



ARCHICAD ENHANCES SCOPE OF SERVICES

B3 Architects is an innovative firm that has leveraged technology as a means of gaining a competitive advantage and furthering its business objectives. And today's economic conditions demand practical solutions that save time and money.

It is more important than ever that a building design and planning firm be forward-thinking and unrestrained by traditional approaches to architectural design. B3 Architects utilizes Graphisoft® ArchiCAD® to strengthen its client relationships, increase its efficiency and augment the value it delivers to clients throughout the design process.

30-50% workflow increase

Offering its clients a range of services, from market assessment and conceptual master planning through construction administration, Santa Barbara-based B3 Architects realized that a fundamental advantage of working with ArchiCAD is the overall efficiency earned as a result. "In my experience, architects can accomplish from 30 to 50 percent more work using ArchiCAD in comparison to other methods," said Keith Rivera at B3.

Ultimately, the intuitive software enables B3 Architects staff to accomplish more work in less time.

A logical approach to modeling

ArchiCAD enables B3 Architects to keep up with edits and changes easily, during both review board and client approval processes. "We were originally attracted to the software because of its three-dimensional capabilities, and learned that its integrated Virtual Building model 'thinks' the way we design buildings," Rivera observed. "ArchiCAD allows you to explore the design more completely without worrying about coordination. It's a logical approach to the design and construction processes."

The benefits of ArchiCAD were evident in B3 Architects' recent project for a sophisticated, residential compound in Santa Barbara. The 5,000 sq² complex was designed as a series of pavilions located on a hill top with 360° views. As a result, the architectural plans included complicated curvilinear geometry in both plan and section.

"The accuracy of ArchiCAD's 3D model was a big advantage in our ability to convey designs to our client," Rivera said. "We used the



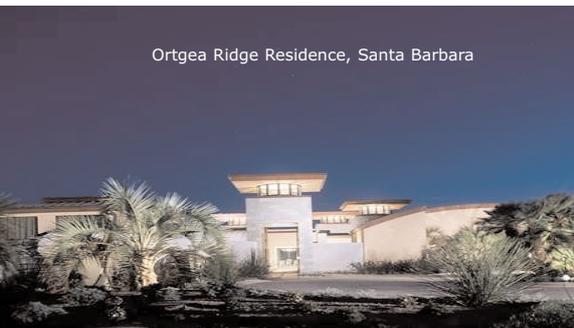
Alumni Center, University of California Santa Barbara

software to explore internal spaces, layout and relationship of pieces of the design themselves. And, once you have the building model, all the information you need is right there for soliciting feedback and creating construction documents."

Total confidence

ArchiCAD's Virtual Building model delivers a complete understanding of a design to both B3 Architects staff and its clients. Rivera realized the advantages of this in the confidence he gained; with ArchiCAD, he knows the building will come together in construction. "The fundamental benefit of ArchiCAD is the pure logic of it. The tool just makes so much sense," Rivera concluded.

"In my experience, architects can accomplish from 30 to 50 percent more work using ArchiCAD." **Keith Rivera.**



Ortega Ridge Residence, Santa Barbara

GRAPHISOFT®

Graphisoft R&D Rt

Address: Graphisoft Park 1, H-1031 Budapest, Hungary

Tel: +36 (1) 437 3000 www.graphisoft.com gmandato@graphisoft.com

Copyright © Graphisoft Rt 2004. All rights reserved worldwide. All other company and product names may be tradenames or trademarks of their respective owners.