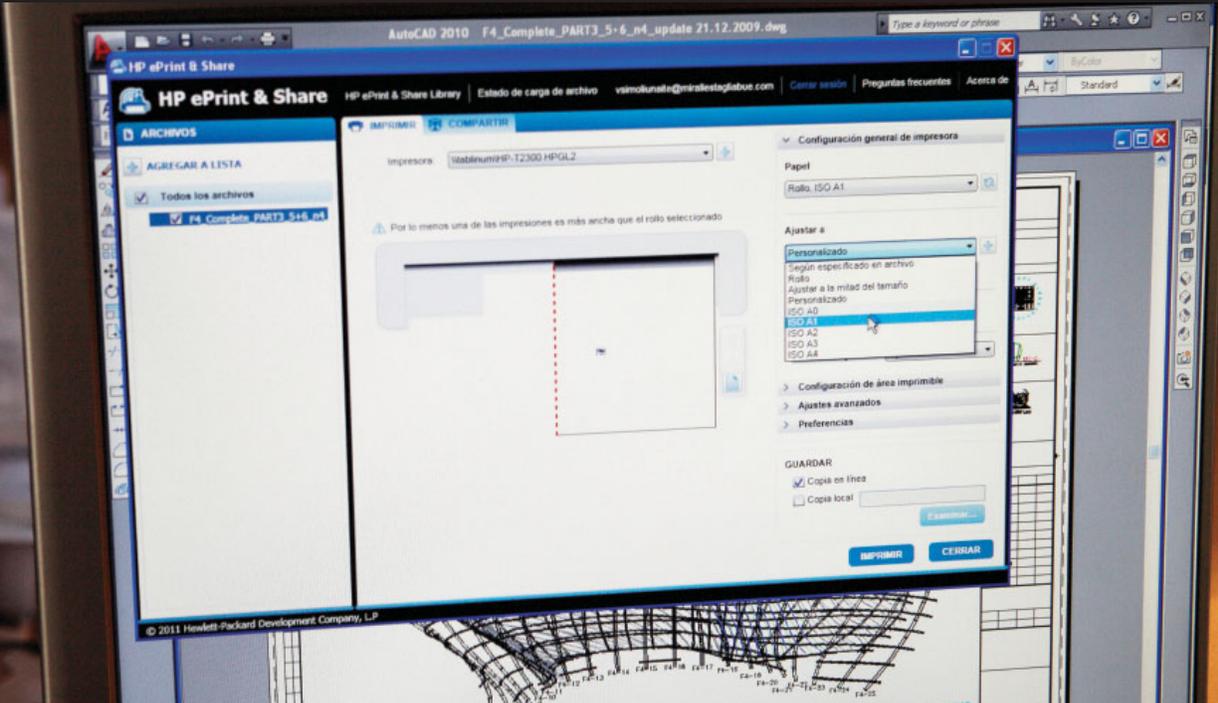


EMBT USES HP DESIGNJET T2300 eMFP AND HP ePRINT & SHARE SOLUTION TO COLLABORATE QUICKLY, ACCURATELY AND EFFECTIVELY WITH TEAMS AND CLIENTS AROUND THE GLOBE

HIT PRINT
INTELLIGENTLY



MIRALLES/ TAGLIABUE EMBT

EMBT is an architectural office in Barcelona founded by husband and wife team Enric Miralles and Benedetta Tagliabue in 1993. With a permanent staff of over 20 people, the team works on prestigious projects around the world, including the award-winning new Scottish Parliament and the Spanish Pavilion for Expo Shanghai 2010.

A family-led, artisan approach to architecture

"This was a family firm from the beginning. Enric and I were married and shared a vision to do new things with fantastic architecture and bring on board young architects," explains Tagliabue. "And it is still a little like this. It's a small office but at the same time, it's also international, with people from all over the world feeling like part of one big family while working together to produce something very new. In a way we like to be artisans, coming not only from the tradition of architects but also from other traditions, like tailoring."

As the practice continues to extend its work outside the Spanish borders to China, America and beyond, technology becomes increasingly important as a means of production and communication.

Sharing and communicating through technology

"Technology is crucial in helping us to create our philosophy of an office which is based in Barcelona but which operates worldwide. Technology allows us to communicate and to be in contact visually, when sending drawings and information or talking to each other. I really push to have the best technology in the office," adds Tagliabue. "It is important to have devices which are easy to use because we often need to use them in the middle

of the night when we are tired and when maybe the person who knows how to use the device is not there. So it's very important to have something we are all familiar with and can use easily."

