

# Artlantis™

## Digital Modelling and photorealistic rendering

### Services Overview

Artlantis™ is a high end photorealistic stand-alone rendering engine which complements SketchUp by producing rich, refined presentation images for any type of project.

The addition of Artlantis™ to Urban Initiatives' palette of design review and presentation tools has benefitted many built and research projects. Artlantis™ enables clear and concise communication of all aspects of the design concept and related issues to clients and community groups.



Station North Upgrade Realignment Project (SNURP), Dandenong, VicUrban



SNURP, Dandenong, VicUrban

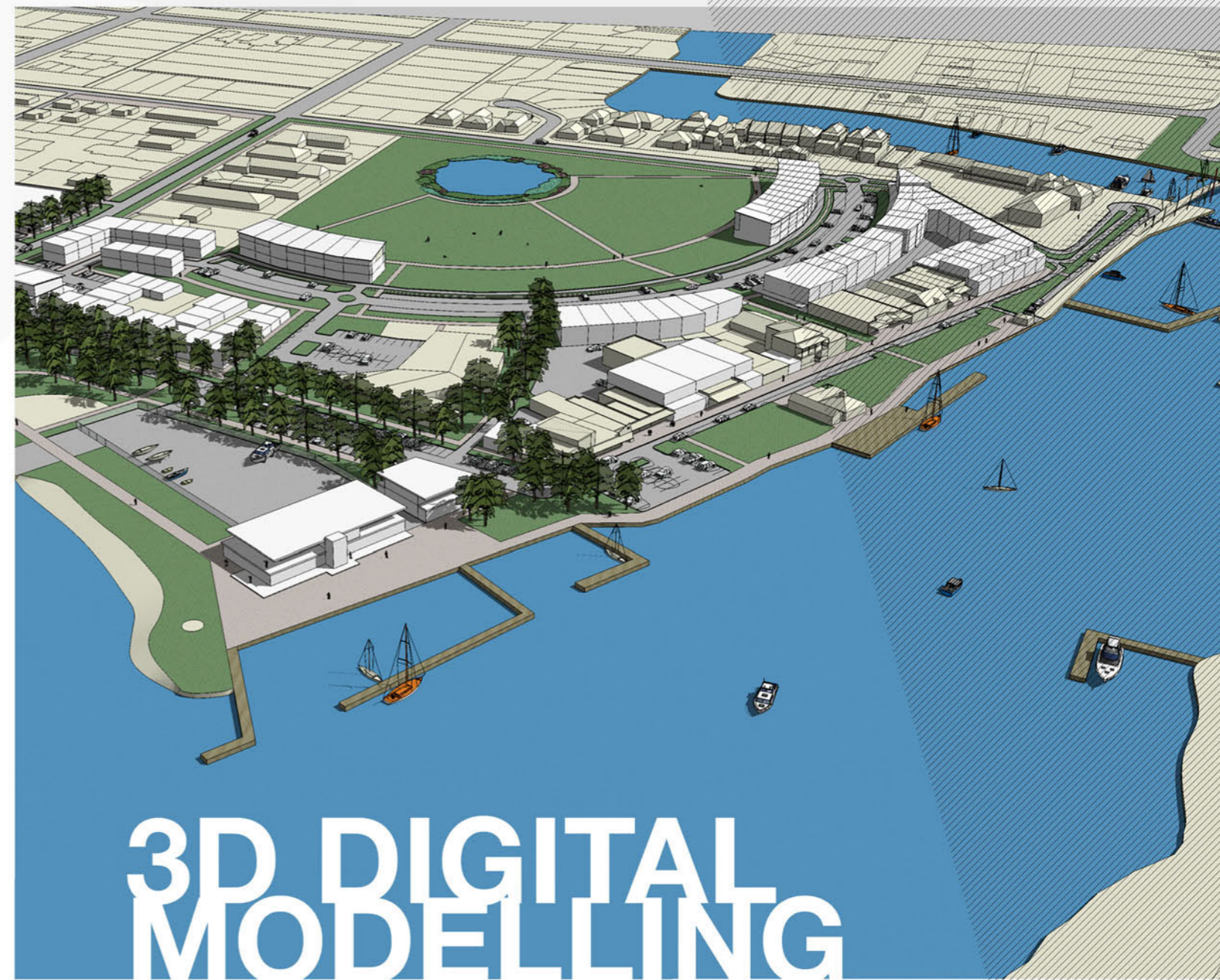


Carrington Carpark, Niddrie, Moonee Valley City Council



Carrington Carpark, Niddrie, Moonee Valley City Council

## THE 3D DIGITAL MODELLING WORKS OF URBAN INITIATIVES



# 3D DIGITAL MODELLING



Urban Initiatives Pty. Ltd. is one of Victoria's most established and respected specialist landscape architecture and urban design practices. We are based in central Melbourne and service clients throughout Victoria and Tasmania. We work for a wide range of private and government clients on a mix of built projects and policy and planning studies.

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# SketchUp

## Digital Landscape Concept Modelling

### Services Overview

Urban Initiatives has used 2D CAD for the planning and design of most projects for well over a decade. More recently, CAD drawings have been developed in 3D to better illustrate concepts and proposals. This work has evolved into modelling directly using SketchUp software to communicate ideas to clients and the community on a range of urban design and landscape projects.

### Services we have provided include:

- Modelling of future proposed built form and open space for Urban Design Frameworks in several Victorian towns. These models illustrate the likely physical outcomes of proposed policies over 20 year development timeframes.
- A model of the built form of Shepparton with subsequent additions of current development applications, proposed council facilities and master plan proposals for all city parks. Development propositions and scenarios for key privately owned sites have been added to the model as a tool for use in discussions about the city's future development.
- A design and communication tool for many projects such as signage systems, exterior spaces, sun/shading studies and for larger masterplans.



