

CASE STUDY

soluis

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Client: Canary Wharf Group

Project: Riverside South

Architect: Rogers Stirk Harbour + Partners

Brief: To provide a High Definition walk-through to use as promotional material. To aid the ongoing design and marketing of one of the largest office developments in Europe.

Deliverables: 100+ Images
4 minutes High-Definition animation
Storyboard and Artistic Direction
Pre-visualisation Review Sequences

Notes:

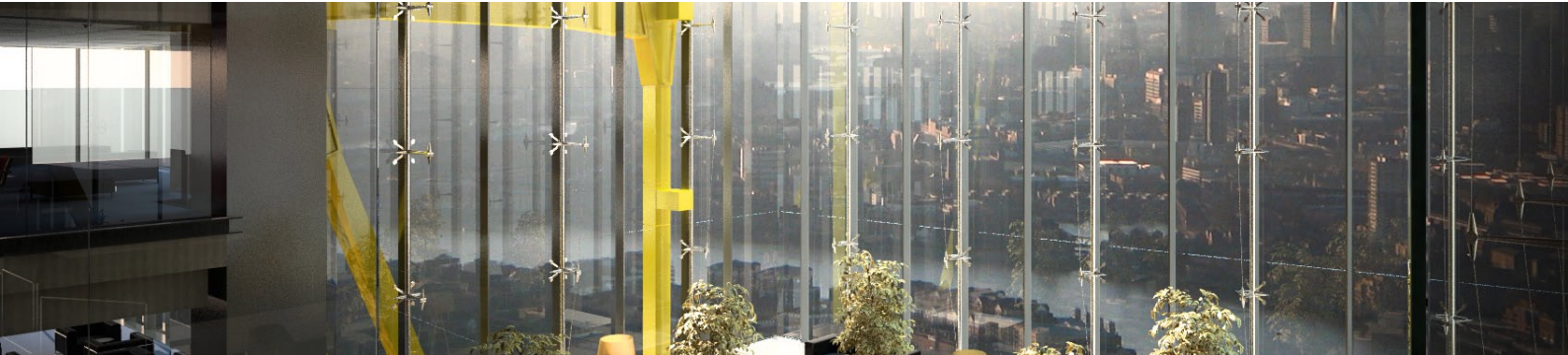
Soluis employed ground breaking techniques to achieve High Definition animation with animated model people populating the vast spaces in and around the development. Bespoke aerial film footage was composited with our motion-matched animation resulting in a spectacular fly-by sequence.

From storyboarding, through artistic direction and then production this project spanned almost a year.

The ongoing support of design and marketing involved several emergency production efforts. Images were required in as little as 24 hours and dramatic design alterations took place up until the last minute. Since Soluis had the ability and resource to meet such exacting deadlines and were willing to adapt as required, the project was able to have up to the minute visuals for every pitch.

In November 2008, JP Morgan Chase signed £239m lease for the Riverside South site at Canary Wharf. Canary Wharf have also been appointed to develop the site.

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“The guys at Soluis have been delivering **world class images and animation** for our team at Canary Wharf since 2005, most recently working with ourselves and Roger Stirk Harbour & Partners and Gensler on our Riverside South development for JP Morgan including a suite of images and animation for presentations in London and New York that were integral in **sealing the deal**.

During our **long standing relationship**, Soluis has risen to the challenges and quality expectations of the many **world class architects** we work with. This was exemplified with Riverside South, the largest planning permission in London to date.

We at The Canary Wharf Group wish to thank all at Soluis for their **dedication to quality and service** and look forward to a continued successful relationship.”

Robert J Phelan, Project Design Executive