That's why EMBT is trialing the latest technology from HP in the form of the HP Designjet T2300 eMultifunction Printer (eMFP) which simplifies the printing process and makes communication between global teams easy and instantaneous. The first-ever web-connected printing system with MFP benefits, the HP Designjet T2300 eMFP with ePrint & Share¹⁾ makes it easier than ever for EMBT to collaborate without constraints and instantly share large-format files regardless of file size or format. The firm can print drawings wherever the job is located – in the office, with the client, or at the site – and can collaborate with partners and contractors with simplified sharing, while focusing more on clients and drawings and less on printing with a device that is incredibly intuitive and simple to maintain.

"The HP large format printers are a blessing. We need to work fast and communicate without losing time, especially now that we are working on projects mainly outside Spain. We need to communicate with everybody constantly and communication means being able to show what you're doing," says Tagliabue. "Whenever you have a new machine, it gives you a new way to create. I'm thrilled about the possibility of having an immediate transfer from this office to another office and being able to have truly direct communication. A large format printer which can work from Barcelona to Shanghai gives us the ability to look at the same material and the same texture and can discuss it at the same time. It's as if we're in the same place, which really revolutionizes the way of working for architects."

At a glance

Industry sector:
Architecture

Business name: EMBT

Headquarters: Barcelona,
Spain

Web site:
www.mirallestaglabue.com

CHALLENGE

- Produce high quality prints at rapid speed anywhere in the world.
- Easily share images, plans and information globally with partners and clients.

SOLUTIONS

- HP Designjet T2300 eMultifunction Printer.
- HP ePrint & Share web solution.
- HP Bright White Inkjet Paper, HP Coated Paper and HP Universal High Gloss Photo Paper.
- EMBT's Shanghai office uses an HP Designjet T790 44-in printer.



RESULTS

- HP ePrint & Share enables simple, accurate communication between offices, making collaboration quicker and more productive. As a result, complex projects in Shanghai can be worked on effectively by teams in Barcelona without compromising on time or quality.
- The solution provides previews that ensure precise knowledge of how content will print in other locations, giving EMBT confidence that even the most detailed of plans will print correctly regardless of location.
- Ability to save a copy of the PDF created while printing.²⁾
- Simplicity of use means that the whole office can benefit from the new HP Designjet T2300 eMFP without technical training, allowing architects to focus on designing rather than technology.
- No need to share files via email, FTP or traditional courier, saving time and costs.

Instant project sharing

Project director, Joan Callis agrees on the importance of HP's technology to the firm's success, particularly the benefits of the HP ePrint & Share solution, which allows the Barcelona office to upload files to the cloud which Shanghai can then ePrint through the touch screen.

"The ePrint & Share solution is very simple. We can use it not only to print the final process but also to share," says Callis. "It's important for us that we can communicate quickly and directly with others and having the client in Shanghai for example, being involved in the discussions, really helps to improve a project."

This became particularly important when the firm was working on the Spanish Pavilion at the Shanghai Expo in 2010, which presented its own unique challenges. Originally, the complexity of the project led EMBT's client to consider producing the entire structure in Spain and shipping it to China. The team realized ePrint & Share would be the solution to these challenges in the future.

"The Spanish Pavilion was a challenge and the client was thinking of producing the structure in Spain and then transporting it to China because it was so complex," explains Tagliabue. "But then we realized that in China they could just take our drawings and produce them fantastically well in the same way."

"One of the advantages of using the HP ePrint & Share solution is the speed with which you can print in another part of the world almost as if it were next door. It's crucial because it means that we can work faster and we can deliver projects on time internationally without needing to send via mail, FTP or even by regular mail."

— Joan Callis, Project Director, EMBT

High speed combined with best quality

Speed and quality are also critical to successful projects. "When you're working on a competitive pitch or you have an important deadline, speed is fundamental. If you don't deliver everything right on time, you miss the opportunity and lose the project. And there is always something going wrong at the last minute," adds Callis. "We are very happy with the quality and speed of the new HP Designjet T2300 eMFP. The images look really great and the speed is amazing; that's exactly what we need, something that can print any kind of line, image or text at incredible speed and quality."

An easy printing experience

"The AutoCAD® plug-in, which allows direct access to ePrint & Share, is also really helpful for us because we need to check the previews and to visualize what's going to come out of the printer before we press go. In this case, a specific plug-in that works perfectly with AutoCAD is really important because it gives us the opportunity of really knowing what will be printed before we send it," concludes Callis. "Combine this with the ability to track the information you're sending to clients and partners, knowing that they have received it on time and that they have opened the file and checked it, really gives us the confidence that they have the information that they need at that moment."

1) HP ePrint & Share is a free web-printing solution that lets you automatically manage content online. It requires an Internet connection.

2) Requires AutoCAD.

To learn more about HP web-connected printers, visit www.hp.com/go/simplify

To learn more, visit www.hp.com/go/graphicarts

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ePrint & Share