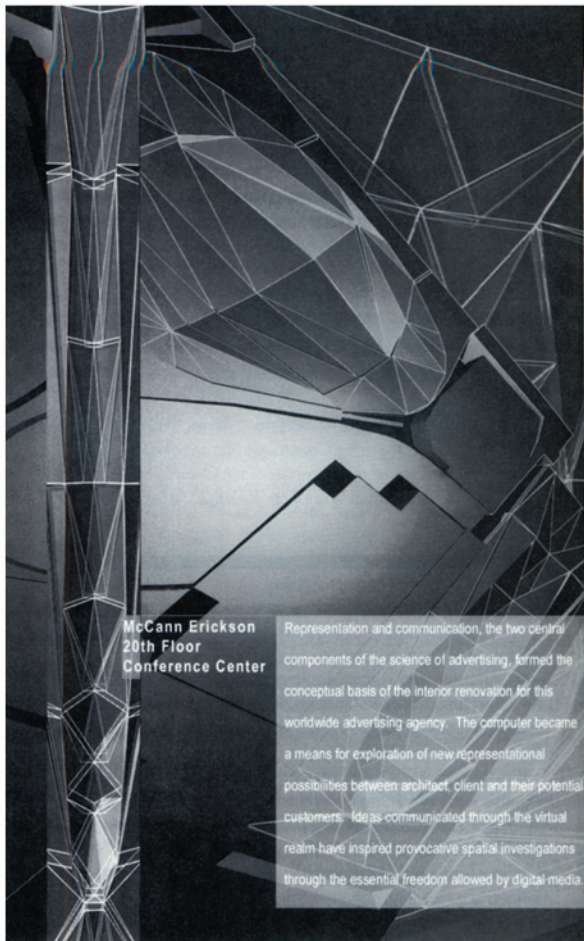
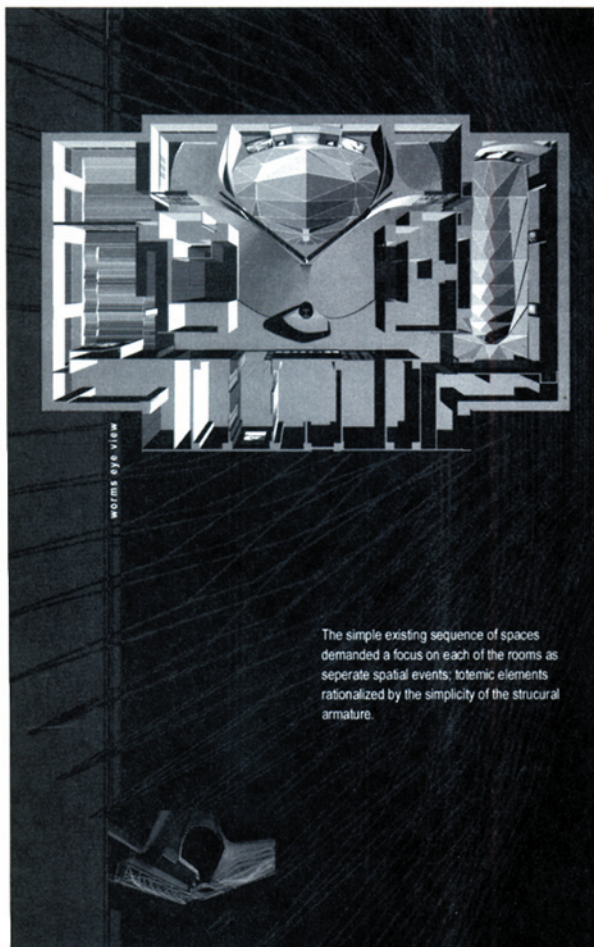

A case study from the New York City-based firm Resolution: 4 Architecture involving design computing follows. (Project credits: Joseph Tanney and Robert Luntz, principals; Michael Andersen, project architect; Eric Fauerbach, Clay Collier, and Michael Syracuse, project team; David Freeland, case study layout.) (Visit Resolution: 4 Architecture's Web site at www.re4a.com.)