Concept



Built

### Central Mall, University of Tasmania, Sandy Bay Campus

*University of Tasmania*

Design review and presentation Sketchup model for the main public spine and central gathering space on the Sandy Bay Campus of the University of Tasmania.

The model was a key tool to address design issues and assist in conceptualising the space.

The adjacent images show the 3D SketchUp model during the concept design stage and the completed space just prior to its opening.



### Retail Centre, Dallas

*Hume City Council*  
Model depicting landscape and art installation for the entrance upgrade at Dallas Retail Centre.



### Victoria Park Lake, Shepparton

*City of Greater Shepparton*  
3D modelling of Park Landscape Master plan including lake and wetland redevelopment.



### Murrumbidgee Irrigation, Griffith

*Murrumbidgee Irrigation Ltd*  
Modelling of proposed landscape surrounds to Murrumbidgee Irrigation's new Green Star rated office development.



### Barry Steggall Park, Swan Hill

*Swan Hill Rural City Council and VicUrban*  
Conceptual model of proposed all-abilities playground in Swan Hill used to communicate the design to the client and the community.



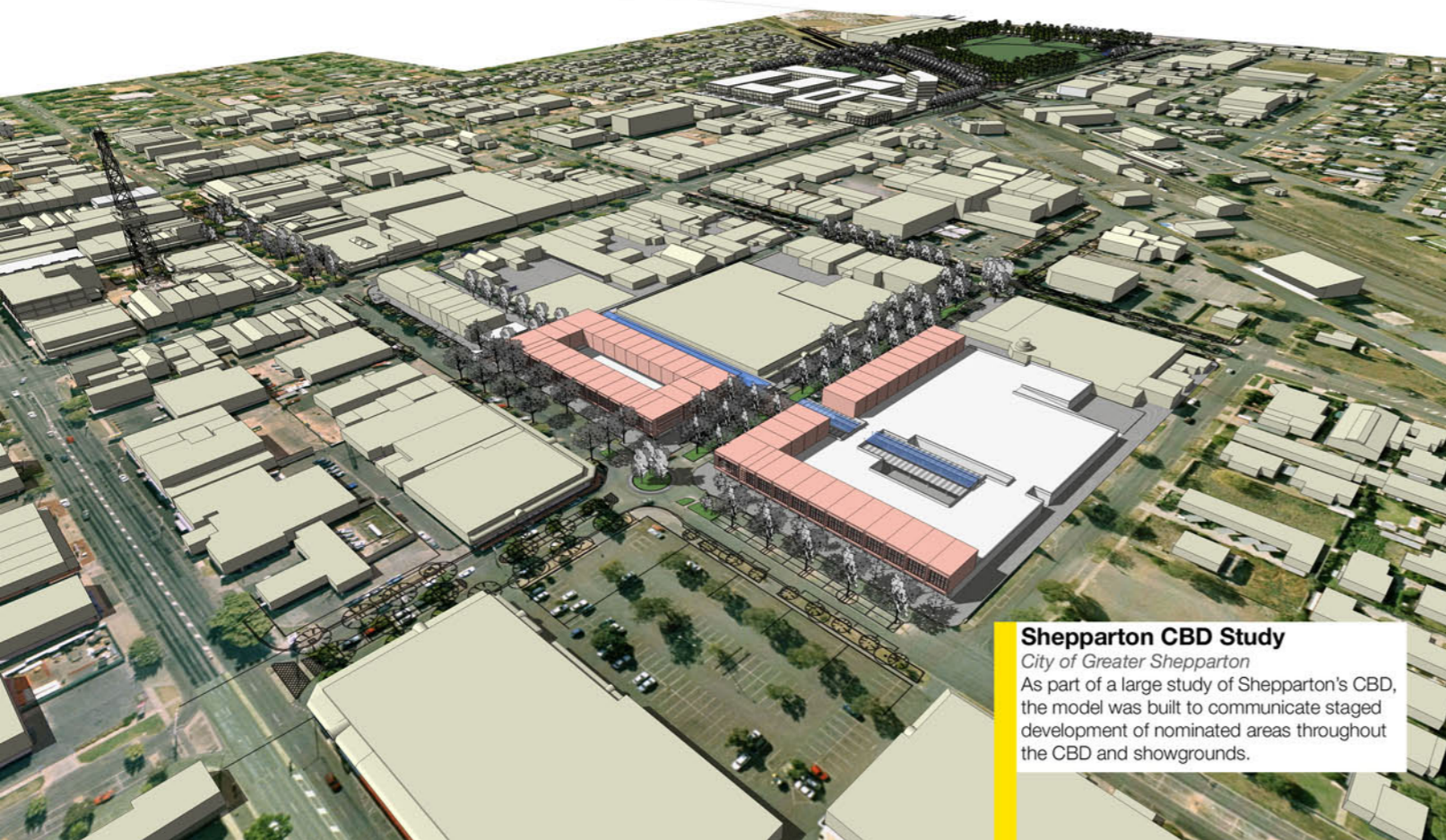
### QV, Melbourne

*Competition Entry*  
Sun and shade projection modelling within the central courtyard of QV for proposed art installation.



### Bicentennial Park, Chelsea

*City of Kingston*  
Park Master plan model and shelter refurbishment model communicate the spatial area and the project's sun/ shade levels.



### Shepparton CBD Study

*City of Greater Shepparton*  
As part of a large study of Shepparton's CBD, the model was built to communicate staged development of nominated areas throughout the CBD and showgrounds.



### Barry Steggall Park, Swan Hill

*Swan Hill Rural City Council and VicUrban*  
This model was produced as part of a large park and residential development in Swan Hill. The model was a key component in communicating the all-abilities playground design to the clients and broader community.