

Beyond the Pixel: Pitching Visualization Creatively

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Ryan Cohen – Managing Director NY, Neoscape

Presented in partnership with



Class summary

In the world of architectural visualization, pretty pictures are no longer sufficient. The expectations of our clients - including architects, developers and real estate marketing agencies - are driven by those of their main audiences: end-users and decision-makers who are accustomed to being captivated by content that not only looks compelling, but also connects with them on an emotional level. Whether communicating the vision for a large mixed-use master plan or capturing the intricacies of material and detail in a private residence, the story behind each pixel is essential. In this talk we will delve into the art of developing and pitching creative with particular focus on architectural visualization. We will offer a look at how Neoscape has been developing creative for both still imagery and film for the past 20 years. Following this, we will open up a general discussion on the value of creative, sources of inspiration, clients' needs, and much more.

Key learning objectives

At the end of this class, you will be able to:

- Develop a creative brief and understand why you need one
- Understand your audiences and their trigger points
- Discover where (and when) to seek inspiration
- Prepare and present a creative pitch

**Please no photos or video.
Thank you**

Introduction : the Evolution of Neoscape

1995 : Architectural Visualization







- A novelty
- Powerful communication tool
- “Realism”
- Void of narrative
- And emotion

2015 : Creative Studio

Marketing Architecture & Real Estate







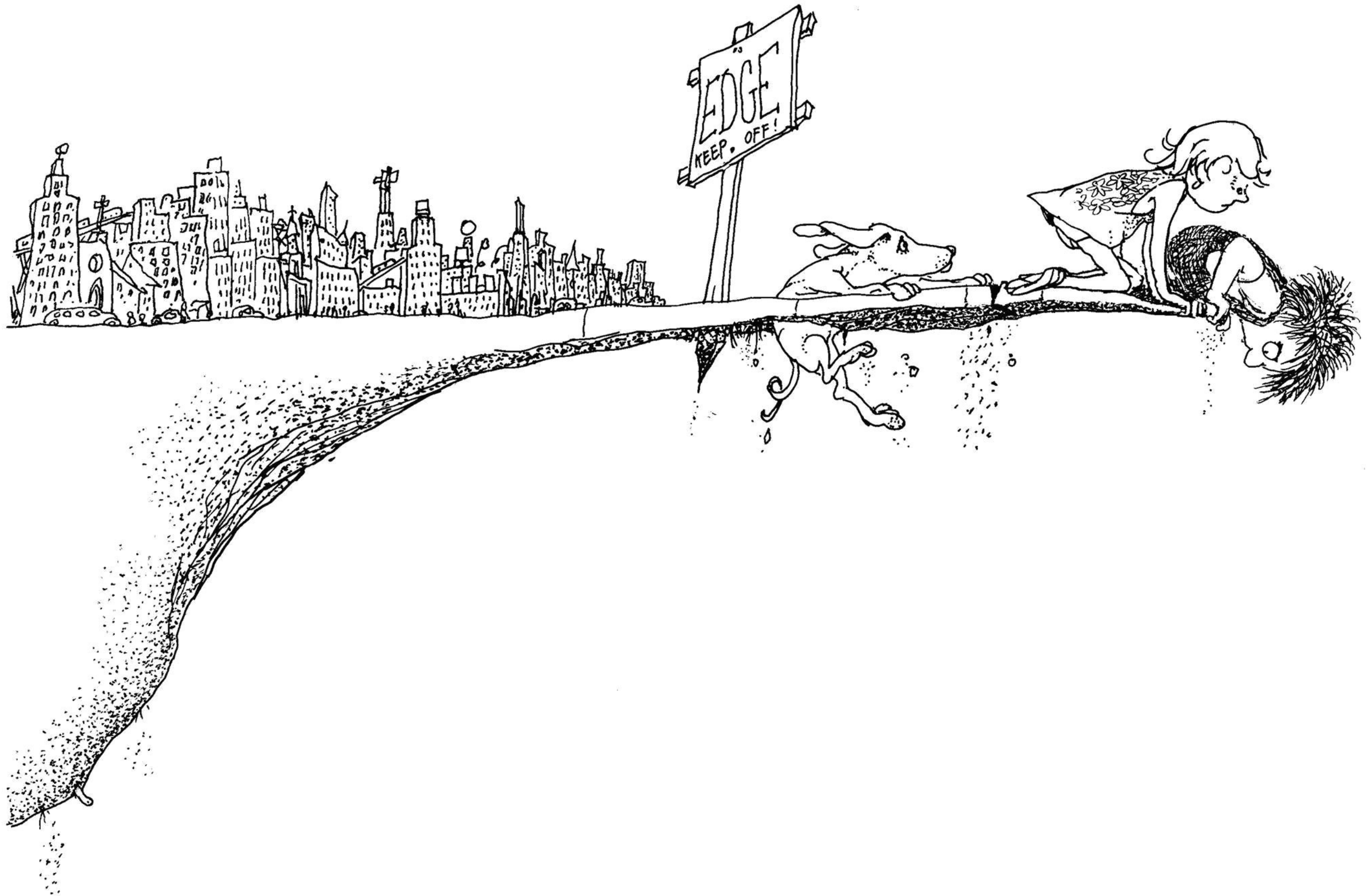
Storytelling



Storytelling is fundamentally human.



A story is like gravity.





**A good story entices people to
follow you on an adventure.**



Stories are jet fuel for presentations.



Pitching is telling the story of an idea

Pitching is storytelling

Before We Get Started...

Some Questions

- What type of work are you producing, and for whom?
- How do you handle the discovery phase?
- Do you have a structured creative process?
- Where do you go for inspiration?
- How do you present your ideas and communicate intent?

Understanding Projects

Step #1 : Immersion

- Invite the right people

**Developers, Architects, Designers, Placemakers,
Marketing Dept, Brokers, Public Relations**

Step #1 : Immersion

- Invite the right people
- Ask the right questions

“If we had asked the public what they wanted they would have said more horses.” - *Henry Ford*

Step #1 : Immersion

- Invite the right people
- Ask the right questions
- Engage them in conversation

Invite clients to write their own headline.

Step #1 : Immersion

- Invite the right people
- Ask the right questions
- Engage them in conversation
- Listen (and document)

“I have learned to respect ideas wherever they come from. Often they come from clients.” - *Leo Burnett*

Step #2 : The Brief

- Project Brief / Creative Brief (Information / Inspiration)

“Unfortunately most creative briefs are neither creative nor brief.” - *Brian Collins*

Step #2 : The Brief

- Project Brief / Creative Brief (Information / Inspiration)
- Think of it more as a Field Guide

The Nonprofit Storytelling

FIELD GUIDE & JOURNAL



Step #2 : The Brief

- Project Brief / Creative Brief (Information / Inspiration)
- Think of it more as a Field Guide
- Multimedia reference

Write a mission statement. Change the world.

Step #2 : The Brief

- Project Brief / Creative Brief (Information / Inspiration)
- Think of it more as a Field Guide
- Multimedia reference
- Must be a dynamic document

“Write it down and then edit. And keep editing until your brief is as sharp, clean and lethal as a razor.” - *Brian Collins*

The Project Field Guide

1 Overview What is the project? What are we delivering? Why does the client need it?	2 People Key stakeholders and roles. Who do we report to? Who is approving the work? Who needs to be informed of progress?	3 Background The context to the project and client.	4 Competitors Who should we be concerning ourselves with? Differentiating ourselves from? SWOT analysis	5 Parameters Timeline Schedule Budgets Format Pre-conceived ideas
6 Assets What are we starting with? Who manages it?	7 Audience Who will ultimately experience/view the work? What do they care about?	8	9	10

Personas

GEORGE *The Marathoner*



- WHITE MALE
- MID TO LATE 40'S
- WORKS IN PROFESSIONAL SERVICES
- RUNS ALONG HUDSON RIVER PARK DAILY
- ENJOYS ROCK CLIMBING AND MOUNTAIN BIKING ON WEEKENDS

CHARLI *The Bike Messenger*



- MULTIRACIAL FEMALE
- MID TO LATE 20'S
- REPRESENTS THE EDGIER SIDE OF NYC

VICTORIA *The Media Executive*



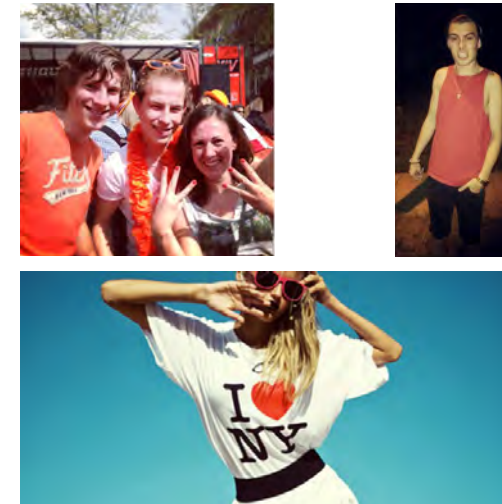
- AFRICAN AMERICAN FEMALE
- LATE 30'S, EARLY 40'S
- STYLISH AND SOPHISTICATED
- SHE RUNS A SMALL UP AND COMING MEDIA COMPANY

PATRICK, JENNIFER, CHLOE & HUNTER *The Young Family*



- LIVE IN TRIBECA
- THE FATHER RUNS AN AD AGENCY AND THE MOTHER IS A WRITER
- THEIR KIDS (HUNTER, 8 AND CHLOE, 6) ARE GREGARIOUS AND CREATIVE