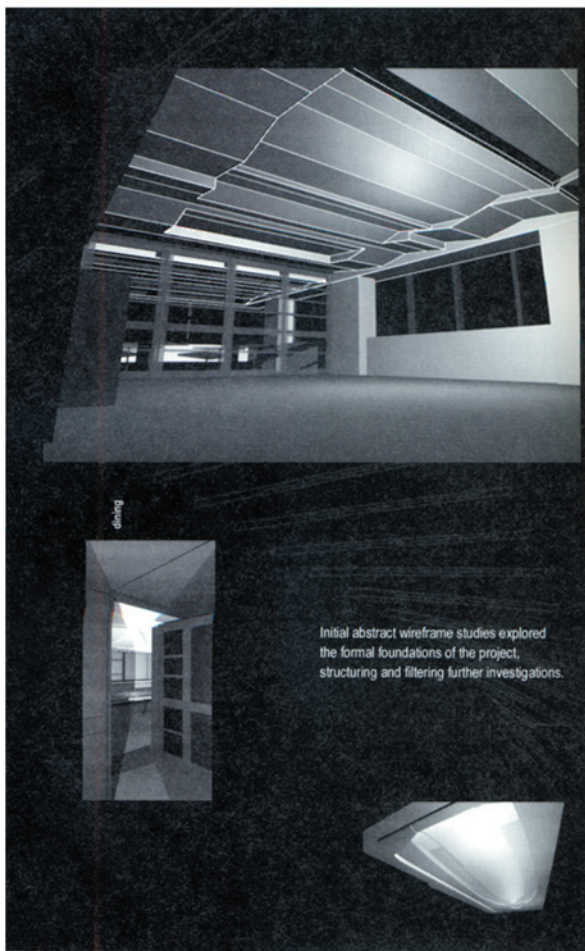
Resolution: 4 Architecture believes in architecture's ability to resonate with the human psyche, evoking and amplifying both emotional and intellectual responses. Acknowledging programmatic, economic, political, and social requirements, the firm seeks to establish a dialogue between the idealized and the pragmatic, the general and the specific. The development of this discourse through digital and drawn process allows for aesthetic



**McCann Erickson
20th Floor
Conference Center**

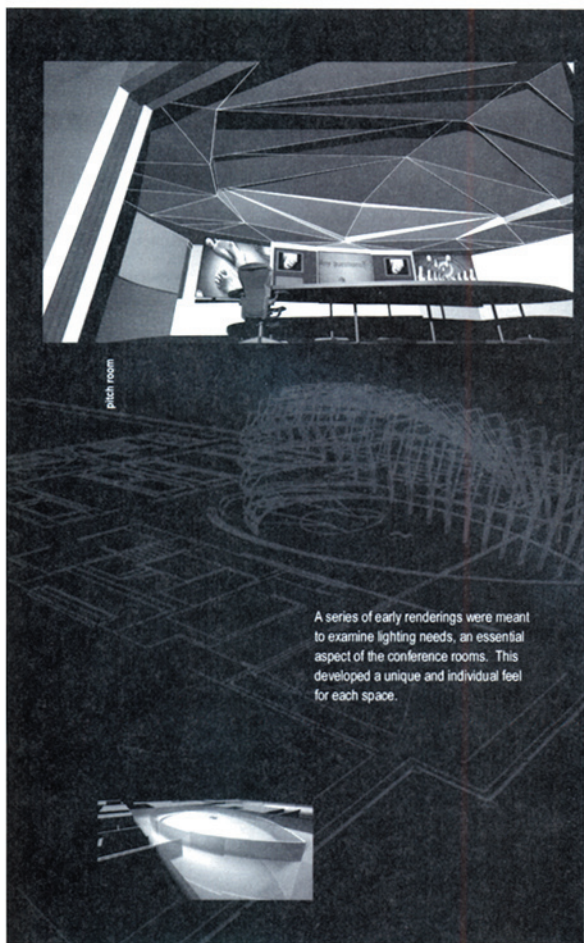
Representation and communication, the two central components of the science of advertising, formed the conceptual basis of the interior renovation for this worldwide advertising agency. The computer became a means for exploration of new representational possibilities between architect, client and their potential customers. Ideas communicated through the virtual realm have inspired provocative spatial investigations through the essential freedom allowed by digital media.





enjoy

Initial abstract wireframe studies explored the formal foundations of the project, structuring and filtering further investigations.



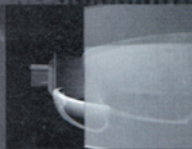
patch room

A series of early renderings were meant to examine lighting needs, an essential aspect of the conference rooms. This developed a unique and individual feel for each space.



reception

More finished renderings became the projector for each spatial concept, facilitating an open dialogue between client and architect on programmatic intention, as well as an effective representation for construction.



