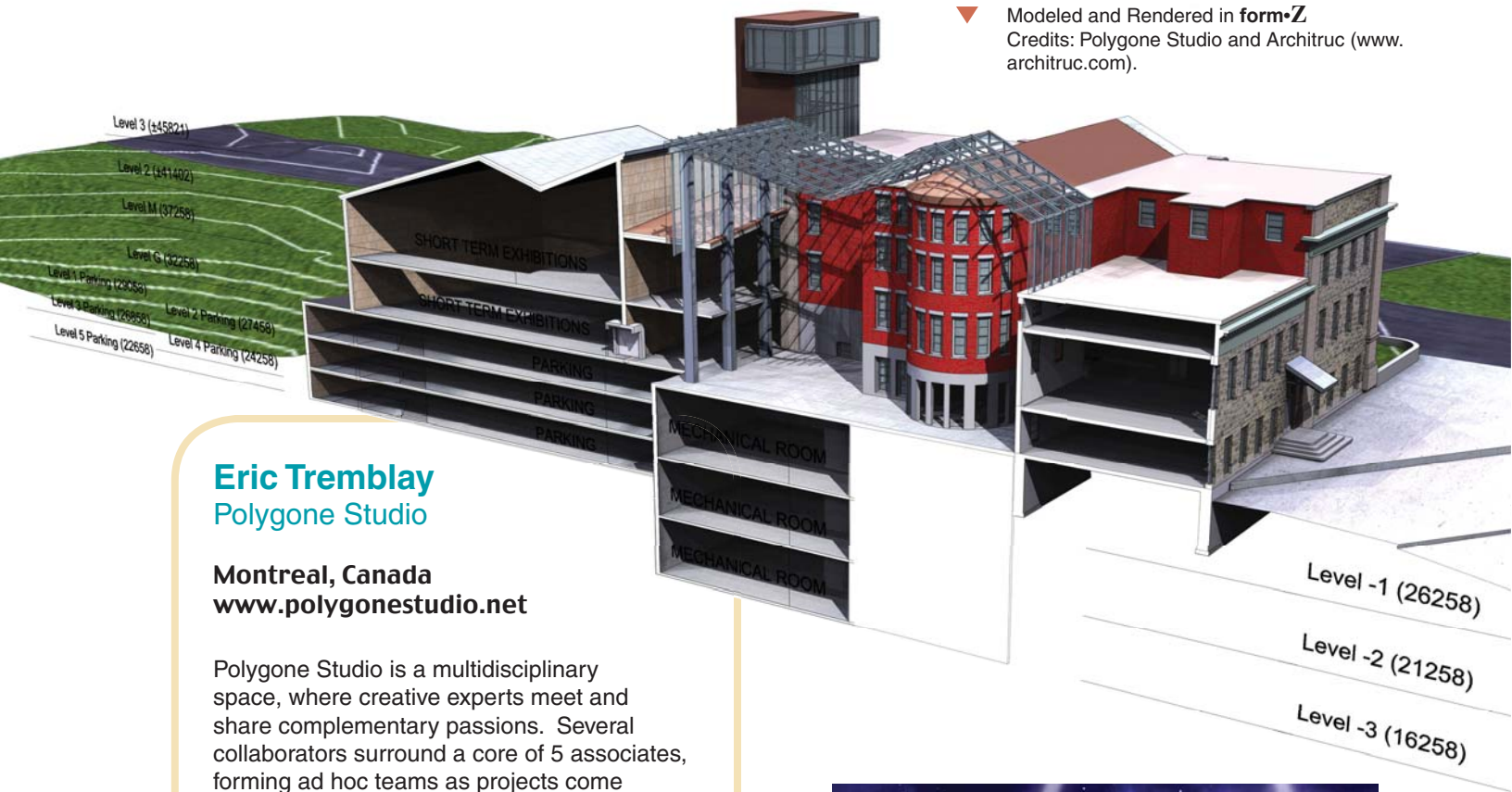
Green dreams by local architects are all part of an emerging vision for bringing MacArthur Square, dead zone in front of the Milwaukee County Courthouse, back to life. The city-owned square, suffering from years of deferred maintenance, was cut off from the downtown in 1967 with the construction of an underground parking garage and tunnels to I-43. A residential green tower could house dorms for Marquette University or Milwaukee Area Technical College.



from  
local museums  
to  
multinational  
institutions



◆ New-Brunswick Museum architectural contest.  
Modeled and Rendered in **form•Z**  
Credits: Polygone Studio and Architruc (www.architruc.com).



