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***Paradigm brings new life to architecture***

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By Theresa Bechard

Some architects and developers can fly by, around and in and out of buildings that haven't even been constructed yet.

They're the clients of Paradigm Productions, and the company's principals Charles Gaushell and Scott Carter are the ones who make it possible.

Their innovations in using 3D architectural software is earning Paradigm Productions a growing reputation as a leading source for architectural 3D graphics and animation.

While most architectural firms don't have enough time to fully unearth the possibilities of 3D applications as a side business, Gaushell and Carter's artistic ability and in-depth research of the available software help bring architectural presentations to a new level.

They both worked at the same architectural firm in 1992 and were both independently dabbling in 3D software at a time when the architectural market wasn't used to 3D applications, Gaushell says.

"A lot of people in computer design aren't used to merging technology and art, where we did in architecture," Gaushell says. "But most architectural firms can't dedicate the personnel to take 3D software to the next level."

Carter agrees.

"The learning curve is so wide with these applications," he says. "Often, you'll fall short of clients' expectations if you do it part time because it requires so much effort to get up to speed."

So in 1992, Gaushell and Carter formed Paradigm Productions to focus solely on taking architectural presentations to new heights through the latest technology.

Working from a basic computer-generated 3D model, Gaushell and Carter can manipulate the model to design anything from 3D architectural renderings to virtual tours of a building in which the viewer appears to be flying by the project.

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And having worked in an architectural firm provides Paradigm's principals with the advantage of being able to read structural plans and visualize what they'll look like, Gaushell says.

Working from an architect's perspective has enabled Paradigm to steadily progress as a leading regional specialist in architectural 3D graphics, animation and multimedia services ranging from video brochures to Web site design and development.

And because of the team's knowledge and creative use of software, Paradigm has found its way into the medical, exhibit design, real estate, television video production, multimedia, and legal reenactment markets. "Much like architecture, the thing that draws me to it is it's different every day," Gaushell says.

"You still have to deal with making the rendering come off as a piece of art itself."

Architectural presentations served as the foundation for Paradigm's business from its inception and still remain the firm's strong suit.

3D models are created from sketches, photographs, and/or CAD files supplied by a client.

A wide range of output options are available including large scale renderings, video animations, Internet graphics, interactive CD-Roms and virtual environments. While the bulk of Paradigm's business comes from architectural presentations, the firm also creates interactive marketing presentations, virtual panoramas that allow viewing from 360 degrees, photo-composites, medical animations and graphics and forensic animations.

Several local architectural firms use Paradigm's services to help clients visualize the end result of a specific project, including McGehee Nicholson Burke Architects, Fleming Associates Architects, The Crump Firm, Inc., Williamson Pounders Architects, The Haizlip Firm and Ron Scobey Architects.

Some of the projects Paradigm has worked on include:

- 3D renderings for a \$400 million office park development in Neptune, N.J., called Garden State Hi Tech Park that are being used for marketing and municipal presentations.
- Created QuickTimeVR panoramas for Conaway Brown to use in an interactive CD-Rom for the Memphis Cook Convention Center project Downtown.
- Developed 3D graphics and animations of the proposed sanctuary renovation at Second Presbyterian Church in Memphis. A virtual walk-through, photo composites of before and after shots and 3D floor plans were all provided in the video production.
- Provided 3D renderings for the renovation of the historic Henrico Theater in Highland Springs, Va. The renderings enabled the architect to clearly visualize the design for the art deco theater and present the design to the owner.

- Worked on a variety of projects for real estate services firm Trammell Crow Co., including interactive multimedia presentations, photo enhancements and architectural illustrations.

Fleming Associates hired Paradigm to create a fly-over video of the architectural firm's entire master plan for Trinity Christian Academy. Paradigm is also developing a 3D video for Fleming's design of a new campus project for Central Church.

"From a marketing standpoint, Charles' and Scott's work really conveys to potential clients what our capabilities are in a much easier format," says Scott Fleming, president of Fleming Associates.

"When people can see a video fly-over of some of our projects, they can understand what it is much easier than looking at a two-dimensional piece of paper," he says. "It really helps us promote what we can do by highlighting our architecture."

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## **About Paradigm Productions, LLC**

Paradigm Productions of Memphis, Tennessee, was founded in March of 1992 by a group of architects that had a strong desire to provide 3D computer graphics and animation services. Since that time, Paradigm Productions has steadily progressed as a specialist in architectural animations. But because of their creative ideas and abilities, Paradigm Productions has found it's way into the medical, exhibit design, real estate, aviation, broadcast, legal reenactment, and interactive multimedia markets.

Since the partners come from architectural backgrounds, working within a virtual 3D computer world has been a natural extension. They have spent many hours over the years developing a unique combination of skills including the ability to design and understand complex 3D projects, strong design backgrounds, and a thorough working knowledge of video and computer technology. This gives Paradigm Productions an edge over traditional animation and graphic companies with employees that have limited areas of expertise or no working knowledge of architecture and design