

CASE STUDY - STUDIO Z IMAGERY

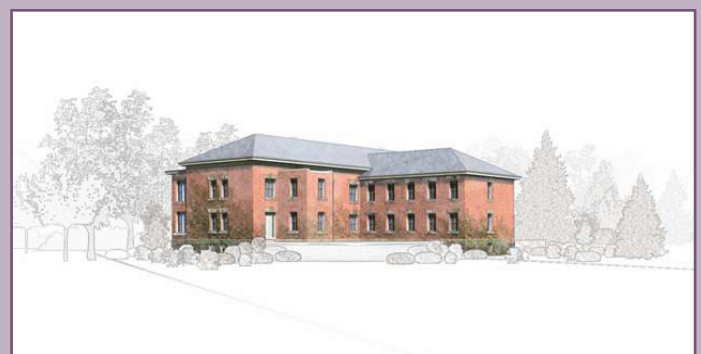
Ron Haselius, Studio Z Imagery



“What I find amazing about Piranesi is that it is so easy to create images that bring up certain design issues. For example, the above image of the University of Minnesota’s new Art Building was one of a series used by the architects and the clients to discuss massing concerns. Piranesi allowed a soft approach in which the clients could understand the relevant issues without the architects having to commit to certain design moves, even though the model was rigorously created in 3ds MAX.



“The two images above were used by the Minneapolis Parks and Recreation Board in their campaign to raise money for the renovation of certain park buildings, again without the Board having to commit to specific design moves.



“The image above left was part of the winning entry in a competition to design a new practice facility for the Minnesota Wild professional hockey team. The image above right is of the renovated Officer’s Quarters at Fort Snelling.”

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