**Eric Tremblay**  
Polygone Studio

**Montreal, Canada**  
[www.polygonestudio.net](http://www.polygonestudio.net)

Polygone Studio is a multidisciplinary space, where creative experts meet and share complementary passions. Several collaborators surround a core of 5 associates, forming ad hoc teams as projects come up. Varying in size, these teams provide a flexible pool of creative talents and skills that can take on any visual, audio or multimedia content project. And with our extensive partner network, we can handle complete and comprehensive projects.

Since its inception in February 2001, Polygone Studio has built an outstanding portfolio covering all aspects of information synthesis for still and animated images (storyboard, illustration, multimedia animation) as well as audio production (audio guide). From small, local museums to multinational institutions, our projects testify to the quality and versatility of our team.



▲ Saint-Hubert restaurants publicity.  
Modeled in **form•Z**, rendered in Electric Image  
Credits: Polygone Studio and Architruc (www.architruc.com)..



# a staple in my studio

**Ed Blackman**  
Blackman Architectural  
Illustrators, Inc.

**Lake Helen, Florida**  
[www.blackman-illustrator.com](http://www.blackman-illustrator.com)

“As a traditional artist working in watercolor, I needed a tool that could speed up the process of creating an illustration but would allow me to retain as much of the “painterly” qualities as possible. After experimenting with several applications, I discovered **form•Z**. It has allowed us to be extremely efficient in representing the clients’ designs and quickly respond to “on the fly” design modifications.

**form•Z** has definitely become a staple in the studio.”



▲ Multi Family project by Centerline Homes, Baldwin Park, FL



▲ Rover Building, Miami, FL, designed by Shapiro Associates,



▲ Proposed single family home, Royal Island, Bahamas



▲ Proposed infill town home project, Penn Mews, Lake Helen, FL



## form•Z 6.6 RELEASED

**form•Z** and **form•Z RenderZone Plus** 6.6 is released. A DVD will automatically be sent to all **form•Z Family Plan** users. It will include a new library of tree symbols.

V. 6.6 will also be released as a patch online for **form•Z 6.5.6** (only) for non-Family Plan users. The patch will not include the new tree textures. Tree textures may be obtained on a DVD available to order by non-family Plan 6.5 users at the cost of processing and shipping. V. 6.5 users will be able to install v. 6.6 using the same codes as for v. 6.5. [ORDER HERE>>](#)

All other users, on a version below 6.5 should contact their local dealers (to find one near you, [CLICK HERE>>](#) or [sales@formz.com](mailto:sales@formz.com) to get pricing information to the latest version.

### Improvements in form.Z 6.6

Foremost, update 6.6 offers corrections to irregularities reported to **AutoDesSys** since our previous release and introduces a variety of stability and performance enhancements. Some of these can be attributed to new and updated versions of the Lightworks libraries for rendering and of the ACIS libraries for smooth modeling. **form•Z 6.6** also offers a few new features, mostly in the area of export/import.

### New export/import translators and additions to existing

**Collada (.dae)** files can now be imported to and exported from **form•Z**, using a new translator. Collada can be used to transfer object geometry, textures, and other 3D data.

**Google Earth (.kmz)** files with 3D content can now be imported into **form•Z** and vice versa.

Also, **Google Earth views** can now be created as textured objects directly in **form•Z**, after they have been captured in Google Earth.

**Google SketchUp (.skp)** files can be imported directly into **form•Z** through a new translator, which includes support for textures that import smoothly into **form•Z RenderZone Plus**.

The **DWG/DXF** translator now also supports the 2007/2008 formats and has been updated to support text elements better.

The **ZPR (Zcorp)** translator now also supports version 2 of the **ZPR** file format.

### More tree symbols

The **form•Z** tree symbols have been enhanced with more than 30 new trees including seasonal variations and palm trees.

## AutoDesSys PREVIEWES NEW 3D MODELER - BonZai 3D - AT AIA 2008

**BonZai 3D** made its maiden appearance in Boston, at the AIA 2008 conference, to oohs and aahs by onlookers who were stunned by its ease of use and capabilities. Multitudes of e-mails have since arrived asking for its release date in anticipation of getting an application that does not only offer simplicity, convenience, and speed in design, but, above all, robust geometry and reliability for taking the task to the next steps such as exporting, 3D printing... [READ MORE>>](#)

**AutoDesSys** plans a public beta testing period before the release of **BonZai 1.0**. Everyone will be notified within a month or so, to have the opportunity to participate.

