

CASE STUDY



Client:	Kier
Project:	Open Academy, Norwich
Architect:	Sheppard Robson
Brief:	Produce 3 winning images (later a fourth and a 60 second animation were added) of the proposed school to assist Kier's latest bid, to continue their success in the Academies Framework programme.
Deliverables:	Aerial Image Entrance Image Interior Image Cut-away Image 60 Second Fly-round Animation

Notes:	To express a key selling point of Kier's environmentally sensitive design, Soluis suggested showing the atrium in a stunning sectional cut-away image. The result communicated what no realistic viewpoint could: how the entire school connected through this timber-based hub.
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Wanting to orientate the viewer around the school site using animation, Kier asked Soluis to come up with a solution. Short on time but not ideas, Soluis produced an exquisite architectural card-model style animation. This orientated the viewer perfectly and, since it was not cluttered with detail, it was as easy on the budget as it was on the eye.

Last minute redesigns, revised design focus and additions to the brief are not unusual in bid submissions and this project was no exception. As always Soluis delivered all of the items at the finest quality and, of course, on time.

In August 2008 Kier were announced as Preferred Bidder on the Open Academy. Soluis were involved in all 10 of Kier's 2008 Academies bids. Of the 9 announced so far Kier have achieved preferred bidder on 7 – a terrific hit rate.

soluis

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“ All the **support** and work Soluis put into these bids is **invaluable** and a **key ingredient in winning** them ”

GARY WINTERSGILL, DIRECTOR