We've used AutoCAD for design and 3ds Max Design for visualization for years, and we'll keep using them. With licensing the Autodesk Design Suite, we are excited to add 3D sculpting with Mudbox and surface design with Alias Design to our workflow.

—Terrence McClellan
  Principal
  Scenographix

Making a scene.

Scenographix expands its event and theater design power with the Autodesk Design Suite.

Image courtesy of Scenographix

Project Summary

From its Chicago-area home base, Scenographix designs event and theatrical sets and lighting. The firm has completed more than 1,000 projects for clients ranging from dance and theater companies to automakers and major tradeshow producers. All Scenographix's clients have one thing in common: they want sets and lighting that capture the essence of their event or performance. For many years, AutoCAD® and Autodesk® 3ds Max® Design software products have provided the design and visualization capabilities Scenographix needed for every step in its workflow. AutoCAD software helped the firm to design sets and lighting in 3D, while delivering designs in a format that enables easier collaboration with set fabricators. Using 3ds Max Design software, Scenographix developed near-photorealistic visualizations of events for review with clients. But for future projects, Scenographix will have even more design power in its toolbox. That's because the firm recently licensed the Autodesk® Design Suite Ultimate edition, which includes Scenographix's longtime tools and more.

A recent client, a major insurance company, wanted eye-catching, eco-friendly sets for its annual sales meeting, which attracts more than 9,000 attendees. Scenographix delivered, with reusable set frames that can accommodate everything from LED lights and projected images to printed panels. To get started, the firm sketched its initial ideas in 3D using AutoCAD software. Loading the sketches into Autodesk 3ds Max Design, the lead designer created near-photorealistic renderings of the sketches to review with the client and the

show's producer. Going back to AutoCAD software, he incorporated their feedback into the design and developed detailed drawings to share with the fabricators. How could Autodesk Design Suite impact the firm's workflow on similar projects in the future? Scenographix will continue to lean on AutoCAD and 3ds Max Design for core design and visualization tasks. Autodesk® Mudbox™ software will help the firm to more freely model and explore nontraditional shapes for sets. And Autodesk® Alias® Design software could help Scenographix to incorporate eye-catching complex surfaces into designs, a capability that the firm anticipates will prove particularly valuable in developing sets for its automotive industry clients. By turning to the Autodesk Design Suite, Scenographix could:

- Model nontraditional shapes more easily
- Incorporate complex surfaces into designs
- Enhance its ability to communicate visually with clients and potential clients

About Scenographix

Headed by two principals, Terrence McClellan and Kathleen Smigielski, Scenographix designs theatrical scenery, tradeshow booths, and event sets for a wide range of clients.

Learn More

Turn to the Autodesk Design Suite to expand your design and visualization capabilities. Visit **www.autodesk.com/designsuite** to learn more about the Autodesk Design Suite.

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