Parsons Brinckerhoff

Customer Success Story

**AutoCAD®**
**Autodesk® 3ds Max® Design**

Using AutoCAD and Autodesk 3ds Max Design software, we create visualizations of buildings, landscaping, streetscapes, and infrastructure that convey details with near-photographic realism. Together, AutoCAD and 3ds Max provide a way to turn virtually any design into a sophisticated model.

—Jay Mezher
Design Visualization Manager
Parsons Brinckerhoff

# Visualizing Seattle.

## Parsons Brinckerhoff uses AutoCAD and Autodesk 3ds Max Design to help clients visualize projects in the context of an entire cityscape.

**Image courtesy of Parsons Brinckerhoff.**

### Project Summary

As a leader in infrastructure design and development, Parsons Brinckerhoff offers a wide array of services through its global network of 150 offices, including Parsons Brinckerhoff's busy Seattle location. In addition to design and engineering expertise, Parsons Brinckerhoff's Seattle office delivers design visualization services to both internal and external project teams. The design visualization team leverages an incredible asset when supporting local projects: A 3D model of the entire city of Seattle. Using the model, Parsons Brinckerhoff can show new development projects in the larger context of the city. The model has proved useful for everything from zoning and view studies to marketing new developments and building consensus on controversial infrastructure projects. Parsons Brinckerhoff prepared and gathered data for the model with several software solutions from Autodesk, including AutoCAD® Map 3D and AutoCAD® software. The firm created the model itself using Autodesk® 3ds Max® Design software.

The 2200 Westlake project demonstrates how a 3D visualization can enhance a project. A mixed-use commercial and condominium complex, 2200 Westlake features an upscale market, a five-star hotel, and 260 luxury residential units. The developer wanted a realistic visualization of the project to help fine-tune final finish choices and to aid in marketing the building. Parsons Brinckerhoff used the architect's 2D plans, sections, and elevations to develop a 3D model of the complete project in AutoCAD software. The team found that moving from 2D documentation to a 3D model within AutoCAD software allowed them to save time by leveraging existing data while preserving accuracy. With the preliminary model complete, Parsons Brinckerhoff exported it from AutoCAD software to Autodesk 3ds Max Design software. Compatibility between the two programs continued to preserve the accuracy of the architectural details. Then the team used Autodesk 3ds Max Design software to create near-photorealistic renderings and incorporate the building into the 3D model of Seattle. The model created using AutoCAD and 3ds Max Design software helped enable the project team and the developer to:

- Make more informed decisions about finishes
- Show the building within the larger context of the Seattle skyline
- Market the building to potential residents and retail tenants earlier
- Take advantage of existing designs to develop sophisticated visualizations

### About Parsons Brinckerhoff

Founded more than 125 years ago, Parsons Brinckerhoff delivers infrastructure design, planning, engineering, and operational services to clients all over the world. The firm employs more than 14,000 people, all dedicated to providing high-quality support to public- and private-sector clients.

### Learn More

Take design visualization to the next level with AutoCAD and Autodesk 3ds Max software. Visit **www.autodesk.com/autocad** and **www.autodesk.com/3dsmax** to learn more.



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