JONAS, TIMO, ANNIKA & KATARINE *The Euro Tourists*



- COLLEGE STUDENTS FROM THE NETHERLANDS
- VISITING NYC FOR A WEEK LOOKING FOR AN AUTHENTIC NEW YORK EXPERIENCE
- THEY'RE CURIOUS

MARKUS *The Sartorialist*



- ASIAN OR AFRICAN AMERICAN MALE
- WELL DRESSED WITH A DEFINITE SENSE OF STYLE
- RUNS HIS OWN SMALL CLOTHING LABEL
- IS CURRENTLY ORGANIZING HIS FIRST RUNWAY SHOW FOR FASHION WEEK

The Project Field Guide

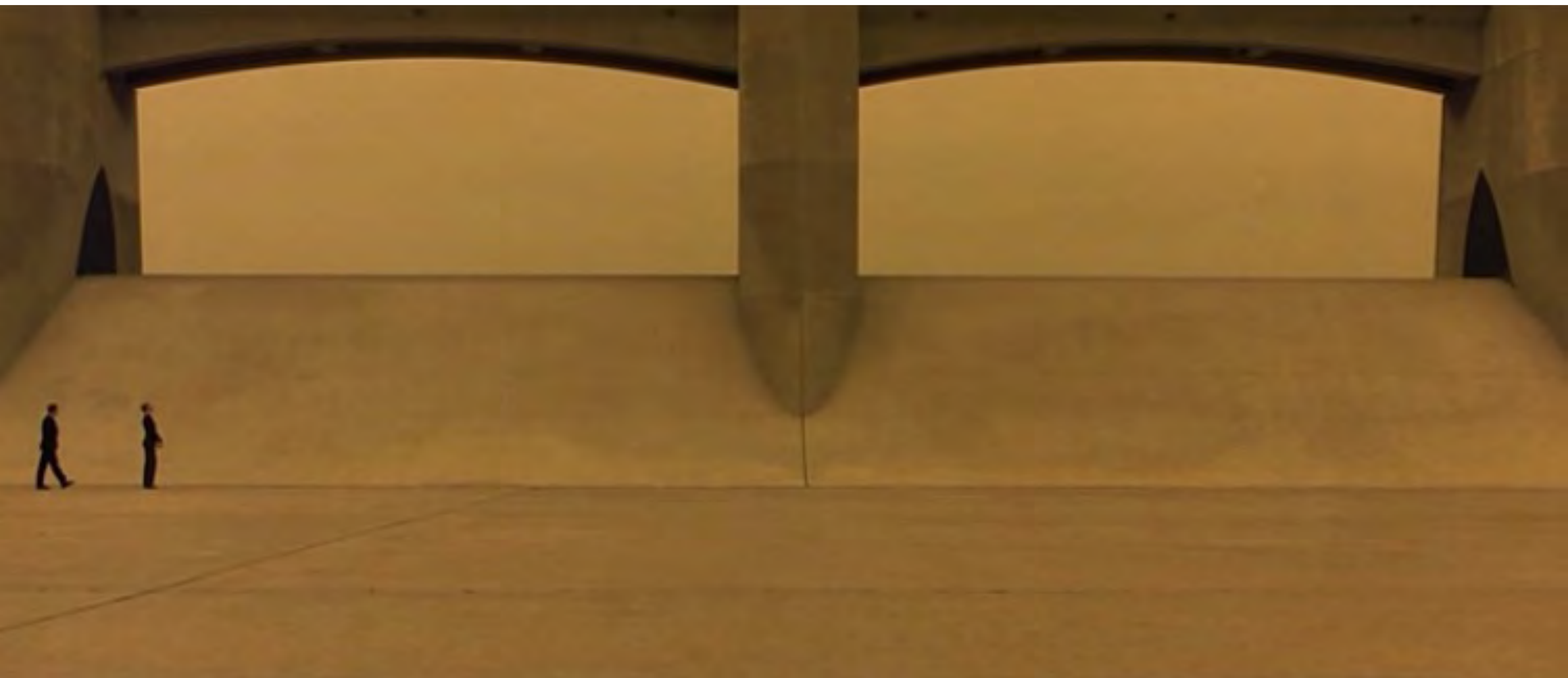
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6 Assets What are we starting with? Who manages it?	7 Audience Who will ultimately experience/view the work? What do they care about?	8 Goals What is the purpose? What are the objectives? What is the path to success?	9 Tone “How” should the work be communicated? What adjectives described the feeling or approach?	10 Mission “What” should the work say or do? What should the audience take away from it?

