

vocon.



BLUESCAPE[®]

 CASE STUDY

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**Vocon Uses Bluescape to Let
Clients Step Into New Spaces
Before They're Built**



About Vocon

Established in 1987, Vocon is a full-service architecture and interior design firm dedicated to personalized client service. The firm is known for its unwavering focus on providing solutions informed by and aligned to the goals and strategies of its clients, which has helped it to become one of the largest design firms in the U.S. as well as one of the top 40 firms internationally. With a staff comprised of architects, interior designers, workplace strategists, and environmental graphic designers, Vocon serves clients on a national scale from its offices in Cleveland, New York City and Los Angeles.

Vocon, a leading design firm, soundly believes this is its mission for every project and each client engagement. The firm is known for producing design outcomes that delight visually and perform functionally. As Brandon Dorsey, Vocon's director of technology, elaborates, "One of our key tenets is that we form a true partnership with our clients, working together as a team through all aspects of the design project. We're constantly collaborating and immersing ourselves in their organization to capture their vision and transform their objectives into reality.

"Vocon assessed their technology toolkit and took action when it became apparent that the tools the firm's designers had used for years prevented them from visualizing their creations in new ways, presenting renderings with more detail, and innovating across the entire design process.

Bluescape turned out to be just the solution Vocon

needed to take collaboration and ideation within the firm to the next level. Explains Dorsey, "We wanted a solution that would extend our existing environment without asking us to rip out the tools we already had in place. Bluescape is the only collaboration solution that acts as an open platform with which we could integrate all our design applications, including Enscape, Autodesk AutoCAD, and other VR tools, all powered by NVIDIA to work together.

"With Bluescape, Vocon can now transform 2D renderings into hyper-realistic 3D renderings of potential spaces before they are even built. "By overlaying our PC desktop in Bluescape and interacting with designs on large format touchscreens, clients can see their ideas come to life, make changes on the fly, and feel that new space volumetrically," comments Dorsey. "With Bluescape, we're able to deliver a unique work experience for our internal teams and clients."

Great design is more than just aesthetics. It's about creating designs with the right mix of functionality as well as beauty, building spaces that improve how employees work every day.

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Before Bluescape

Before Bluescape, Vocon designers would waste hundreds of hours rendering designs, exporting them, and then importing them into another application to manipulate or change.

Effects of Bluescape Integration

Because a designer or client can virtually “step into” the design project, the end result better reflects the client’s brand identity and culture. It also speeds and improves the design process.

Crystal Knapik, project designer, describes further:

“Bluescape enables a more efficient, more effective way to design. We can come back and talk about the key areas through images, taken from 3D renderings, that get placed instantly in Bluescape. Since we can experience and understand the design spaces better than we’ve ever been able to, the process moves more quickly and we can avoid costly mistakes and delays.

“When asked about the learning curve for designers at the implementation’s start, Dorsey puts that question quickly to rest. “Bluescape’s open platform allows us to integrate applications and tools with which our designers are already familiar. There’s literally no learning curve, and

designers can simply snap an image—or several images—into Bluescape with a single click and they can continue to use the same tools they’ve always used.

“While Dorsey enumerates the many benefits Bluescape has delivered to the firm, he zooms out to the big picture for the one he thinks is most important. “With all our design content stored persistently in the Bluescape environment and the ability to integrate all of our existing tools seamlessly, our design teams can access content workflows no matter where they are or when they need.”

With Bluescape, Vocon’s designers can focus on the creative work that matters, which leads to better designs, more engaging experiences and ultimately, happier clients.

“The ability for our design team to snap images directly into Bluescape is a 10X time savings. I can’t begin to describe how much time our teams regained because of Bluescape – time they can now devote to improving design and delighting clients.”

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About Bluescape

Bluescape, a leading collaboration workspace solution, enables companies to innovate, collaborate, and work together more efficiently. Its online whiteboard gives dispersed teams a visually-rich, interactive platform to work and share multiple third party applications, documents, multi-media and web content simultaneously. Users can write, draw and add notes in real-time in the digital space to work more creatively in and beyond meetings. Founded in 2012, Bluescape is based in San Carlos, California and is a wholly owned subsidiary of Haworth. Visit Bluescape and follow us on Twitter, LinkedIn or Facebook.

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