

FAST FACTS

Customer Profile:

Founded in 1885, HLW is a 200-person multi-discipline Architecture, Interior Design, Engineering and Planning firm.

Country/Region:

With four offices, HLW has operations in New York, Los Angeles, London and Shanghai.

Business Situation:

HLW was established more than 100 years' ago and is renowned for delivering great designs and providing first class service. With the adoption of BIM processes and Autodesk Revit, HLW soon learned the importance of managing Revit content effectively.

Solution:

Deploy Content Studio for Revit® content management on all Revit desktops and enable every Revit® user to find approved content fast.

Industry:

Architecture and Design for Commercial Office Development, Professional Services, Broadcast & Media, Entertainment, Financial Services, Technology, and Pharmaceutical Industries.

Benefits:

1. Faster access to content.
2. Easy Revit content sharing.
3. Better project data quality.
4. Less duplication of effort.



HLW Adopts Content Studio™

To improve the quality of design and to better manage BIM content, HLW adopted Autodesk Revit® and deployed Content Studio™ to streamline BIM adoption and manage Revit® families.

Corporate Overview

HLW is a 200-person multi-discipline Architecture, Interior Design, Engineering and Planning firm with 4 offices in the USA, UK and China. Since its New York founding in 1885, HLW's imprint has shaped thousands of clients' businesses and, with the firm's earliest buildings still in active use today, has contributed significantly to the history of New York City architecture. Among its first commissions were the Metropolitan Telephone Building and the New York Times Building in Times Square.

With an enviable reputation gained across multiple project types, HLW now specialises in building designs for professional services, broadcast & media, entertainment, financial services, technology and pharmaceutical industries.

Technology Transforms Silicon Alley

As technology firms are becoming the first-choice employer for the brightest graduates, the biggest tech firms are establishing and extending their presence in major global cities to attract the coolest young talent. In the process, New York City's streets are being transformed into 'Silicone Alley.'

Such visionary firms rightly assume that leading edge technologies and processes will be central to their new facilities; for design development that means using BIM.

"Revit® is fundamental for schemes with highly repetitive elements," explained Daniel Bracey, BIM Manager at HLW. "By creating comprehensive libraries of components we are able to eliminate many of the usual repetitive tasks which give the team more time to refine the design." However, such a focus on content creation comes at a price; libraries quickly grow to a point where the available content is nearly impossible to find, and designers quickly give up the search to recreate the same content.

Not only does this waste time, it can also result in inferior content being created and reused. Bracey explained why: "On one project, a light fixture was placed in a model and it all but destroyed the file size. The light was an imported mesh which slowed everything down. When we realised, we remodelled it and replaced every instance of the light and the model size was again acceptable."

Committing to BIM

Never doubting BIM's role within the firm's future, HLW set about finding improved content management processes and workflows. They recognised the need to safeguard all library content created when advancing from one project to another. They also wanted to eliminate the time wasted when hunting through folders to locate components.

“ Our users think of Content Studio as a ‘feature’ of Revit®. Many have no idea that it is a separate product. Daniel Bracey ”

Revit® Library and Content Management

After reviewing a number of product offerings for Revit® library and content management, HLW acquired a site license for Content Studio.

“For us, the search features in Content Studio set it apart from the competition,”

stated Bracey. “The interface functions very much like iTunes and our typical Revit® user is very familiar with iTunes.” Indeed, the look and feel of Content Studio adopts similar principles to those found in media apps which helps with familiarity and workflow. As a result HLW’s users have found that they are up and running with Content Studio almost immediately.

To accelerate their time to ROI, HLW created a small team to propagate their Revit® content libraries without delay. During the summer of 2013 the team spent three months’ generating

500-1,000 items of 3D library content. Bracey highlighted the most needed content types; “For HLW, partitions, doors and cabinetry are the big three content types to set up.” HLW’s next step is to push 1,000’s of 2D content items into Content Studio. A move that HLW management thinks will prove to be “even more useful than 3D content in the longer term.” Ultimately Bracey anticipates having upwards of 10,000 Revit® families managed by Content Studio.

The Content Studio Advantage

For HLW, the addition of Content Studio to its BIM workflows has transformed the usability of Revit® across projects and across teams. Any Revit® user can now find library content in a matter of seconds.

“Forgetting about the folder structure is also a real treat,”

enthused Bracey. “We can now share Revit® families across projects. Content Studio is a real enabler of Revit®.”

Speaking about the Content Studio advantage from his own perspective Bracey continued, “As the BIM manager responsible for Revit® family management I am now a huge fan of consolidated content. We no longer have multiple copies of the same item and we know that every item placed in a model has been thoroughly checked for quality.”

All Revit® installations at HLW now include Content Studio by default. “Our users think of Content Studio as a ‘feature’ of Revit®. Many have no idea that it is a separate product.”

Licensing and Deployment

HLW signed an ‘all you can use’ site license deal with Content Studio enabling its designers to use the library management solution on every Revit® desktop. Based on the average number of active Revit® users the Content Studio license fee guarantees that HLW will pay only for what they use rather than what they install. This provides flexibility to grow and will never limit adoption.

“ At HLW our technology savvy clients naturally assume that we leverage all available technologies to improve the quality of our designs. By adopting the best new products and by working smarter to eliminate repetitive tasks, we create more time to invest in our designs and our client successes. Daniel Bracey ”