Step #3 : Inspiration

- The drawing of breath
- Inspiration doesn't mean imitation
- Cast a wide net















VISUAL ACOUSTICS

THE MODERNISM OF JULIUS SHULMAN
A DOCUMENTARY FILM BY ERIC BRICKER

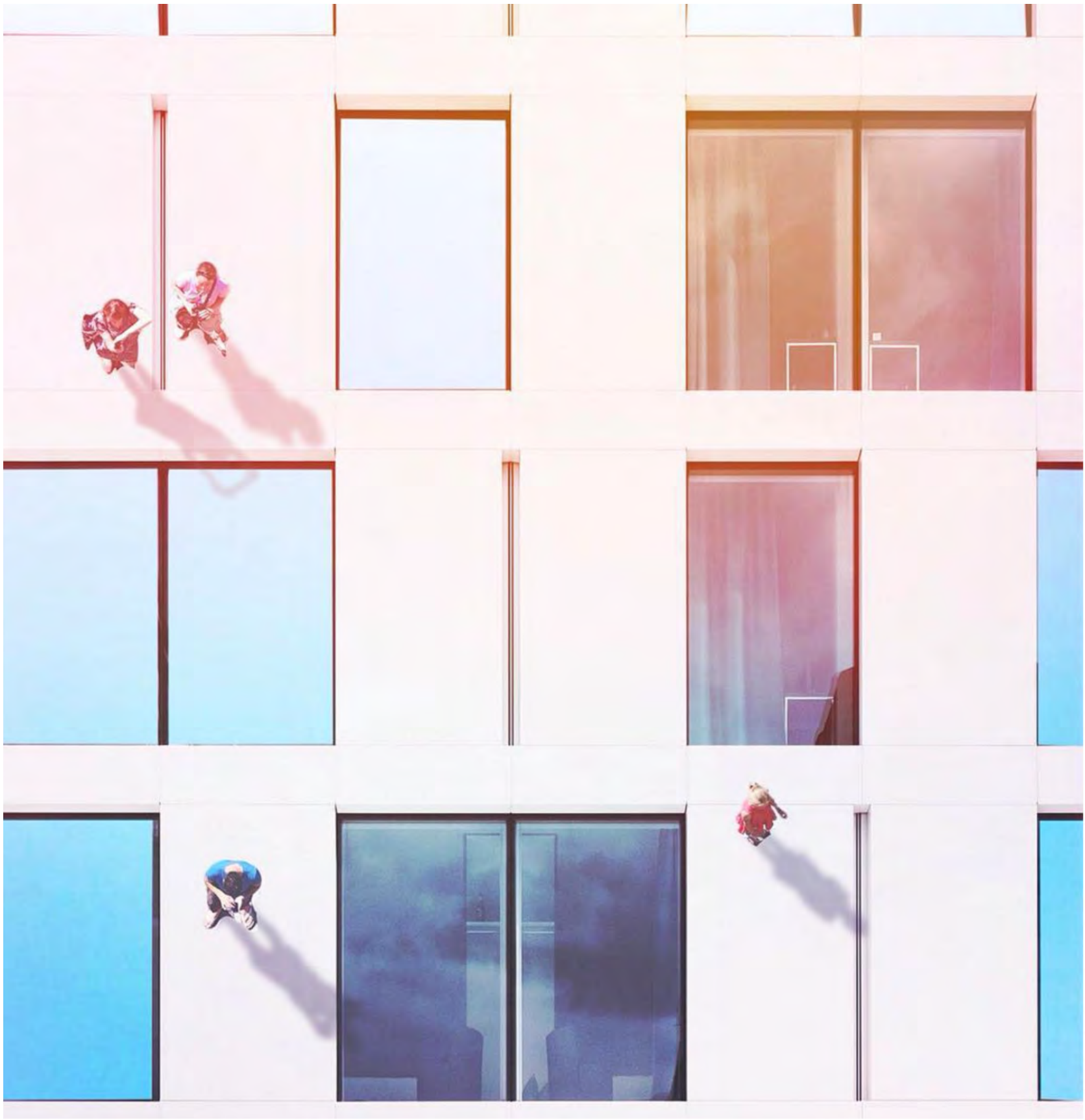


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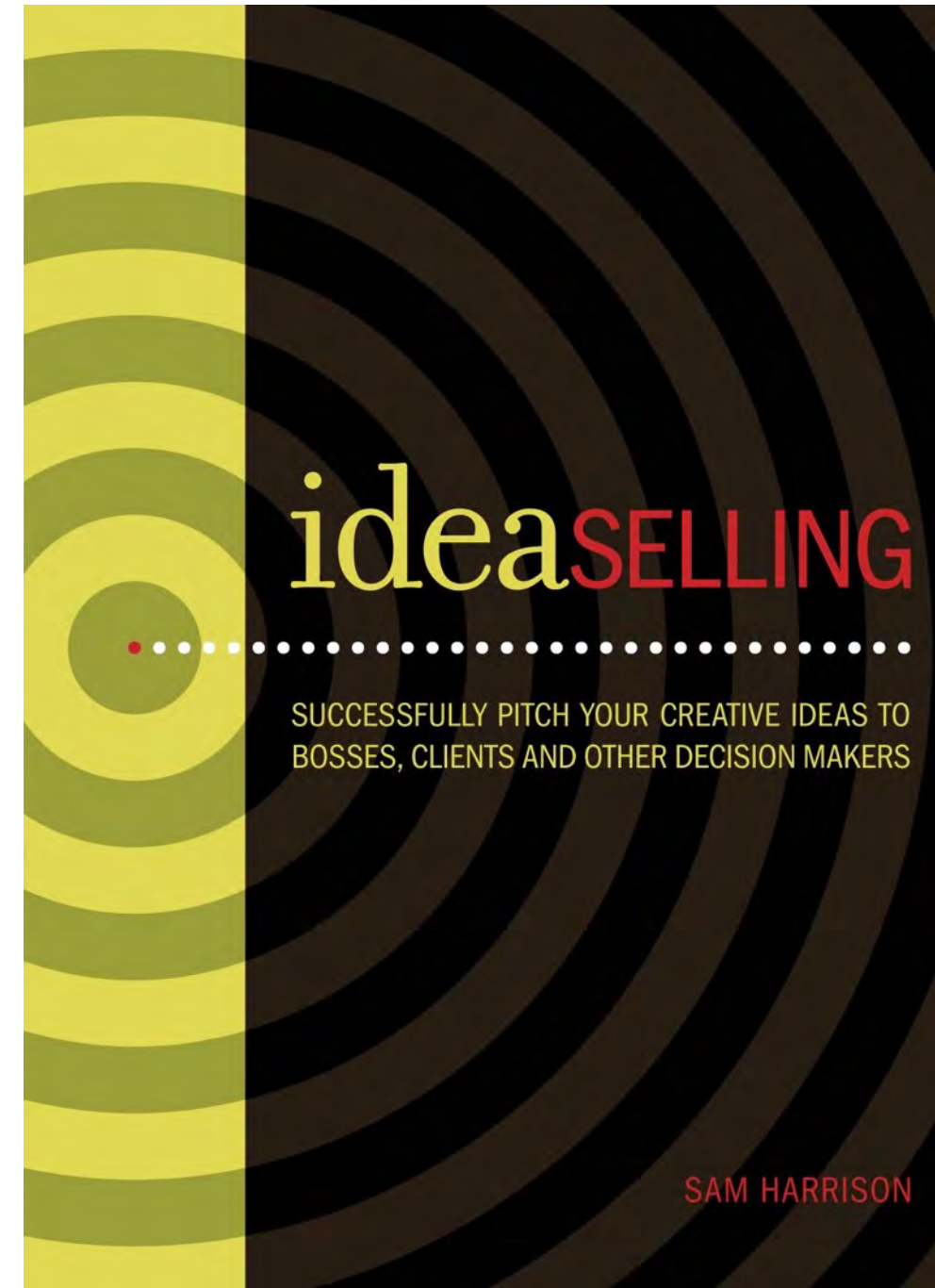
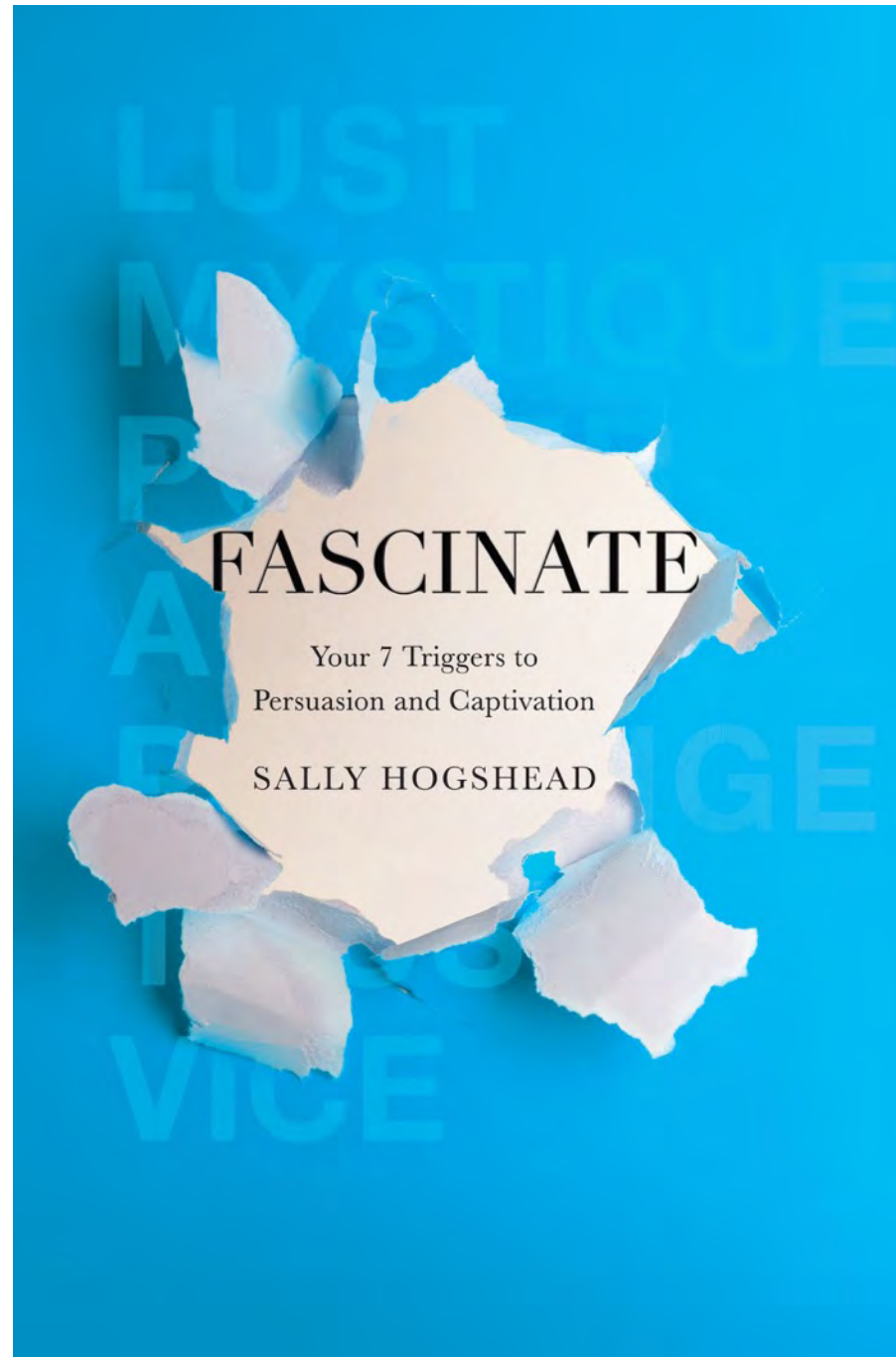
CHAIRS ARE LIKE FACEBOOK

A large, empty auditorium with rows of blue seats. In the center of the stage, there is a single red chair. The text "CHAIRS ARE LIKE FACEBOOK" is overlaid on the image in large, white, bold letters.

Some More Sources of Inspiration

- vimeo.com
- moviesincolor.com
- everyframeapainting.tumblr.com
- coolhunter.com
- thisiscolossal.com
- buamai.com
- motionographer.com
- inspirationist.ro
- emptykingdom.com
- source.diftype.com
- booooooom.com

Reference



Takeaways

- We are problem-solvers
- Everyone wants to be different
- Connect the seemingly unconnected

You Must Always Be...

- Curious
- Thorough
- Persuasive
- Brave

Case Studies

229W43 : Campaign



"All the News
That's Fit to Print"

The New York Times

LATE CITY EDITION
Weather: Rain, warm today; clear tonight. Sunny, pleasant tomorrow.
Temp. range: today 80-66; Sunday 71-66. Temp.-Hum. Index yesterday 69. Complete U.S. report on P. 50.

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X

10 CENTS

MEN WALK ON MOON

ASTRONAUTS LAND ON PLAIN; COLLECT ROCKS, PLANT FLAG

Voice From Moon: 'Eagle Has Landed'

EAGLE (the lunar module): Houston, Tranquility Base here. The Eagle has landed.
HOUSTON: Roger, Tranquility, we copy you on the ground. You've got a bunch of guys about to turn blue. We're breathing again. Thanks a lot.
TRANQUILITY BASE: Thank you.
HOUSTON: You're looking good here.
TRANQUILITY BASE: A very smooth touchdown.
HOUSTON: Eagle, you are stay for T1. [The first step in the lunar operation.] Over.
TRANQUILITY BASE: Roger. Stay for T1.
HOUSTON: Roger and we see you venting the ox.
TRANQUILITY BASE: Roger.
COLUMBIA (the command and service module): How do you read me?
HOUSTON: Columbia, he has landed Tranquility Base. Eagle is at Tranquility. I read you five by. Over.
COLUMBIA: Yes, I heard the whole thing.
HOUSTON: Well, it's a good show.
COLUMBIA: Fantastic.
TRANQUILITY BASE: I'll second that.
APOLLO CONTROL: The next major stay-no stay will be for the T2 event. That is at 21 minutes 26 seconds after initiation of power descent.

A Powdery Surface Is Closely Explored

By JOHN NOBLE WILFORD
Special to The New York Times

HOUSTON, Monday, July 21—Men have landed and walked on the moon.

Two Americans, astronauts of Apollo 11, steered their fragile four-legged lunar module safely and smoothly to the historic landing yesterday at 4:17:40 P.M., Eastern daylight time.

Neil A. Armstrong, the 38-year-old civilian commander, radioed to earth and the mission control room here: "Houston, Tranquility Base here. The Eagle has landed."

