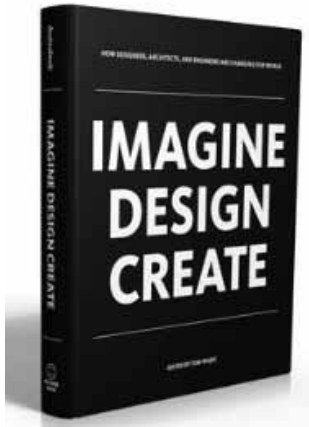


IMAGINE—DESIGN—CREATE

Book review by Steve Wiser, AIA



‘WOW!’ new buildings, realistic animated movies, and futuristic planes are being produced today that would have been impossible just a few years ago. Digital simulation has reached a milestone where it is now standard practice when planning any type of physical or graphic product. It is truly a paradigm shift in human evolution. And, to document this transformation is a fascinating new book: “IMAGINE, DESIGN, CREATE”. Edited by Tom Wujec, it is published by Autodesk, which develops software that aids designers in the creation of all these gee-whiz solutions.

While the public enjoys the awe-inspiring buildings and captivating animations, the real magic is how these projects are conceived behind the scenes. This book pulls back the curtain and takes you into the minds of the architects, industrial engineers, game designers, movie directors, among many others, exploring ‘how did they do that?’, and where all these imaginative trends may be leading us. There are thirteen interviews of cutting-edge digital experts as well as at least twelve case studies of actual projects resulting from this computerized process.

From James Cameron’s movie ‘Avatar’, where he developed a virtual camera that reinvents film-making to Boeing’s 787 Dreamliner that streamlines the plane’s shape for quieter and more fuel efficient travel, the benefits of this technology is readily apparent. The Marriott Hotel Corporation is able to develop digital guest room prototypes via virtual reality which saves both time and dollars over the former process of actually constructing mock-ups.



Costs were reduced by \$58 million and wind loads decreased by 24% when Gensler Associates used BIM (Building Information Modeling) on the phenomenal Shanghai Tower. Additional benefits include minimizing the carbon footprint, limiting reflective glare, and a more efficient infrastructure.

This 336 page book is also a visual delight by itself. While it is an interesting juxtaposition of a 2D ‘old’ format that describes the new 3D process, this colorful, easy-to-interpret publication could not have been assembled without the assistance of computers.

Steve Wiser, AIA

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The printing press, the Kodak camera, and “The Jazz Singer”: all were defining moments in visual history where the human race was forever changed in a positive manner. Through the advances in digital technology, another life-altering period has arrived.

“IMAGINE DESIGN CREATE” is a must read to fully understand how the digital design process is making a better world for all of us to live.

*Click on Amazon.com to order this book.
Hard cover: \$29.95 plus S & H.*

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