Benoy
Restoring glory

Benoy
London, United Kingdom
www.benoy.com

Leading international architecture and design firm uses Adobe® Creative Suite® 5 Design Premium and Design Standard to transform space into timeless developments

MediaCityUK is an ambitious £400 million multimedia support facility on a prime waterfront location at Salford Quays. The re-envisioned creative hub will be the new regional hub for the BBC, creating employment opportunities for around 15,000 people. For the international design and architecture firm Benoy, transforming underutilized space and transforming it into viable commercial and residential developments is a specialty.

From rags to richness
Employing nearly 500 professionals around the world, Benoy has worked on many of the world's most exciting architectural projects. Using Adobe Creative Suite 5 Design Premium and Design Standard software to create vibrant realistic images, the firm helps developers visualize their projects—shopping centers, office buildings, and even entire cities—from inception to completion.

"Our job is to visually communicate with clients how their development will look and feel when it's completed, long before building begins," says Dan Simpkin, senior graphic designer at Benoy. "Every element of the design needs to be clearly communicated and understood to help us deliver beautiful, dynamic developments on time and on budget."

Ferrari World Abu Dhabi, Yas Island

Yas Island, Abu Dhabi, UAE

Challenge
- Maintaining industry leading position in architecture industry
- Accelerating development of architectural plans, renderings, and elevations
- Expanding client services to include marketing collateral creation
- Improving internal and external communications for better client services

Solution
- Quickly add color, tone, and depth to CAD drawings or sketches using Adobe Photoshop CS5 Extended
- Design corporate literature, logos, and typefaces with Adobe Illustrator CS5
- Create brochures, presentation boards, and screen presentations in Adobe InDesign CS5
- Convert files to Adobe PDF for high-quality presentations and streamlined distribution to potential clients and partners

Benefits
- Enhanced the firm's profile as an industry leader
- Enabled better collaboration among Benoy designers and client project managers worldwide
- Enhanced architectural plans and building illustrations to create realistic virtual pictures of future developments
- Delivered value-added services to clients to enhance satisfaction and strengthen relationships

Bringing visions to life

Since 1947, Benoy has been at the forefront of commercial design on an international scale. Whether they're working from CAD files or creating elevations from scratch, Benoy architects equipped with Adobe Creative Suite 5 Design Standard use Adobe Illustrator® CS5 and Photoshop® CS5 to enhance artistic, detailed plans, renderings, and elevations of projects ranging from master-planned communities to high-end retail centers.

Project images, including architectural plans and building illustrations created in AutoCAD or Google SketchUp, can be digitally enhanced using Photoshop CS5 Extended in Creative Suite 5 Design Premium. Designers adjust color and light and use enhanced selection technology to combine 3D layers into a single scene or incorporate 3D content into 2D composites to show how the building will look set against the backdrop of its future surroundings.

"A two-dimensional or three-dimensional image of a building is just a drawing if there's no context or other visuals to support it," Simpkin says. "Adobe Photoshop CS5 Extended enables us to enhance the images we've created, adding texture, shadows, and other elements for a more realistic virtual picture of a new development."

Staying ahead of the pack

Architecture and design is a highly competitive industry, requiring participants to stay on the leading edge of form, functionality, and operational efficiency. Already known for its architectural expertise and forward-thinking designs, Benoy sought to improve its efficiency to maintain its competitive position in the market.

Over the years, the company expanded its services to include sales and marketing materials for its clients. In addition to the standard architectural plans and designs, custom brochures and websites created by Benoy designers help clients bring new developments to market faster.

"In our industry, clients have ever-increasing expectations for service levels," says Martin Neal, Benoy's senior associate IT director. "As the industry standard, upgrading to Adobe Creative Suite 5 software was a necessary step for delivering more value-added services to our clients and for maintaining our standing as an industry leader."

With Creative Suite 5 components, creating and sharing marketing assets is streamlined and more efficient, enabling Benoy to offer a more comprehensive portfolio of services. Designers take advantage of perspective drawing and multiple artboard enhancements in Illustrator CS5 when designing corporate literature, including logos and typefaces, that can help sell a new development. Simplified object selection and editing and multiple page sizes in Adobe InDesign® CS5 help to improve efficiency when creating brochures, presentation boards, and screen presentations that bring a project to life.
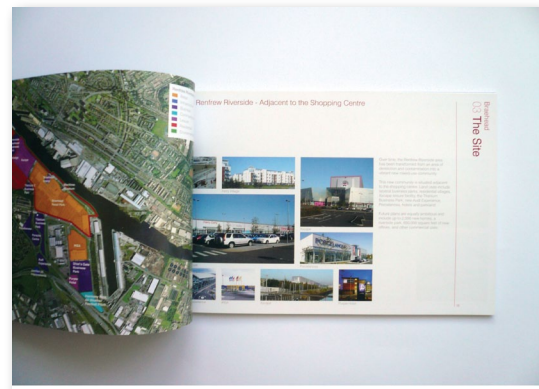
Wokingham Town Centre Regeneration

Glasgow Braehead

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**Martin Neal
Senior associate IT director, Benoy**

Overall, standardizing on Creative Suite 5 Design Standard and Design Premium helps eliminate version conflicts or other compatibility issues that can slow production. Drawings, photos, and other files are easily imported into InDesign CS5 from Illustrator CS5 and Photoshop CS5, streamlining the workflow and eliminating lost productivity.

"Components of Adobe Creative Suite 5 Design Premium are tightly integrated, so we can easily leverage the same assets for multiple purposes, letting us work more efficiently and deliver better value to our clients," says Simpkin. "For example, we can pull artwork created in Illustrator CS5 and images retouched in Photoshop CS5 Extended directly into InDesign CS5 for use in marketing brochures, handouts, flyers, books, and even websites. This helps strengthen our clients' ability to market their projects and adds significant value to our services."

From great to outstanding

Marketing services now make up a significant portion of Benoy's portfolio. Using Creative Suite 5 editions, the firm produces marketing collateral for approximately 75% of its clients, and helps create the initial project-specific website designs for others. Benoy staff also uses Adobe Acrobat® Pro to convert sales and marketing materials to compact Portable Document Format (PDF) files for simple, cost-effective presentations, as well as distribution to prospective commercial real estate clients, agents, and other external parties.

"More and more our project leads are using Adobe Acrobat Pro to produce PDF presentations," says Neal. "We've also created Adobe PDF Portfolios with company information and project examples for iPad, so directors can deliver high-quality, ad hoc presentations to potential clients."

From shopping centers to master-planned communities, architectural designs and marketing services created with Adobe Creative Suite 5 solutions help Benoy maintain its competitive position in the market.

ION Orchard, Singapore

MediaCityUK, Manchester

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Dan Simpkin
Senior graphic designer,
Benoy

Toolkit

Adobe Creative Suite 5 Design Standard and Premium. Components used include:

• Adobe Illustrator CS5
• Adobe Photoshop CS5
• Adobe InDesign CS5
• Adobe Acrobat 9 Pro
• Adobe Photoshop CS5 Extended

Across the board, Benoy's ability to deliver top-notch architectural design and marketing services is enhanced with Adobe solutions. "We see the benefits of using Adobe Creative Suite 5 Design Premium and Design Standard daily," says Simpkin. "Our designers and architects work more cohesively and efficiently, within and among offices, because they can share files without issue. We can also communicate and collaborate with clients quicker, showing them the progress made on their projects. Overall, Adobe software improves many facets of our business."

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