Shaping innovation.

Architects turn to AutoCAD software to design eye-catching research facility.

> Autodesk 3ds Max Design is the perfect companion product for AutoCAD software. We develop a design in AutoCAD. In 3ds Max Design, we make it look so real that many people think the visualization is a photograph.
>
> —Rodrigo Ramos
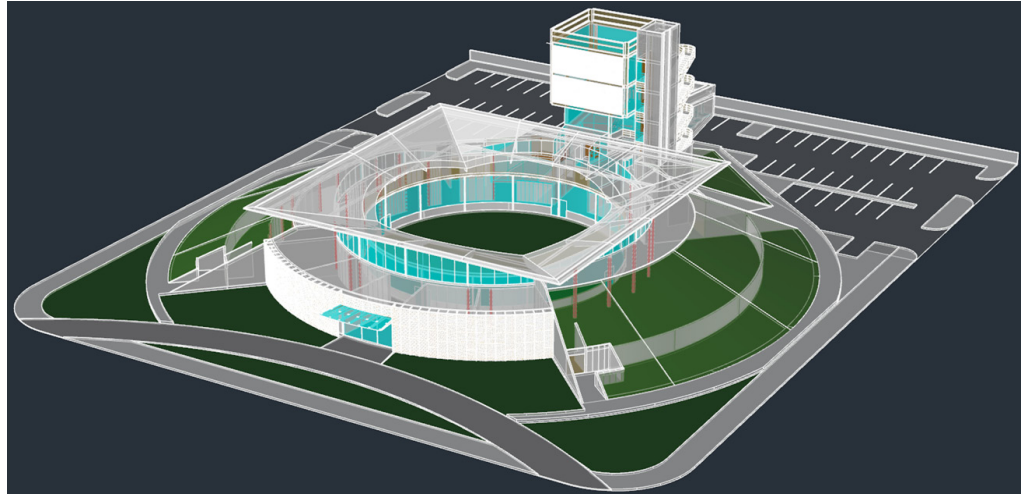> Principal
> TIF Digital

Image courtesy of Enrique Yáñez Architects and TIF Digital.

Project Summary

Katcon, a Mexico-based supplier of exhaust system parts to the global automobile industry, decided to build a research and development facility at a new industrial park in Monterrey, Mexico. The building will be called KIIT, which stands for the Katcon Institute for Innovation and Technology. The company needed the building's design to attract attention. Within the government-sponsored park, facilities with a striking design had the potential to secure more prominent placement in the development. Katcon turned to the architects at Enrique Yáñez Architects and TIF Digital for a design. Though headed by young architects, the firms had established a reputation for producing and effectively presenting innovative designs. They use AutoCAD® software to develop and capture their ideas. Autodesk® 3ds Max® Design software helps the firms to present their designs as near photorealistic visualizations.

Enrique Yáñez Architects took the lead with the conceptual design portion of the project. The firm used 3D free-form design tools to develop the initial concept, which featured an exterior dominated by curving grass-covered walls. Surface modeling tools helped teams from both firms to explore options for ensuring the curving walls did not limit the usability of the interior spaces. To develop the visualizations, TIF Digital brought the AutoCAD files into Autodesk 3ds Max Design software. Within 3ds Max Design software, they created detail-rich, 3D renderings to present to the client and the government. A DWG™

file linking tool in 3ds Max Design made it easier to update the renderings as the design evolved. Thanks to the team's innovative design and realistic visualizations, the government decided that the KIIT facility deserved a prominent location in the new industrial park. Using AutoCAD and 3ds Max Design software on the project helped Enrique Yáñez Architects and TIF Digital to:

- Accelerate the development of an innovative conceptual design
- Secure a prominent location for the building
- Explore options for enhancing the usability of interior spaces
- Produce near photorealistic visualizations quickly

About Enrique Yáñez Architects and TIF Digital

Based in Monterrey, Mexico, Enrique Yáñez Architects designs commercial buildings and multifamily residences. Also based in Monterrey, TIF Digital helps architects and developers support their projects with visualizations, CAD expertise, and detailed construction documentation.

Learn More

The Autodesk® Design Suite 2012 software package includes both AutoCAD and Autodesk 3ds Max Design. Visit **www.autodesk.com/autocad** for more information about AutoCAD, and **www.autodesk.com/designsuite** to learn more about the cost-savings and workflow benefits of Autodesk Design Suite.

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