



BLUESCAPE[®]



CASE STUDY

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**HASSELL Designs Inside and
Outside Worlds**



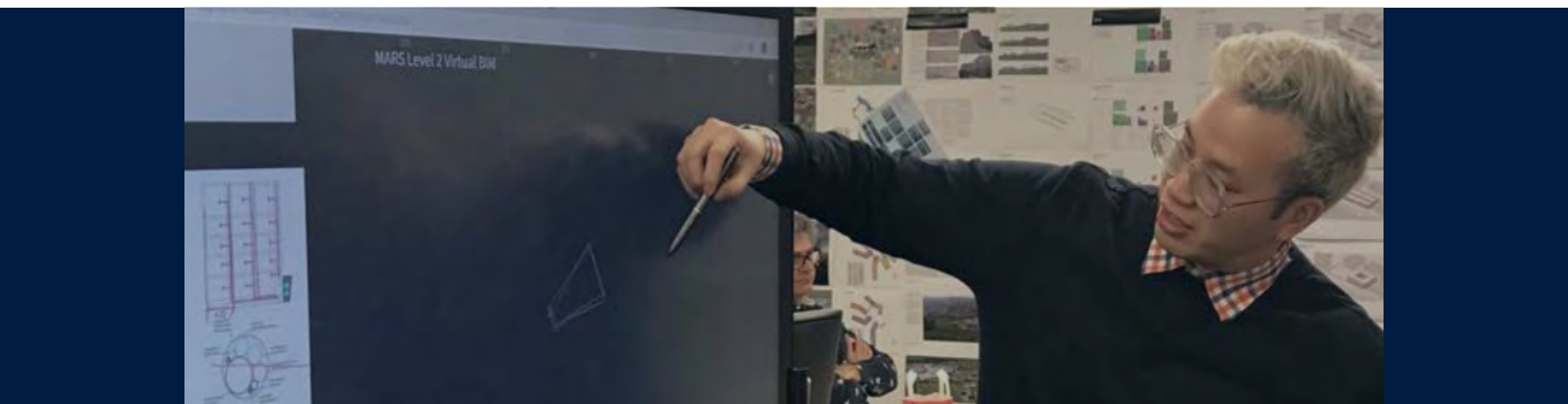
HASSELL Designs

Good design isn't just about how a building or place looks, it's also about how it works and feels. When a project is completed, how do the people who commissioned it feel when they are in it? How do those who live in the building enjoy it? What if the project was a concept for life on Mars? International design practice HASSELL took their award-winning expertise into space as one of ten finalists competing in NASA's 3D Printing Centennial Challenge. The NASA competition sought perspectives beyond the traditional aerospace industry to explore how a human habitat could be designed and delivered on Mars using current 3D print and design technologies. The HASSELL team applied human-design thinking to an approach that expands the idea that astronauts are merely operators, creating a habitat where people can not only survive but really thrive on Mars.

"Our firm's entry in the competition was entirely conceived, designed, marked-up, and finalized in Bluescape with ageographically dispersed team located in three different HASSELL studios."

About HASSELL

HASSELL is a leading international design 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.

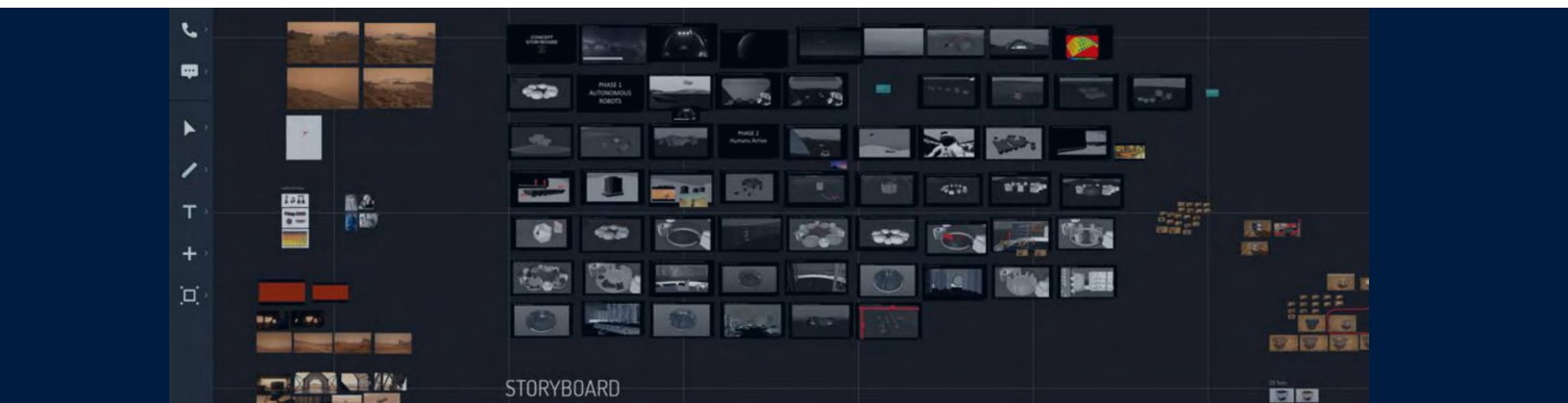




Effects of Bluescape Integration

HASSELL used Bluescape to take their visionary concepts into the design and development phases. “Our firm’s entry in the competition was entirely conceived, designed, markedup, and finalized in Bluescape with a geographically dispersed team located in three different HASSELL studios,” said Xavier De Kestelier, head of design technology and innovation for HASSELL. De Kestelier added, “We ideated in London, worked with visualization experts in Paris, and collaborated with a video team in a different London office. Communicating our vision with the rest of the team was easy, we could quickly upload images while we were on a call, enabling team members to see them and understand what we wanted using visual imagery.” The team quickly discovered that working from remote locations was no longer a challenge. Everyone could see the work in real time, access the project workspace, and follow the entire project process and development in Bluescape. HASSELL is using 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. De Kestelier credits Bluescape with improving communication and collaboration between the different studios. “Because it’s such a visual tool, it’s easier to communicate, and better communication can lead to better time management and, ultimately, cost savings.”

“Each system costs hundreds of thousands of dollars, which wasn’t really feasible, so I started to look at systems that worked on a single screen. After testing a few different systems it became obvious that Bluescape was the most user-friendly and the best fit with how we work.”



About Bluescape

Bluescape creates collaboration solutions that help distributed teams perform their best—at work, on the go, and at home. Its virtual work platform empowers colleagues to see the big picture, make better decisions, and drive positive results. Customers include Fortune 100 companies, government agencies, higher education, and leaders in media and entertainment. A Silicon Valley-based company, Bluescape has offices throughout the US and Canada. Bluescape is headquartered in San Carlos, CA. The company was founded in 2012 and is a wholly-owned subsidiary of Haworth. Visit bluescape.com and follow us on Twitter, LinkedIn, and Facebook.

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