The first men to reach the moon—Mr. Armstrong and his co-pilot, Col. Edwin E. Aldrin Jr. of the Air Force—brought their ship to rest on a level, rock-strewn plain near the southwestern shore of the arid Sea of Tranquility.

About six and a half hours later, Mr. Armstrong opened the landing craft's hatch, stepped slowly down the ladder and declared as he planted the first human footprint on the lunar crust:

"That's one small step for man, one giant leap for mankind."

His first step on the moon came at 10:56:20 P.M., as a television camera outside the craft transmitted his every move to an awed and excited audience of hundreds of millions of people on earth.

Tentative Steps Test Soil

The Project Field Guide : 229W43

Overview

- Almost 500,000 sf available
- 25,000 sf of terrace space
- Scope of work to include
 - A series of ads to be place in various publications
 - A series of e-blasts to be distributed to brokerage community

People

- Developer, Leasing Agent, Architect

Background

- Original NY Times Building from 1913-2007
- French Renaissance Architecture
- Printing Press for almost 100 years
- Was converted to an unsuccessful boutique hotel

Competitors

- Midtown South
- New Developments at Hudson Yards and Downtown
- Outer Boroughs

Audience

- Brokerage Community

Parameters

- Schedule: Ad placements and Broker Events
- Budget

Goals

- Raise awareness
- Lease the building to an anchor tenant
- Lease the building to multiple tenants

