

del Campo Manninger Architects Shanghai Studio achieves goals with HP Designjet T920 ePrinter and HP Z820 Workstation



At a glance

Industry: Architecture, Engineering & GIS

Business name: del Campo Manninger Architects Shanghai Studio

Headquarters: Shanghai, China

Challenge

- To support an internationally recognised leading edge architectural design firm making its strategic entry into the Chinese market.
- To supply printer and workstation solutions that will deliver the demands made by clients' expectations of a company endorsed by the prestigious DeTao Master Academy.

Solution

- Invested in the HP Designjet T920 ePrinter to produce high quality large format printing of colour renderings and fine line drawings.
- Deployed a number of HP Z820 Workstations with high end computing power and visualisation capability.

Results

- Greater productivity delivered by features such as two roll front loading facility and automatic paper alignment.
- Faster first time results meet the required colour and definition requirements.
- Eliminated the need for technical support or employee operational training.
- Achieved cost savings due to the printer's flexibility to use different paper sizes and types of media.



“The most important consideration in our technology choice is stability. We do not want any downtime. Our work must proceed smoothly without interruption. So we need a printer that’s stable, durable, flexible and reliable and that is why the HP Designjet T920 ePrinter is an extremely good choice.”

– Xiaoyi Wu, designer associate,
del Campo Manninger Architects
Shanghai

In 2010 China’s Ministry of Education approved the foundation of the DeTao Masters Academy (DTMA), offering higher education in the creative industries including architecture, industrial design, fine arts and digital media.

Based in Shanghai, the Academy cooperates with leading international experts enabling it to play its part in China’s desire to reposition the country from a copying nation to an innovating nation.

World Expo 2010 held in Shanghai drew a great deal of international attention with the Austrian pavilion proving an eye-catching feature. Professor Matias del Campo and Professor Sandra Manninger, founders of SPAN architecture & design studio in Vienna, collaborated in its design.

As a result of that exposure, the SPAN philosophy attracted the interest of the DTMA. Support and sponsorship encouraged the establishment of the cutting edge architectural design firm’s DeTao architecture, ecology and computational design studio del Campo Manninger Architects Shanghai Studio at the end of 2013.

Design strategy centred on technology

Design Associate, Xiaoyi Wu, heads up the Shanghai operation. He explains: “Since Shanghai is an emerging economic superpower, not only in China but also in Asia, the move marked an inevitable entry into the Chinese market for our organisation.”

The company has relied heavily on HP printing technology for many years, because it is critical to deploy the most comprehensive tools to accomplish the founders’ architectural exploration vision and goals.”

del Campo Manninger Architects Shanghai Studio is extending the vision “by the use of new technologies and new materials and by putting them together see what breakthrough forms we can achieve.” Two early projects involve the renovation of an old Shanghai factory into a modern office complex, and an interesting interior re-design for a client in Beijing.

Wu adds: “We are using the HP Designjet T920 ePrinter because we need a large format printer that can meet the strict specifications required when printing rendering and the often tiny line drawings produced by our graphic designers. The printing of line drawings is quite critical as the thickness of the lines varies, but this printer is able to reproduce them perfectly.

Convenient and cost effective

“While we do use very large glossy photo paper for the printing of renderings and photos and tracing paper for line drawing, some of our prints require constant amendments, so the ability to also use smaller A1 size is more convenient and cost-effective.

“The two roll front loading facility is effortless and the automatic paper alignment is a great productivity tool for us. With smart switching we are reducing downtime because we can print multiple jobs on the different media types and sizes without having to stop and change rolls.

“We’re not technicians and we hate reading instructions. So it is a great time saver that we don’t need additional technical support and operation training. The HP Designjet T920 ePrinter is very easy to use – just push a button and print. We never imagined such a machine with so many features could be so easy to operate.”



Excellent and accurate colour renderings

del Campo Manninger Architects Shanghai Studio team has been impressed with the accuracy achieved in the colour rendering. Wu says: “We always have to be concerned about the quality of colour reproduction. The prints must look exactly as we see it on our monitors. With the HP Designjet T920 ePrinter we rest easy since the colour reproduction is excellent.”

Speed is a daily imperative. “We continually face deadlines where material is needed as soon as possible. For instance, our office received a project brief on a Wednesday for a job that had to be delivered by Friday. That was tough because it gave us only 48 hours. But having our own HP Designjet T920 ePrinter in house was great because we could do the print immediately for our customers. We completed the job within the deadline.”

He says: “The ability to print first class quality so quickly is exceptionally important. The capability of this machine has been a revelation for us.”

The fast drying time of the six different HP Original Inks has also been an eye-opener. Wu smiles: “People in our field are used to constantly and gently touching prints and discovering that they are not ready yet. That is because the ink hasn’t dried. But the drying speed of the HP Designjet T920 ePrinter has eliminated that concern.”

Outstanding performance from the HP Z820 Workstations

Wu recognises that the studio’s design work and rendering “requires a lot of high end computing power and visualisation capability. We are meeting that criteria with the outstanding performance from our dual-processor HP Z820 workstations.

“If we were using some other computer, we would have had to wait overnight for the rendering to be completed. Now, we can get it done within an hour and be able to see the results very quickly, allowing us to start on amendments immediately.”

He explains the history of the company’s experience with HP technology. “For more than five years I know that the first solution we look at is the HP printer. We just haven’t needed to think beyond that point. As a partner and a supplier HP is simply impressive.

“HP has proven itself to be a most reliable and stable company that can surprise us with the excellence of its products. They also clearly believe in the power of design, art and engineering. They create a good voice in this arena and they back it up with first class technology.”

View the video at



Get connected.
hp.com/go/graphicarts

Share with colleagues.



© 2014 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA5-2177EEW, May 2014

