



PRESS RELEASE

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VIRTUAL BUILDING DESIGN HAS VAST POTENTIAL

PHOENIX (March 25, 2004) Visual Frontiers is hosting the ArchiCAD University West conference on the campus of Cal Poly Pomona, March 25 - 27. Experts in the field of architecture, along with Graphisoft representatives, will collaborate on the latest technologies of virtual building design and the contributing software systems.

Keynote speakers include Paul Winslow and Russ Sanders of The Orcutt/Winslow Partnership, a Phoenix-based firm, which is considered to be one of the significant international users of ArchiCAD®. Their presentation, "In a Perfect World," illustrates the advantages of applying virtual buildings to the design process.

The Orcutt/Winslow Partnership is committed to producing project design through documentation, and is perhaps the largest ArchiCAD user in the United States.

"From architect to engineer and owner to interior designer, virtual building design allows all parties to efficiently contribute to the project," Sanders said.

"Eventually, all parties will be able to walk into a holographic projection of a building before ground is even broken," Winslow said. "It takes out all the question marks."

Paul Winslow, FAIA, and founding partner of The Orcutt/Winslow Partnership (1971), recognized early on that 3D, object-based software would ultimately become the industry

standard. Its ability to allow the user to design instead of draft was the key to advancing office technology and consequently, management. Finding the right mix of innovation, adherence to standards, and business success was both a priority and a challenge. In working with Graphisoft and ArchiCAD®, the Virtual Building™ concept has become an integral part of Orcutt/Winslow's business.

The firm continues to advance the profession through technology by assisting Graphisoft in the development of "localized content" for the US market.

Ranked as Arizona's largest architectural firm, the office is arguably the U.S.'s largest ArchiCAD user with 60 sites all dedicated to producing project design through documentation.

Sanders, an associate and architect at The Orcutt/Winslow Partnership, is actively involved with the firm's systems and standards development. Sanders pioneered the first fully-modeled virtual building project for Orcutt/Winslow in the early 90s, developed the first edition of Orcutt/Winslow's virtual building manual and associated template files shortly thereafter. Sanders also presented at Graphisoft's Key Client conference in Budapest, Hungary in 2000, and continues to participate in beta testing for Graphisoft and supports Arizona ArchiCAD users by hosting user group meetings several times a year.

The three-day event will be held in Pomona, Calif. at the Kellogg West Convention Center at 3801 W. Temple Ave.

The Orcutt/Winslow Partnership is a multi-disciplinary design firm offering specialty services including architectural and interior design, and special communications/data systems consulting. Established in 1971, The Orcutt/Winslow Partnership has expanded from a two-architect practice, to more than 80 professional architects, designers and technical staff, making it one of the largest architectural firms in the State of Arizona.