



## Bergmann Associates Build a Service Model with Visualization Technology



Rendering of Lock from a Distance



Rendering of Lock Opening



Rendering of Lock at Sunset

These photo-realistic renderings were created by Bergmann's visualization team and the following contributors: Angel Vazquez, Dave Rapp, Todd Heckaman, and Nick Carrington. The team produces stunning photoreal imagery when communicating with their clients.

### → THE CUSTOMER

Bergmann Associates is an award winning architectural and engineering firm with nine offices located throughout the eastern and midwestern portions of the United States. The firm was founded in 1980 and has grown to over 230 employees with 100 licensed and registered professionals. As a multi-disciplined firm, Bergmann Associates brings innovative concepts to their clients by offering an extensive range of engineering, architectural, planning, and design services.

### → THE CHALLENGE

Even though Bergmann Associates had their own visualization department, they wanted to streamline their visualization design for their architects.

### → DESIRED OUTCOME

Their key goal was to improve the final renderings of the architectural and interior design departments, which would allow them to anticipate and respond faster to client concerns throughout the entire design process.

### → THE SOLUTION

"Using Autodesk® VIZ would enable our architectural and interior design departments to communicate design intent with stunning realism, animate descriptive sequences, produce interactive views, and do this all with true versatility, noted CAD Manager," Melcher Mack. As visualization projects become more complex, Autodesk VIZ streamlines workflow because of its extended functionality in rendering creation and greater interoperability with Autodesk products.

"Nine of our architects enrolled in the VIZ Fundamentals Course offered by IMAGINiT. I received a lot of positive feedback from the course. The instructor applied exactly what we needed as an architectural engineering firm, showing us how to take our 3D drawings for construction documents and explore concepts, validate our designs, and produce stunning presentations. I really believe the best training we've received was from IMAGINiT. The IMAGINiT sales and support staff communicated weekly with us, which was a key component to our software success."

### → ACTUAL RESULTS

Bergmann Associates uses several AutoCAD-based applications and quickly composites the data from these solutions into VIZ. Bergmann uses visualization technology throughout their entire workflow process. "Visualization is definitely a great tool for a portfolio, allowing prospective clients to see our work. But this technology also helps us optimize our design by answering our clients concerns throughout the entire construction timeline. By creating imagery and animations for groups with planning boards, those using the building daily can get photo realistic illustrations of the proposed design," confirmed Melcher.

Melcher noted, "There are several features that I really like in VIZ, such as the ability to create photo simulations, defining unlimited numbers of textures, and using multiple lighting models and advanced lighting simulation and analysis. I didn't have a lot of visualization background before this, and VIZ really opened my eyes to the potential growth for our company. The overall benefit of implementing VIZ is that we finally have a simple, fast workflow to produce stunning photoreal imagery when communicating with our clients," concluded Melcher.