Tone

- Make a splash
- Differentiate yourself in the market

Mission Statement

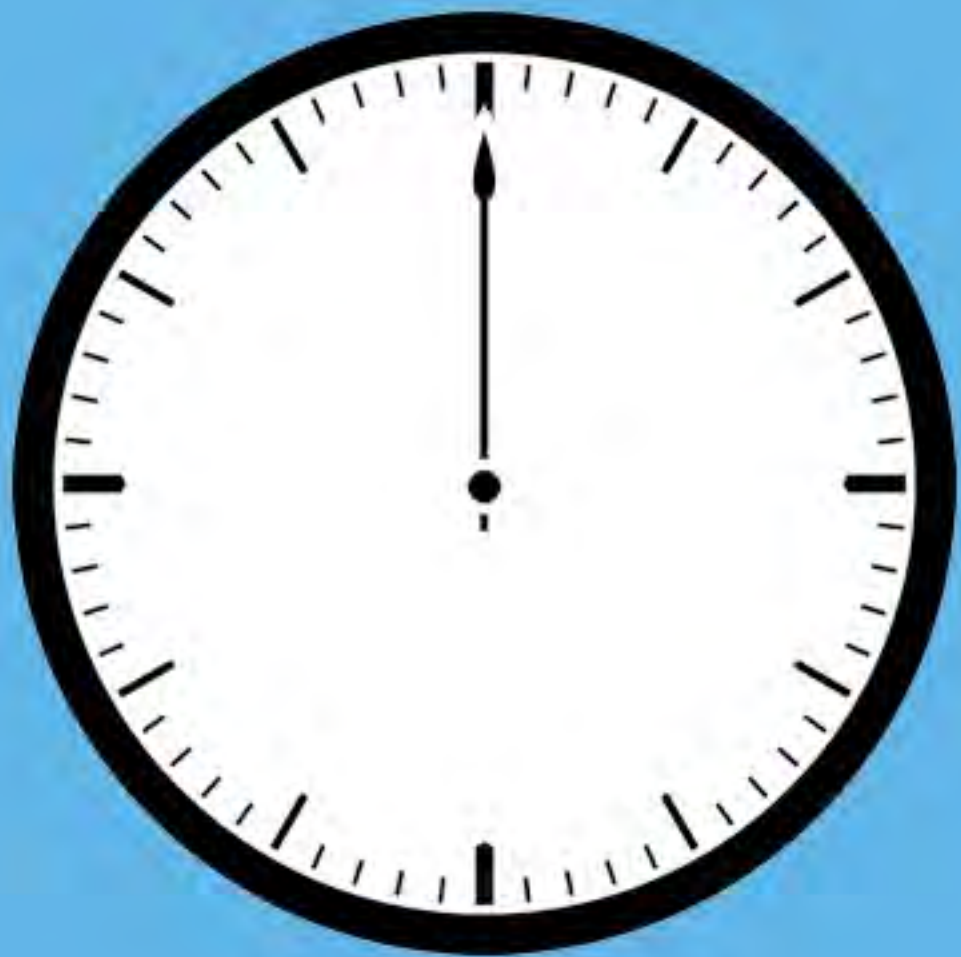
- **Extra, extra! Read all about it!**



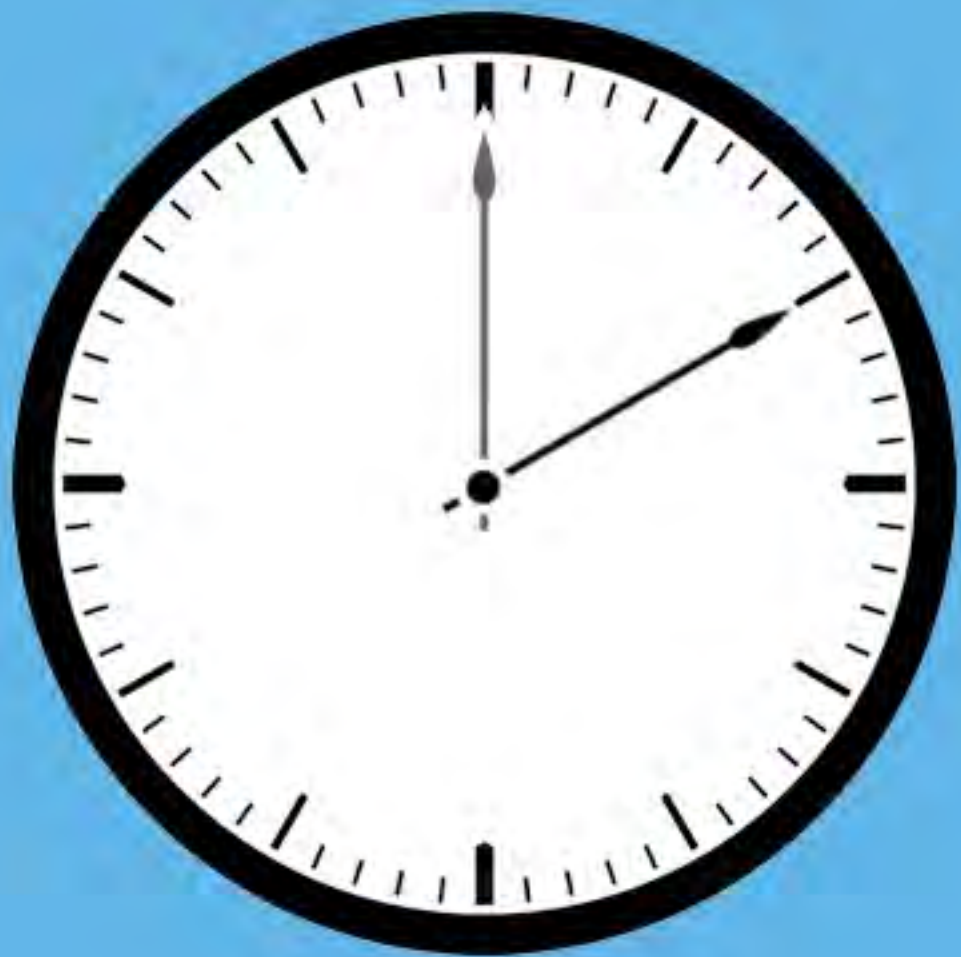




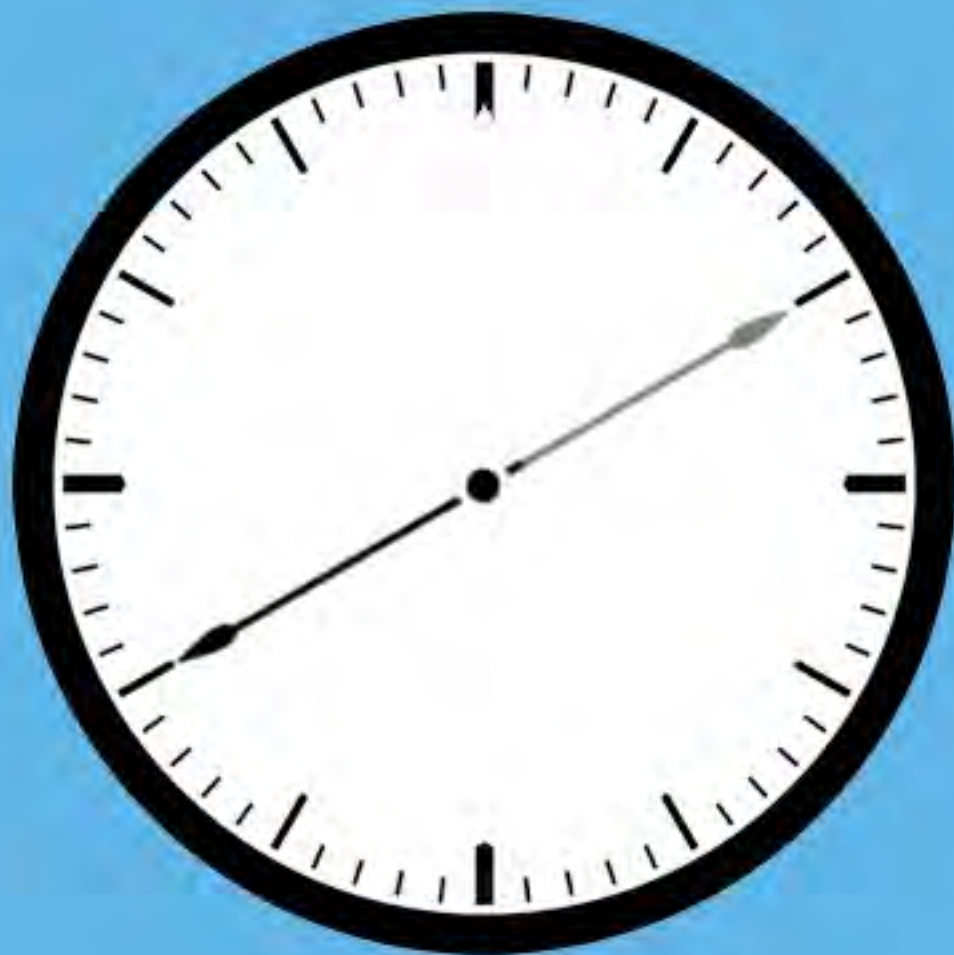




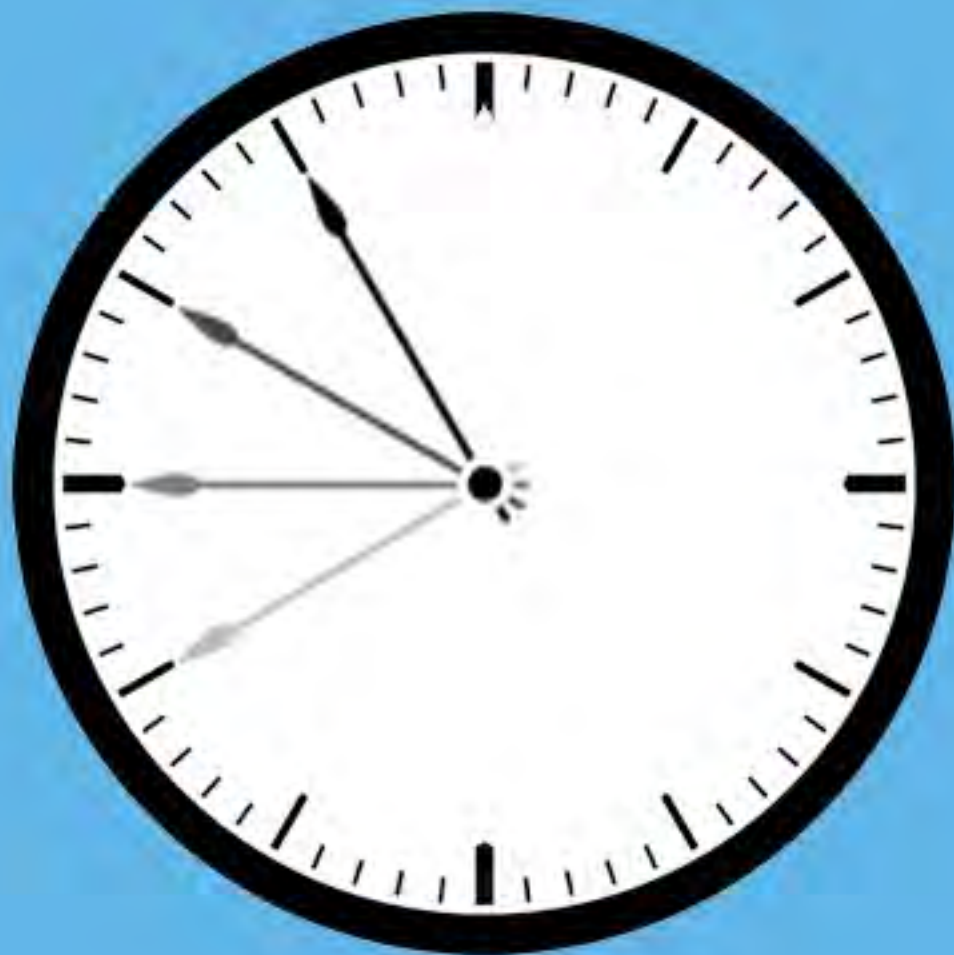
60 Minute Brainstorm



Present Project Field Guide



Break Up Into Teams

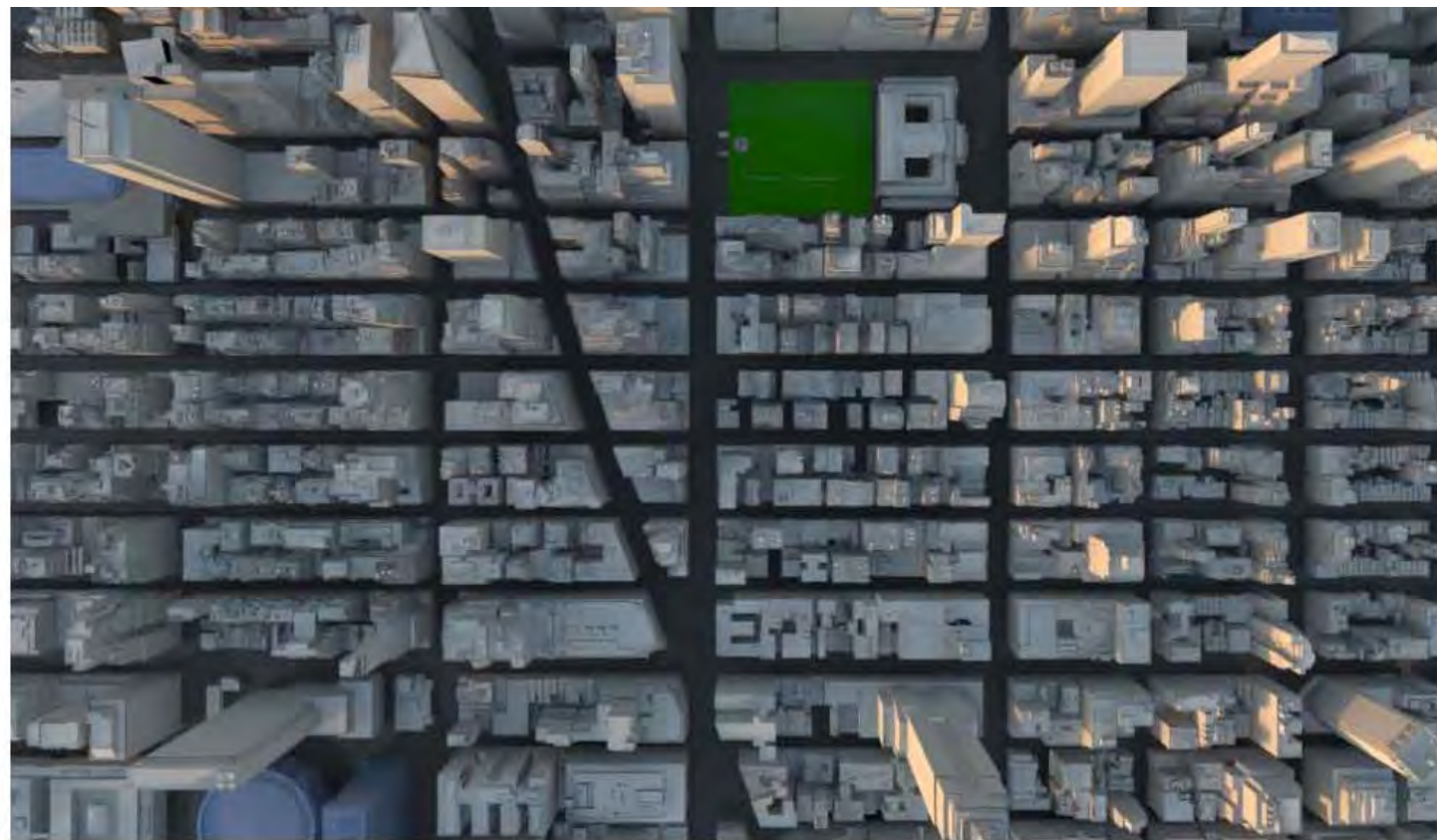


5 Minute Team Presentations



5 Minute Recap & Action Items

**F#&! DOUBLE
COMMUTES***



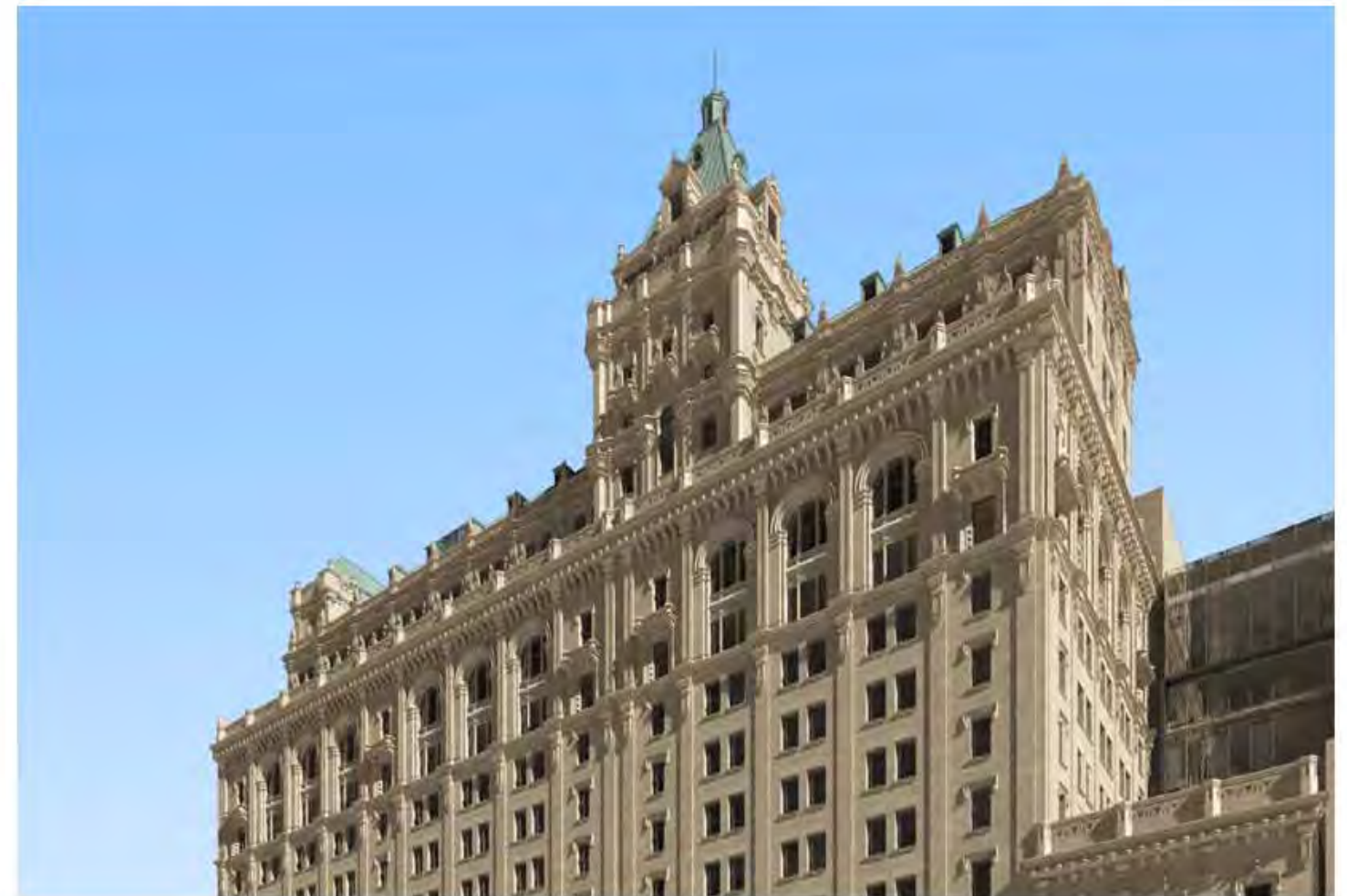
