

ARCHITECTURE FIRM P-A-T-T-E-R-N-S RELIES ON HP DESIGNJET TO CREATE IN THE GLOBAL VILLAGE

HIT PRINT
INTELLIGENTLY



P-A-T-T-E-R-N-S

P-A-T-T-E-R-N-S, a small architectural firm located in Los Angeles, CA, creates across a wide range of scales, projects, environments, customers, countries, and cultures. Its goal is to enhance people's enjoyment of a space through sophisticated materials, advanced technology, and a subtle but radical sense of formalism.

The firm's name is no accident. Co-principals Marcelo Spina and Georgina Huljich believe that patterns are capable of incorporating cultural and social life into material form. Spina and Huljich set out to foster an architectural organization capable of acquiring a previously unseen degree of material performance. Spina, who received an HP Designjet T2300 eMFP through the HP Experts & Mentors program, credits the printer with helping P-A-T-T-E-R-N-S achieve that organizational and creative level at a dramatic pace. And with impressive results. "We enjoy a much more streamlined process and react so quickly to changes now," he says. "The T2300 eMFP helps us give immediate and efficient shape to that change."

Complicated changes made easy

Spina appreciates the speed, efficiency, and quality of the web-connected printing system with multifunction benefits. "Multiple changes from a variety of people on a project can make the process slow and laborious," he says. The eMFP's intuitive color touchscreen enables users to preview prints and apply modifications immediately. That, along

with easy one-click scanning and HP ePrint & Share, makes changes so much easier," Spina says.

HP ePrint & Share is a free web-printing solution that lets you automatically manage content online. It simply requires an Internet connection to link professionals easily and efficiently, whether across town or on the other side of the world.

Compared with traditional methods of sending hard copies back and forth among colleagues, the HP scan-to-web function allows quick communication among multiple users and near-instant changes. Design modifications that previously took up to a week to implement are now made the same day. Huljich cites a recent design competition in which the HP Designjet T2300 eMFP played a key role. "It was a good snapshot of how we are able to operate now on a daily basis. Two or three of us worked here in Los Angeles with the lead designer in New York—scanning, printing, red-lining, and implementing changes. The T2300 eMFP accelerated the whole process."

HP innovation and quality are in the details

Spina and his team regularly put the printer to the test on various media without sacrificing quality or performance. From the exacting demands of intricate line drawings and renderings to the multiple elements involved in high-quality glossy finishes, the HP Designjet T2300 eMFP is a powerful and reliable performer.

Industry sector:

Architecture

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**CHALLENGE**

- Architects like P-A-T-T-E-R-N-S regularly create and design for a global group of clients. They need a way to easily and efficiently collaborate with partners, builders, contractors, and designers around the world.

SOLUTION

- The HP Designjet T2300 eMFP and HP ePrint & Share enable virtually instant communication and sharing among everyone involved on a project.
- Because HP ePrint & Share is so easy to use, customers can update, red-line, and scan print-ready files and quickly share them with others.

RESULTS

- HP Designjet technology helps P-A-T-T-E-R-N-S to virtually shrink the world in which it's designing and creating. Changes to plans are easily made from anywhere.
- HP's intuitive technology quickly produces quality results—design modifications that previously took up to a week to implement are now made the same day.

When printing glossy renderings that demand bursts of color and contrast, the HP printer produces consistent, high-quality drawings that can help win over prospective clients. Whether using HP Universal High-gloss Photo Paper or HP Super Heavyweight Plus Matte Paper, Spina achieves highly detailed and precise color or black-and-white photographs of finished buildings and projects. "In all cases the quality has been amazing and much, much higher than what we've seen in the past," he says.

"As an architect you appreciate the efficiency in operation and the details in the finished product. This printer produces extraordinary line work, capturing the very difficult gradients, accurately reflecting the changing colors," says Spina.

And features like smart switching help ensure printing is easy and intuitive. Users can load different paper types in either of two rolls, and save time as the printer automatically switches between rolls, depending on the selected print job. Spina and his team can even print directly from a USB thumb drive—no PC required.

Technology, craft, communication

Whether the project is an award-winning single-family residence or the ten-story Jujuy Redux apartment building in Rosario, Argentina, P-A-T-T-E-R-N-S remains keenly aware of the significance of local cultures and demands as they complement or conflict with the promise of technology. Spina and Huljich are adamant that the professionals in their firm be able to engage fully in both worlds. "We truly appreciate our craft, but we absolutely rely on technology, especially when it comes to communication and collaboration," Spina says.

The architects at P-A-T-T-E-R-N-S can print plans and drawings from wherever the job takes them. Thanks to HP technology, they connect with partners, builders, and designers, exchanging files with simplified sharing. And ultimately, Spina and Huljich recognize and appreciate technology as the innovative and essential tool it has become. Says Spina, "That is one area where we cannot compromise."

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—Marcelo Spina, Co-principal, P-A-T-T-E-R-N-S

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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