



Visualising your designs and environment

Three-dimensional visualisation services

Our specialist team produces three-dimensional models of urban environments, design proposals and landscapes to help you bring projects to life.

We have the ability to translate complex design data into an easily understandable, user-friendly format, whether the project is in a building, an urban area or within the landscape.

Bringing together numerous data sources, sophisticated modelling techniques and the experience of our team, we create high-impact visuals for your project, from detailed three-dimensional city models to simple block models and aerial views.

Our approach

We aim to make easier the task of understanding the huge amount of data generated by any design exercise. To help you picture how a finished scheme will appear in situ, we add a third dimension to traditional two-dimensional plans, making your project data more accessible to many more stakeholders.

Our clients come to us for our experience and expertise in converting all sorts of data into three-dimensional visualisations. Typical services we provide include two-dimensional and three-dimensional computer-generated imaging, animations, interactive viewers and realistic photomontages.

Whichever format you choose, our knowledge and understanding of your data will provide you with an effective way to portray your project in a realistic way.

Halcrow's established geospatial team provides maps, models and databases, based on its work in engineering surveying, laser scanning, hydrography and geographic information systems.

We bring knowledge from across Halcrow to enhance this spatial expertise, providing visualisations that include realistic traffic and pedestrian movement that has been modelled by our dedicated team of micro simulation experts.

The latest mass data capture techniques are available in house to rapidly acquire the information needed to model an environment in three dimensions.

Products and services

- model development and creation
- bespoke data capture
- high-quality video and still images
- integration of varied data sources
- interactive viewers
- shadow analysis
- clash detection
- schematic videos
- training materials
- view-shed analysis

The advantages

Three-dimensional visualisation provides a way of viewing a project in a real-world context so that all interested parties can enhance their understanding of the project. Different design scenarios are easily displayed to show the effect of different plans and construction methods.

Once the data has been acquired for one visualisation, the same data can be used for other applications. For example, the visualisation of a proposed bus route can also be used to assess the impact of a new shopping centre.

Our visualisation solutions can:

- assist in the development process
- promote best practice in design
- be used by the professional and public communities alike
- act as a media showcase
- provide accurate representation of the current environment
- address the short-comings of two-dimensional, plan-based information



Detailed city modelling



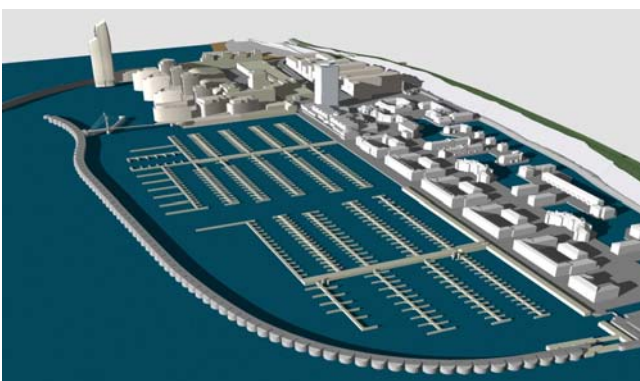
Design visualisation



Plant visualisation



Landscape visualisation



Shadow analysis

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