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**SHE'S FRENCH, LIVES IN
MIDTOWN AND WANTS
YOU TO MOVE IN.**



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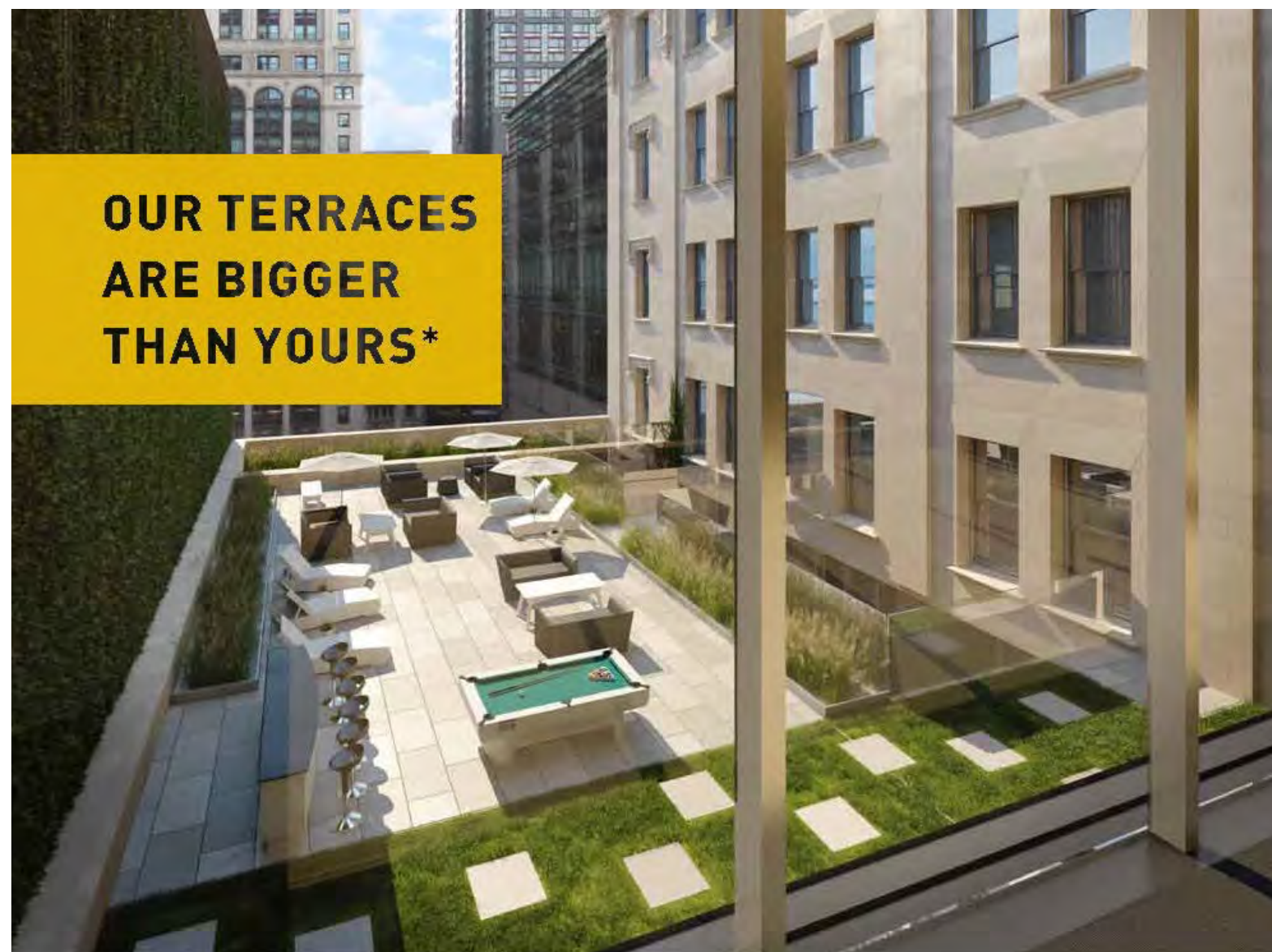
**BRING YOUR
GIRAFFE TO
WORK DAY***

*AVERAGE GIRAFFE HEIGHT:20FT



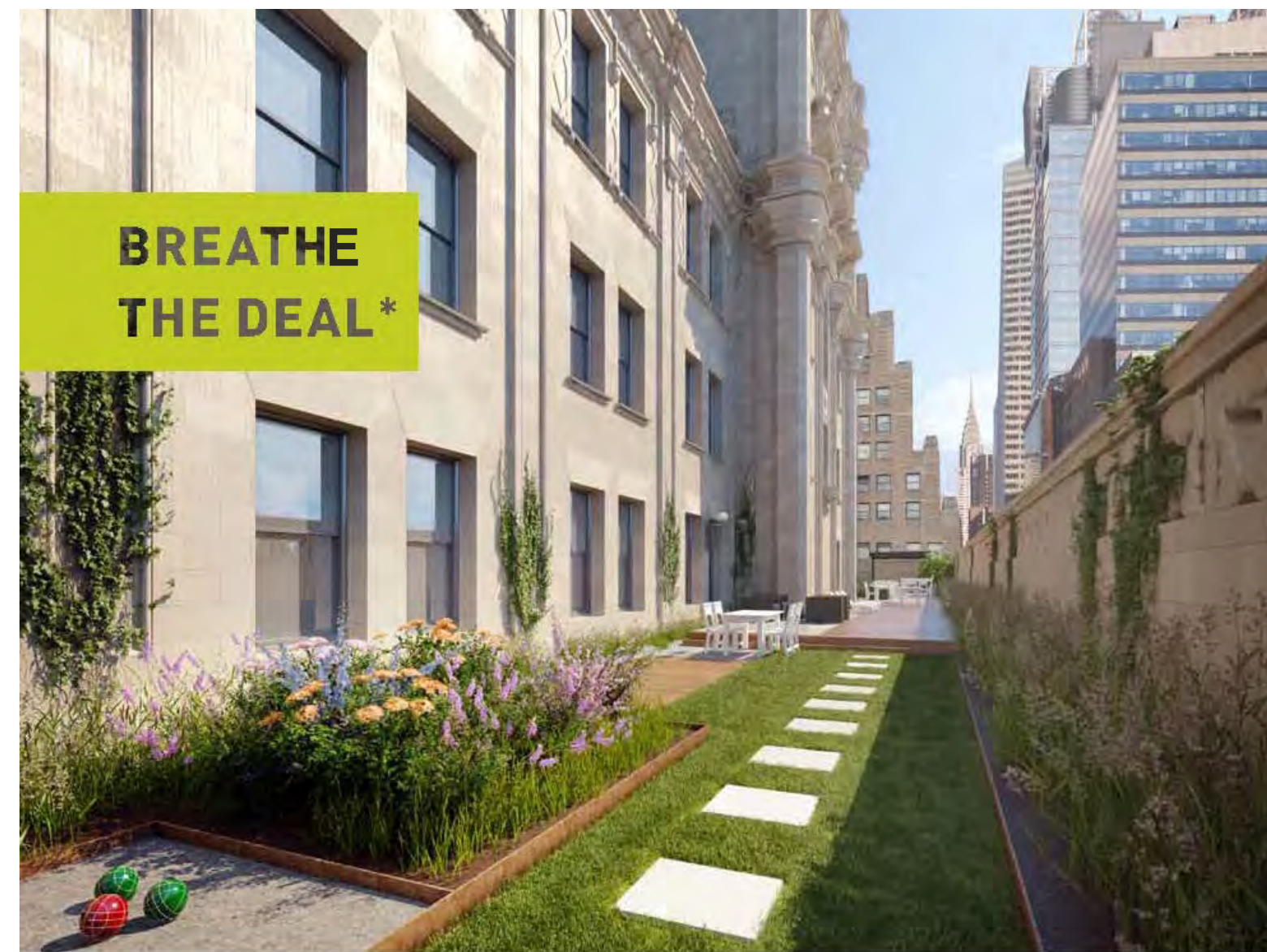
**MONSTER
SPACE***

*HYBRID PARKING AVAILABLE



**OUR TERRACES
ARE BIGGER
THAN YOURS***

*BBQ SOLD SEPERATELY



**BREATHE
THE DEAL***

*MAY CAUSE EUPHORIA

Presentation



WRITE YOUR OWN HISTORY*

*PROOF READER NOT INCLUDED.

