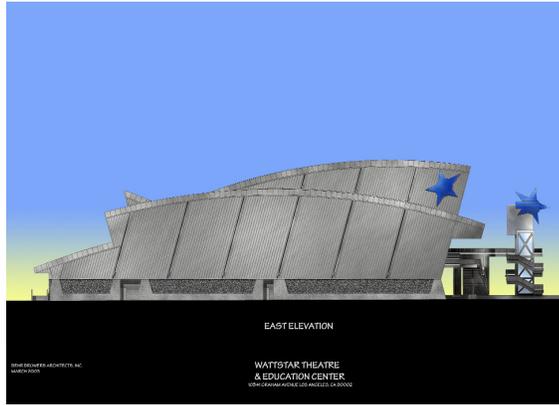
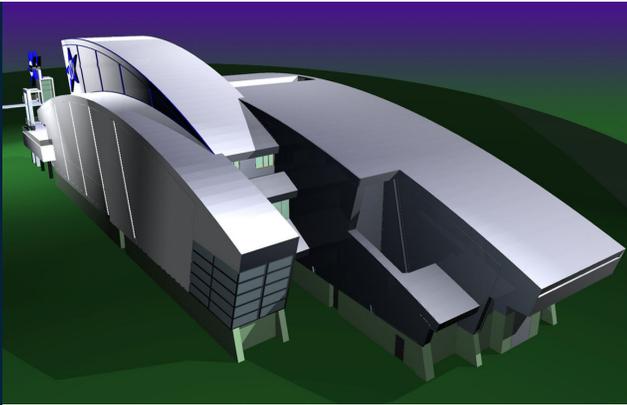


# CASE STUDY: BEHR BROWERS



The Wattstar Theatre

*"Having a 3D model has been worth its weight in gold"*

Andrew Althaus

Behr Browsers Architects has established itself as an innovative design firm specializing in entertainment, institutional and commercial buildings. When the California-based architectural firm was awarded the Wattstar project, the firm's vice president and director of operations, Andrew Althaus, realized creating designs for the cinema and educational center would pose unusual challenges for the project team. To meet these challenges, Behr Browsers Architects turned immediately to Graphisoft's ArchiCAD® to begin designing and evolving the project into a 3D Virtual Building model.

"With a 'mixed use' building, you generally run into more challenging design issues and obstacles. For this

building in particular, the cinema acoustics needed to be state-of-the-art, yet designed in such a way that the classrooms two floors below would not be disturbed," Althaus said. "ArchiCAD was our top choice for the project."

Located within the Cultural Crescent in the Watts community of Los Angeles – an area known for the Watts towers – the Wattstar project was unique in its complexity. Designed to fill two critical needs for its area, one portion of the building will deliver high quality movie entertainment via two 299 seat-cinema auditoriums, while the lower level of the structure will be dedicated to education. The four-story building will also feature a multimedia conference room, classrooms and learning studios, state of the art projection and sound systems, a full concession stand, and mechanical support facilities.

In addition to the challenges of the multi-purpose structure, the Wattstar complex included distinctive design features, such as a larger slanted

structural glass façade. Using ArchiCAD, Behr Browsers Architects staff were able to design, shape and edit their building model intuitively in three-dimensions. "Having a 3D model has been worth its weight in gold," noted Althaus. "ArchiCAD allows us to view and rotate around certain elements of the model. We can see clearly what was happening to our designs, and easily communicate any changes to our clients."

The ability to develop a fully coordinated Virtual Building model is the primary reason Althaus and his team originally selected ArchiCAD. Althaus noted that coordination of all design elements had been a large challenge for his firm with traditional 2D drafting tools, and recognized that ArchiCAD's Building Information Modeling (BIM) approach would address this issue. "When I move a wall or a window, that change is represented in all other aspects of my project," he said. "We used to have to develop separate plans and elevations, but now we can do those

BEHR  
BROWERS  
ARCHITECTS  
INCORPORATED

# WATTSTAR THEATRE & EDUCATION CENTER



tasks as we design." ArchiCAD's Virtual Building model serves as a central database of all building information including complete plans, sections and elevations, architectural and construction details, schedules, renderings and virtual reality scenes. As architects at Behr Browsers Architects focus on designing a building, ArchiCAD concurrently develops all the project documentation, dramatically reducing repetitive tasks.

Behr Browsers Architects has realized benefits using ArchiCAD's Virtual Building model throughout each phase of its design and documentation processes and its client relationships. Using the

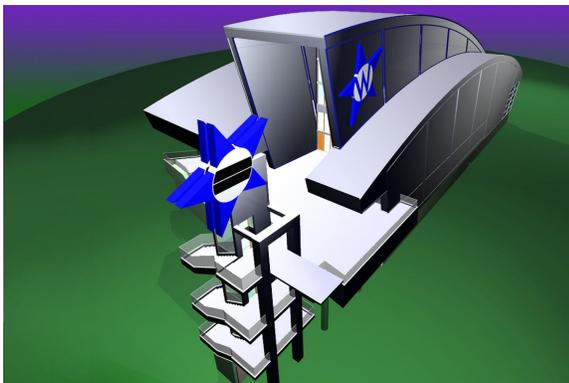
software's renderings and digital fly-through capabilities, the firm has been able to easily communicate with potential clients, and presentations using the 3D model have helped secure new contracts. Furthermore, ArchiCAD extends the services an architectural firm can offer. "ArchiCAD is a great tool for maximizing an architect's services. As we create a set of drawings, the end result is a product that we can now market to our clients for their own marketing," Althaus noted. "We can really sell the services of the Virtual Building model."

More information about Behr Browsers at: <http://www.behrbrowsers.com>

## About Graphisoft

Graphisoft® is a leading provider of design and management software solutions for the architectural profession and the building industry. Founded in 1982, Graphisoft is ranked today among the largest AEC CAD software developers in the world, with offices worldwide in addition to its Budapest headquarters. ArchiCAD® and other Graphisoft products are used by more than 100,000 architects, facility managers and building professionals all over the world. Shares of Graphisoft are traded on the Budapest (GRAPHI) Stock Exchange. More information about Graphisoft is available at:

<http://www.graphisoft.com/>



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