Hassell

Globally Improving Collaboration and Design

Hassell

ABOUT HASSELL

Hassell is an award-winning architecture, urban design, interior design, and landscape design international practice with studios in Australia, China, South East Asia, the United States, and the United Kingdom. For more than 80 years, Hassell has developed a deep understanding of clients and the sectors in which they operate.

> "Bluescape has led to a greater cadence in our collaboration and design review sessions, resulting in better design outcomes regardless of project time zones and team location."

Jonathan Irawan
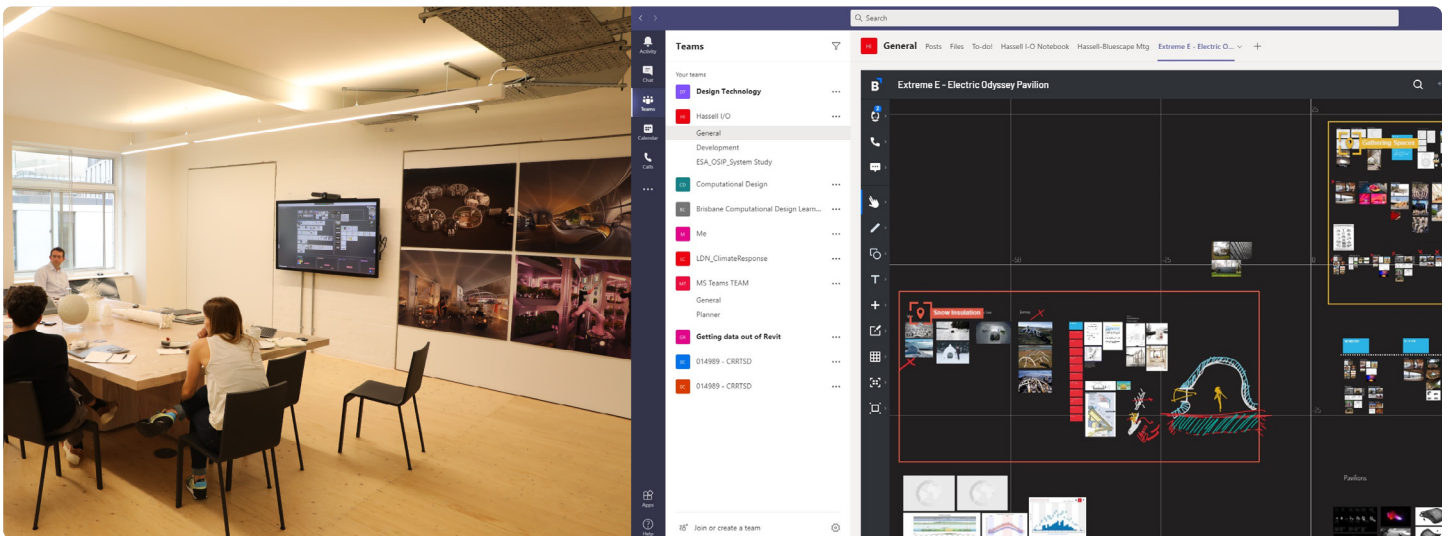Computational Design Lead
Hassell

CHALLENGE

Hassell's strategy team helps clients and designers develop a deeper understanding of the organisations and people at the heart of projects. The strategies Hassell develops help clients make better use of their space, respond to change over time, and plan for the future.

Design happens in each of nine Hassell studios. Architects love to pin things on walls, but people cannot see the walls in all locations. Hassell wanted a tool to digitize ideas. They wanted teams to work from remote locations, allowing everyone to see the work in real time, access the project workspaces, and follow an entire project process and development in one place.

SOLUTION

Hassell uses Bluescape on a variety of design and construction projects, beginning in the early stages of program and project management, and as an effective collaboration and presentation solution. Hassell teams quickly discovered working from remote locations was no longer a challenge. Everyone can see work in real time, access the project workspace, and follow the entire project process and development using Bluescape.

Over the course of the pandemic, our global design practice had to quickly transition from nine studios to 750 "home" studios. Each project has its own Bluescape board. The technology is used for site analysis and provides information on building projects at a variety of sites around the world.

BLUESCAPE

> "Hassell wanted a tool to digitize ideas. Bluescape is the best tool allowing us to add people from outside our organization into a project which is crucial for architecture."

Xavier De Kestelier
Head of Design Technology and Innovation | Hassell

RESULTS

Using Bluescape results in better collaboration. There is a better design outcome. Bluescape allows Hassell team members to collaborate with multiple design and consultant organizations, regardless of timezones. Bluescape is being used on big screens and touch tablets from offices and from home.

Hassell is using Bluescape on almost every project throughout its project life cycle, from schematic design all the way to construction documentation. This results in a better design outcome and improved collaboration. Through the use of Bluescape, Hassell has worked on a competitive bid for parliamentary offices in Canada, a collaboration between two design firms on a variety of projects, and worked on a project in Uganda. The ease of accessibility of Bluescape enables designers and leaders to keep track of project progress. By eliminating timezone and location constraints, we are able to boost efficiency and capacity to make more meaningful design decisions.

Hassell's entry into the competition was entirely conceived, designed, marked-up, and finalized in Bluescape with geographically dispersed teams located in three Hassell studios.

ABOUT BLUESCAPE

Bluescape is a visual collaboration tool designed to help people and enterprises produce their best work. It lets you interact in real time with colleagues virtually or in person with a unique set of tools that improve and streamline your existing workflows. Bluescape is designed to enable secure virtual workspaces that help an enterprise unify its content and conversations in a shared, persistent space that can be accessed from any device or location. The cloud-based platform is designed to support video, web pages, Office or Google docs, emails, etc. Bluescape's cloud-based workspaces deliver unsurpassed visual collaboration that boosts productivity, creativity, and innovation. Bluescape will increase the effectiveness of work across the enterprise by helping organizations visualize ideas, make better decisions, and drive better outcomes. Visit bluescape.com and follow us on LinkedIn, Twitter, Instagram, and YouTube.

> "When the pandemic hit everyone moved to using a browser and within two weeks each project had its own Bluescape board. We use the technology for almost every project from site analysis to design reviews."

Xavier De Kestelier
Head of Design Technology and Innovation | Hassell

BLUESCAPE