

Dieguez Fridman Arquitectos

Customer Success Story

AutoCAD®

Autodesk® 3ds Max® Design

The free-form design tools in AutoCAD software allow us to develop and refine complex forms more quickly and easily. It's a bit like using virtual clay for 3D conceptual design.

—Axel Fridman
Principal
Dieguez Fridman Arquitectos

With AutoCAD for conceptual design, we have the power to design exactly what we imagine in 3D. The process is faster and freer than is possible with paper or 2D tools.

—Axel Fridman
Principal
Dieguez Fridman Arquitectos

Conceptualizing form and function.

Dieguez Fridman Arquitectos creates award-winning conceptual designs in 3D using AutoCAD software.



Image courtesy of Dieguez Fridman Arquitectos.

Project Summary

Dieguez Fridman Arquitectos has built an international reputation for innovative architectural design since its founding in 2000. From securing first prize in multiple national design competitions to high placements in contests in Spain and South Korea, the firm's modern and playful use of geometric forms captures the attention of design-savvy judges. The firm has found that by entering—and winning—design competitions, it not only secures contracts to design large projects for contest sponsors, it also attracts other clients interested in distinctive architecture. With creativity a priority, Dieguez Fridman sees its conceptual design workflow as the foundation of its success. The firm uses AutoCAD® software to provide the 3D conceptual design tools it needs to realize its ideas. To create sophisticated visualizations of designs, Dieguez Fridman turns to Autodesk® 3ds Max® Design software.

Whether designing for a client or a competition, Dieguez Fridman's conceptual design process begins in AutoCAD software. A recent retail interior design project for the high-end fashion retailer Ayres demonstrates how conceptual creativity flows at the firm. Ayres wanted a store that stood out and showcased its offerings in an original way. Each of the architects at Dieguez Fridman turned to the 3D conceptual design tools in AutoCAD software to develop a conceptual design for Ayres. The architects shared their ideas with each other, collaborating to choose the best ideas. After further

refinement in AutoCAD, the firm transferred the DWG™ files into Autodesk 3ds Max Design software to help develop a photo-like rendering for the client. Viewing the design in 3D helped the client to visualize the interplay of space and light created by the complex forms featured in the design. Using AutoCAD software for conceptual design and 3ds Max Design software for visualization helped Dieguez Fridman to:

- Design and manipulate complex forms more easily
- Capture and present initial ideas in 3D
- Develop award-winning designs more efficiently
- Move between 3D design and visualization more seamlessly

About Dieguez Fridman Arquitectos

Led by architects Tristan Dieguez and Axel Fridman, Dieguez Fridman Arquitectos designs buildings that distinctively blend form and function. The firm's portfolio of award-winning projects includes retail, government, commercial, and residential buildings. Dieguez Fridman serves a global clientele from its offices in Buenos Aires, Argentina.

Learn More

Accelerate the creative process with AutoCAD software for conceptual design. Visit www.autodesk.com/autocad to learn more.