## form•Z USER WINS LIGHTWORK DESIGN IMAGE COMPETITION

**AutoDesSys** is very happy to announce that the first LightWork Design Image Competition award has gone to Paal Reksten of Opus Architects, in Norway. Congratulations to a long time user of **form•Z** for his masterful use of the tools in **RenderZone**.

According to the LightWork announcement on its web site, "There was a fantastic response, with entries submitted from across the globe, created using a broad variety of different LightWork-based applications and illustrating a range of different sectors." Several entries came from **form•Z** users. You can see the winning entry and submissions [CLICK HERE>>](#)

## LIGHTWORK DESIGN ANNOUNCES SECOND ROUND OF RENDERING COMPETITION

Having completed the first round of the image competition, LightWork Design has moved on to a second round. You can find details on how to enter the competition [CLICK HERE>>](#)



## NEW ARCHITECTURAL DEMO

For the AIA 2008 **form•Z** demo, **AutoDesSys**, recreated the Beijing National Stadium that was designed by the Swiss company Herzog & de Meuron for the 2008 Olympic Games, to show **form•Z**'s design capabilities. This video can be seen [CLICK HERE>>](#)

## NEW RENDERING DEMO

Another demo at AIA 2008 was to show the capabilities of **RenderZone Plus**. For this purpose another exercise centered on some well known architectural buildings to depict the features and tools for lighting and rendering. The buildings used were the Ronchamp Chapel by Le Corbusier, House Chmar by Scogin, Elam & Bray, the Chapel of Saint Ignatius by Steven Holl, and Educatorium Inutrect by OMA/Rem Koohaas. You can check this out [CLICK HERE>>](#)

## SIGGRAPH 2008

**AutoDesSys** will be exhibiting at Siggraph in Los Angeles, August 12-14, in booth #919. Stop by to check out the newest and latest in **form•Z RenderZone Plus**, and of course **BonZai 3D**.

## uZer IN FOCUS

In this issue we focus on Des Clarke, a one man shop from Ireland, and a frequent contributor to the **form•Z** forum. A guy who still has tattoos from ink spots on his fingers, from the days he drew perspectives on paper. In his own words: "how we have moved on". Read this article [CLICK HERE>>](#)

## FEATURED USERS

In this issue the following users are featured:

Eric Tremblay of Polygone Studios In Montreal, Canada

Ed Blackman, Blackman Architectural Illustrators in Lake Helen, Florida

Nicholas Cascarano and Harry Van Oudenallen of Arquitectura in Milwaukee, Wisconsin

## SUBMIT YOUR WORK FOR THE 2009 CALENDAR

**form•Z** users are invited to submit their images for consideration to be featured in the 2009 calendar. A 15 year tradition now, **AutoDesSys** is looking for images modeled in **form•Z**, and although we are biased towards **RenderZone** renderings, we welcome renderings done with other applications, and we'll even give them credit. You can submit your creations by following instructions [CLICK HERE>>](#)

## AutoDesSys TECH SUPPORT

It is hard to resist sharing the feelings of appreciation **form•Z** users send frequently to the technical support team. The latest one comes from Ingo Strobel from Berlin, Germany. We quote him unabridged:

"Hi  
first of all, thank you 3x ! The file you repaired works beautifully.

Secondly, I am not in touch with the other office guys anymore, but I will definitely send them an email and tell them about it.

Thirdly - no matter if they use it or not I will tell them how awesome the new **form•Z** is... I just test-rendered the file you sent with these new functions "occlusive lighting" and "final gather" and I am stoked. It was a very good decision for me to buy the software, and start off where I stood years ago instead of getting some other 3D package. I (was at the time and) am and will be a fan of **form•Z** ... so one big "thank you" goes for creating that software in general! ;-)

oops - and the fourth mentioned "thanks" should be for your helpful and speedy support! I don't think it can be taken for granted that someone is there and actually really works on stuff and helps out, there are so many bad helpdesk services in that line of work, that I stopped contacting some of them altogether. But in your case I am very positively surprised, and I think I should mention this!

best regards, thanks again  
Ingo