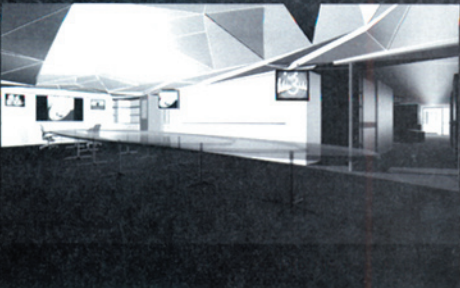
exec dining

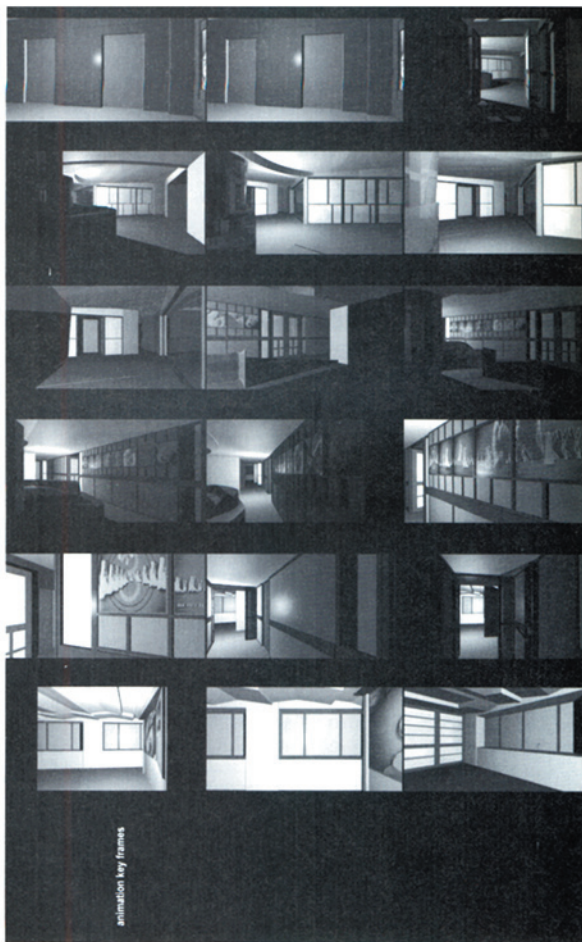


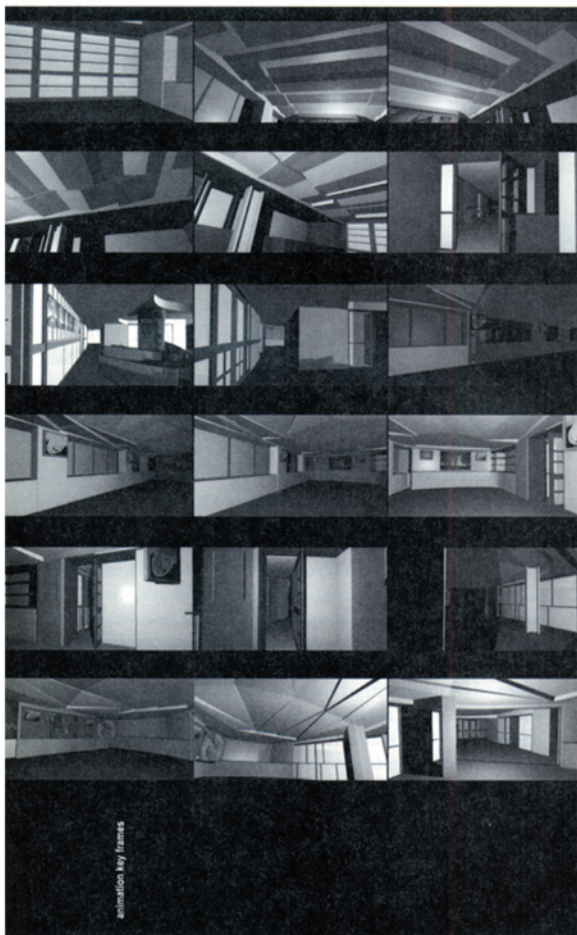
reception



board room







Architectural Design

choices that are for the firm a rigorous reinterpretation of formal relationships. Analysis of existing context is a foundation used to formulate an intentional response that connects or disconnects the new intervention. It establishes relationships between form, use, and materials, and ultimately expresses an idea illustrative of the uniqueness of each client.