

ACHIEVING CREATIVE FREEDOM TO DELIVER ARCHITECTURAL CONCEPTS THAT BECOME LANDMARK PROJECTS



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RICARDO BOFILL TALLER DE ARQUITECTURA

Ricardo Bofill - Taller de Arquitectura is an international architecture studio that has created designs that have acquired iconic status across the world. Founded by Ricardo Bofill, the team's creative freedom and independent spirit have been the driving forces behind successfully transforming their innovative concepts into landmark projects for investors around the globe.

Creative freedom delivers award-winning designs

The creative process has been delivering concepts that win business for over 40 years. Rendering award-winning designs such as the W Barcelona hotel, winner of the Best Hotel Architecture in Europe 2010 and the T1 terminal at Barcelona Airport, winner of ACI EUROPE 2010 awards for best airport in Europe. It all begins at its studio Taller de Arquitectura "La Fábrica" (a converted cement factory), just outside Barcelona, Spain.

Julia Morgado, Architect and Chief of Presentations at Bofill's, explains how the creative process has remained largely unchanged. "The first step in winning a contract is to convincingly present your ideas to the investors financing the project. Infographs, the 2D or

3D graphic visual representations of concepts, play a critical role in illustrating architectural concepts to potential clients. At Ricardo Bofill projects start with a sketch that includes some color indicating materials and textures, and text descriptions, all done by hand, and developed in a team. The initial idea evolves into as many as 40, 84 x 200 cm (33 x 79 inch) color infographs for important projects, and in a short space of time to meet deadlines, that sometimes overlap as multiple projects are developed. They have to present complex information clearly and accurately, and in a way that is easily understandable, even for investors that are unfamiliar with architecture and construction."

Overcoming workflow constraints with automatic processes

Every design studio develops its own particular creative model that presents unique workflow constraints, and at Bofill's the challenges were considerable. Julia Morgado describes their workflow before getting the HP Designjet T1200 HD Multifunction Printer and an HP Designjet Z6100 Printer.¹ "We would have to fold A0/E-size sketches of



At a glance

Industry sector:

Architecture, Engineering & GIS

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CHALLENGE

- Achieve color accuracy and consistency from hand-drawn concepts through to contract bidding stage
- Overcome time-consuming workflow constraints involving manually intensive activities and trial and error
- Digitalize Bofill's prestigious archives dating back to 60's
- Enhance ability to compete for multiple projects across the world while maintaining freedom of manual creative processes

SOLUTIONS

- HP Designjet Z6100 Printer ¹⁾
- HP Designjet T1200 HD Multifunction Printer
- HP DreamColor Monitor
- HP Advanced Profiling Solution powered by X-Rite™ technology
- HP Everyday Pigment Ink Photo Paper
- HP Bright White Inkjet Bond Paper



RESULTS

- Successfully competing for multiple projects across the world, particularly in high-growth markets such as the Middle East, Russia and China thanks to total reliability and confidence offered by HP technology, including monitor, calibration technology, scanner and printers, with HP Large-Format Printing Materials
- Simplified, intuitive workflow, plus HP Designjet Z6100 Printer speed and color accuracy, reduce time-consuming processes, saving time to meet deadlines
- Digitalization of Bofill's architectural projects safeguards company's patrimony that includes iconic, award-winning projects

concepts, scan them on an A3/C-size black and white scanner and stitch them back together in Photoshop®. A lot of the detail and quality of the original was lost in the process. It would take me nearly two full working days just to get the color match we needed between the initial sketch, the images on screen and the print. Setting up color profiles was a manual process and involved a lot of trial and error which also wasted paper. I would allocate two full days for printing alone just to be safe. We always run on tight deadlines so I would sometimes spend weekends at work to complete the jobs."

HP assisted Bofill in developing a more effective workflow and advised them on the broad range of HP technologies and tools that would facilitate their specific creative model and rationalize their processes.

Julia claims, "I calibrated my HP DreamColor monitor once, using the HP Advanced Profiling Kit. We now scan the original sketch or hand-drawn updates on hard copies from review meetings on HP's large-format multifunction printer, and can also print high-quality line drawings with color. We couldn't do that before. The HP Designjet Z6100 Printer's automatic color calibration delivers impressive photo-quality concepts and infographs that reliably match the colors on my monitor. It's the high print speed and accurate color that make the difference. We choose to use HP Large-Format Printing Materials, and the printer automatically manages the color profiles based on the media loaded. I no longer have to manage colors in Photoshop®, giving us the image quality and color consistency we need."

"By adopting HP technology, we have maintained our creative freedom by developing a more fluid and intuitive workflow that ensures our ability to compete for multiple projects all over the world."

— Julia Morgado, architect and chief of presentations, Ricardo Bofill - Taller de Arquitectura

Ricardo Bofill – Taller de Arquitectura use HP Everyday Pigment Ink Photo Paper on the HP Designjet Z6100 Printer to print 84 x 200 cm (33 x 79 inch) high-quality, infographs at speed and HP Bright White Inkjet Bond Paper on the HP Designjet T1200 HD Multifunction Printer for color line drawings, plans and copies of large-format scans. Julia claims, "We have greater confidence by using HP products in every step of the process." Julia concludes, "The time saved throughout the process allows us to incorporate last-minute change requests by customers and still meet the deadline without any stress."

Bofill are also currently exploiting the large-format scan, copy and print features of the HP Designjet T1200 HD Multifunction Printer to digitalize their archives that date back to the 60's. For one particular project, the Teatro Nacional de Catalunya, they actually need the digitalized plans to undertake the renovation project.

Delivering business-winning concepts to investors

The adoption of HP technology throughout the workflow has drastically shortened the project development cycle at Bofill's and ensures the creative process can focus on delivering deal-winning concepts to investors. Julia concludes, "By adopting HP technology, we have maintained our creative freedom by developing a more fluid, intuitive and reliable workflow that ensures our ability to compete for multiple projects all over the world."

1) The HP Designjet Z6100 Printer has been replaced by the HP Designjet Z6200 Printer go to www.hp.com/go/DesignjetZ6200

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

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