480,000^{SF} AVAILABLE IMMEDIATELY 23,000^{SF} of TERRACE SPACE



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THE READY ONE*

*SUPPORT LINE TO COME.

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229^W43



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THINK
OUTSIDE THE
BOARDROOM*

*MAY CAUSE EUPHORIA.

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OUR TERRACES
ARE BIGGER
THAN YOURS*

FPO

*POOL TABLE SOLD SEPARATELY.

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*TANK SOLD SEPARATELY.

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***AVERAGE GIRAFFE HEIGHT: 20FT.**

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Concept Development







Final Ads

WRITE YOUR OWN HISTORY



480,000^{SF} AVAILABLE IMMEDIATELY + 25,000^{SF} TERRACE SPACE

UP TO 21^{FT} CEILINGS | 41,000^{SF} COLUMN FREE SPACE | PRIVATE LOBBY | MULTIPLE BRANDING OPPORTUNITIES | MIDTOWN



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*LOOKING FOR A LONG TERM RELATIONSHIP

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 **AUTODESK.**



*CEILING HEIGHTS UP TO 21^{FT}

480,000^{SF} AVAILABLE IMMEDIATELY + 25,000^{SF} TERRACE SPACE

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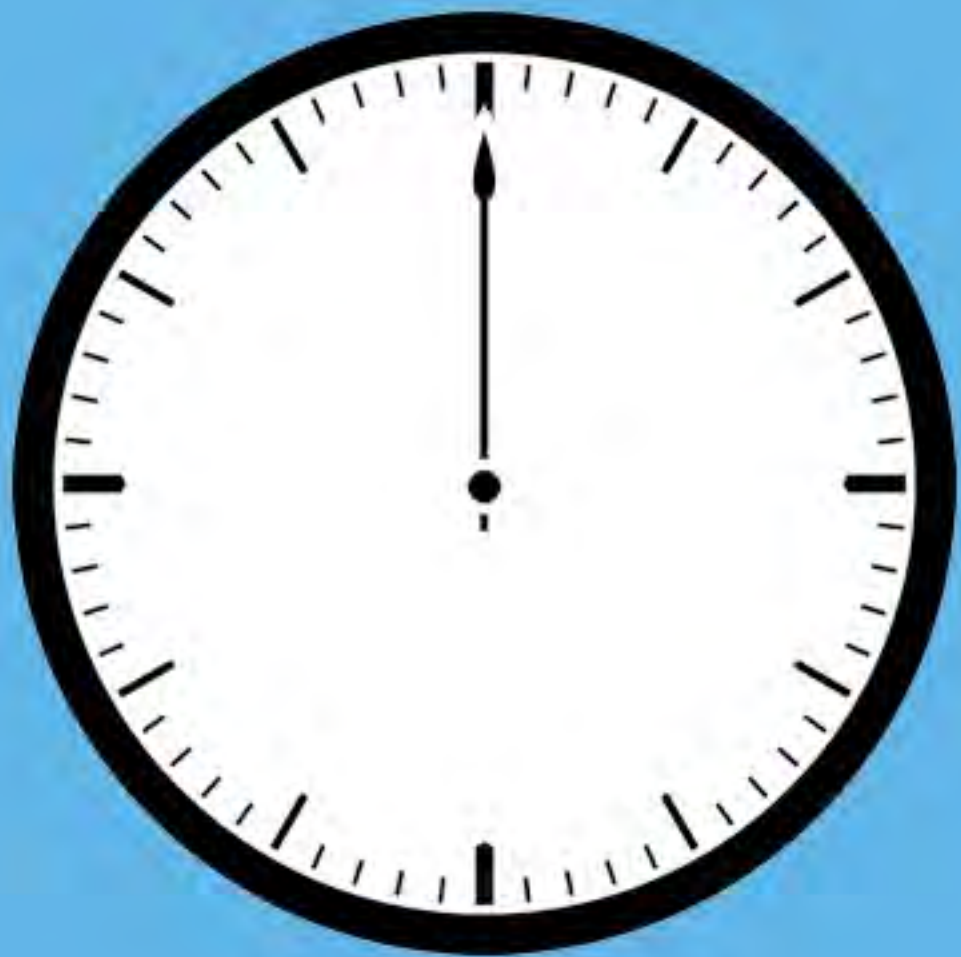


