

commercialappeal.com - Memphis, TN

To print this page, select **File** then **Print** from your browser

URL: http://www.commercialappeal.com/mca/real_estate/article/0,1426,MCA_2798_5283928,00.html

Local firm develops real estate's online vision

By Jane Roberts

[Contact](#)

January 17, 2007

Even if heights terrify you, you're going to be thrilled with the virtual view from Paradigm Productions, the Memphis 3-D animator making serious inroads in some pretty serious reality.

Last year, sales jumped from \$580,000 to just over \$1 million as developers, corporations and municipalities jumped aboard the 3-D marketing wagon, hiring the firm to craft tours of some of the most magnificent hotel and condo towers on the drawing board in America.

"Most of what we do hasn't even been built yet," said Charles Gaushell, architect and partner with R. Scott Carter in a firm that builds castles in the sky. "What we do is help people understand the space. We're telling a story and bringing people in."

Take the 70-floor Signature Tower planned in Nashville. If completed today, it would be the tallest building in the country outside New York and Chicago, said developer Tony Giarratana.

"The video allows prospective homeowners to immediately understand the project and, therefore, to make the decision whether they would like to make Signature Tower home."

Under the Paradigm treatment, guests enter a living quarter to see a lovely woman, dressed for the evening, standing against a backdrop of the city. (A photo of the Nashville skyline blends so seamlessly into the computer-generated sky that if you look too hard for the line you completely miss the woman's movement to the window.)

You feel like you could kick off your glass slippers and set the clock on the mantel back to before midnight and watch the whole Cinderella diorama play itself out with various mood shifts and ballroom lighting.

In the residences and common spaces, as you walk past beautiful beveled woodwork, lovely carpets and high-ceilings so magnificent, you realize you're looking up and missing the art, glass handrails, glowing fireplace and gentle lighting.

A hallway leads to fitness suites, pool (the gentle ripple on the water is computer generated), even parking areas.

"We want people to see what it would be like to live here," Gaushell says.

One Beale is a client and so is the city of El Paso. Paradigm created an animation of its downtown districts, showing what imaginary entertainment, shopping and leisure zones could look like, important if you are trying to recruit investors or anchor tenants.

"Watch this segment here," Carter said. "The people actually move."

And they do, part of a computer animation that gives cardboard human cutouts (many of them photographed in Memphis) changing facial expressions.

The two started Paradigm in 1992. The company has grown 30 to 50 percent every year except the two following 2001.

"We get a lot of referrals. About 55 percent is repeat business," Carter said.

The animation is done through Lightwave 3-D. In a back room, shelves and shelves of hard drives are assigned sequencing from a main computer.



A.J. Wolfe/The Commercial Appeal

Charles Gaushell, left, and R. Scott Carter are principals of Paradigm Productions, a computer graphics and marketing firm.

"Every second of animation takes 30 frames," Gaushell said. "We started out dealing with 20 to 30 megahertz. What we were producing was very limited. Now, we're talking gigahertz, and we have 80 to 90 computers instead of two."

While animation is Paradigm's speciality and accounts for 80 percent of its work, it also offers complete marketing packages, including sales brochures, logos and Web site design.

A developer in Florida spent \$150,000 for the works, including animated video.

"But a lot of our projects are less than \$10,000," Carter said.

Besides giving viewers a Disney-like walking tour of some of the grandest projects on tap, the 3-D animation lets clients see how changes in paint color and light affect a room's ambience.

"With an illustration, it's not so easy to change color," Carter said. "You'd have to do another one. It's more cost-effective to get multiple views."

--Jane Roberts: 529-2512

Paradigm Productions

Principals: R. Scott Carter, Charles Gaushell

Address: 8275 Tournament Drive

Phone: 685-7703

Employees: 11

2006 sales: \$1 million

Web: 2dimes.com (Paradigm was taken.)

Copyright 2007, commercialappeal.com - Memphis, TN. All Rights Reserved.