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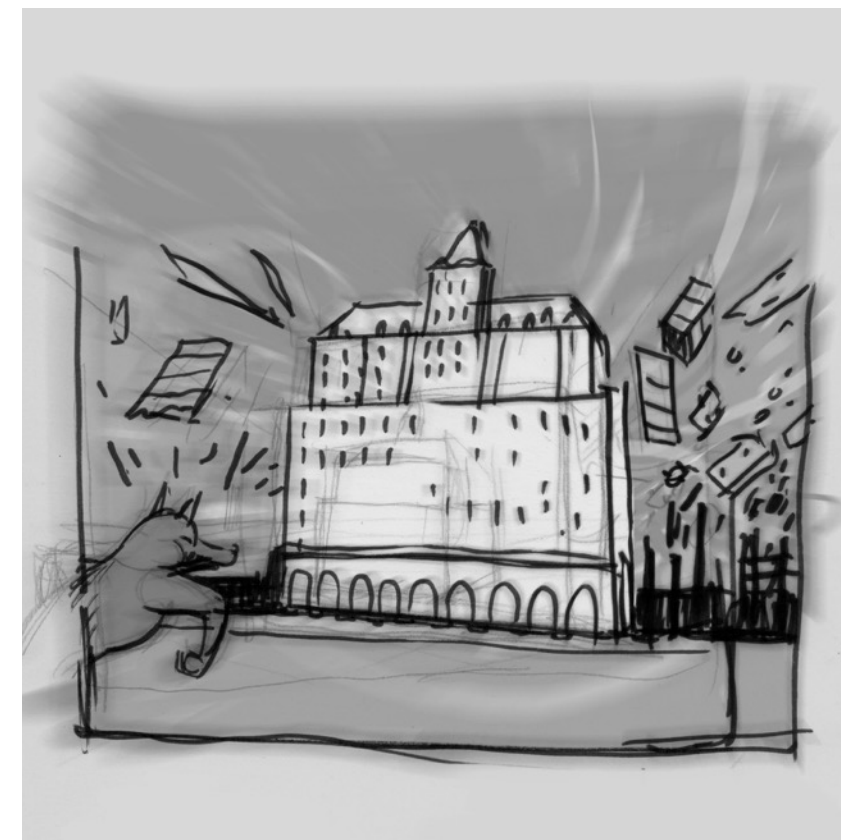
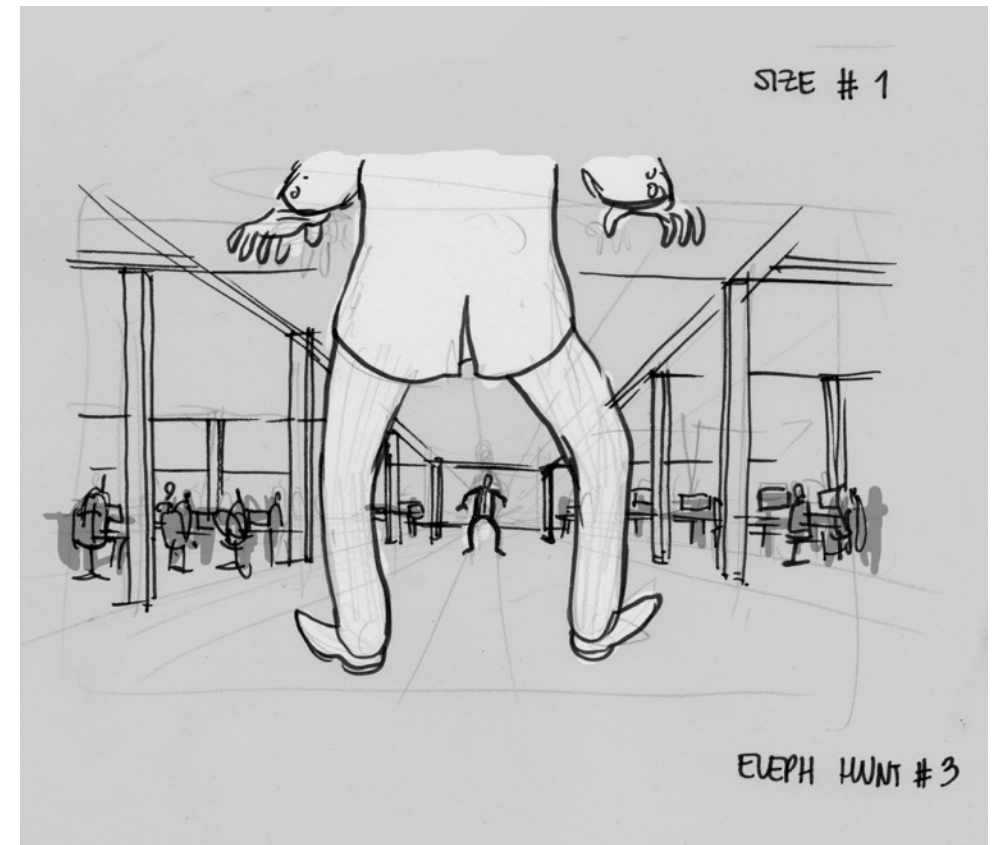
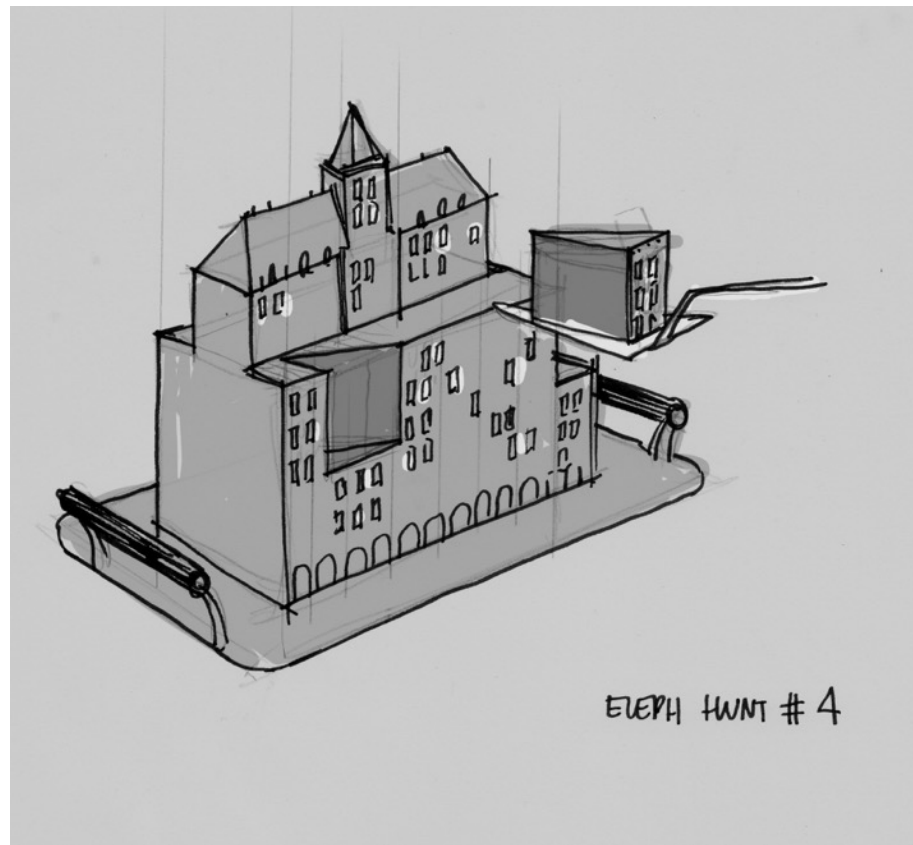
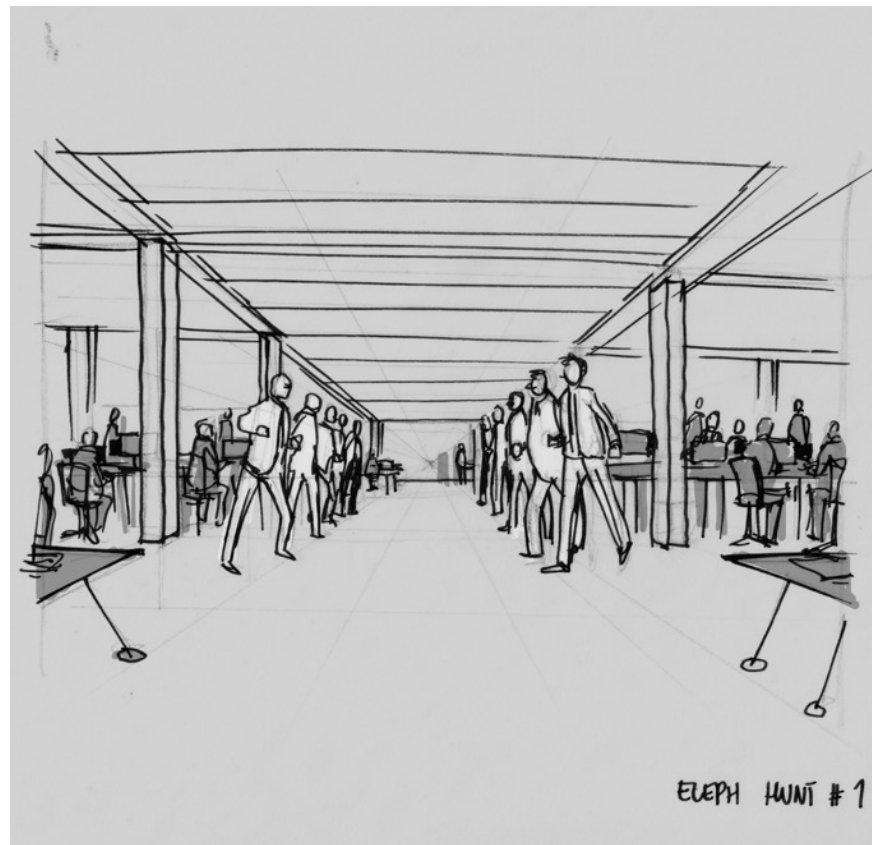
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Phase 2

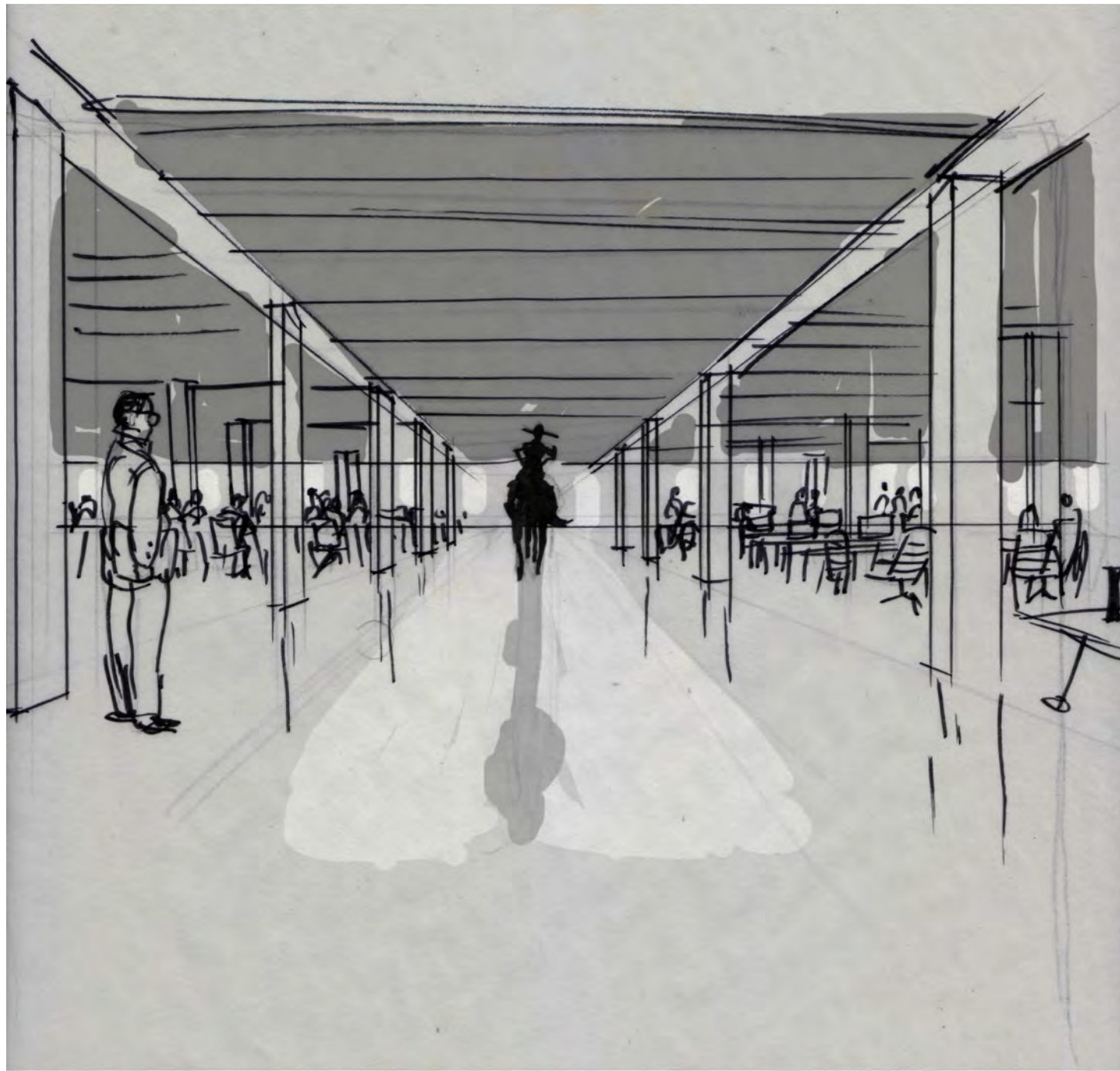


60 Minute Brainstorm





Presentation



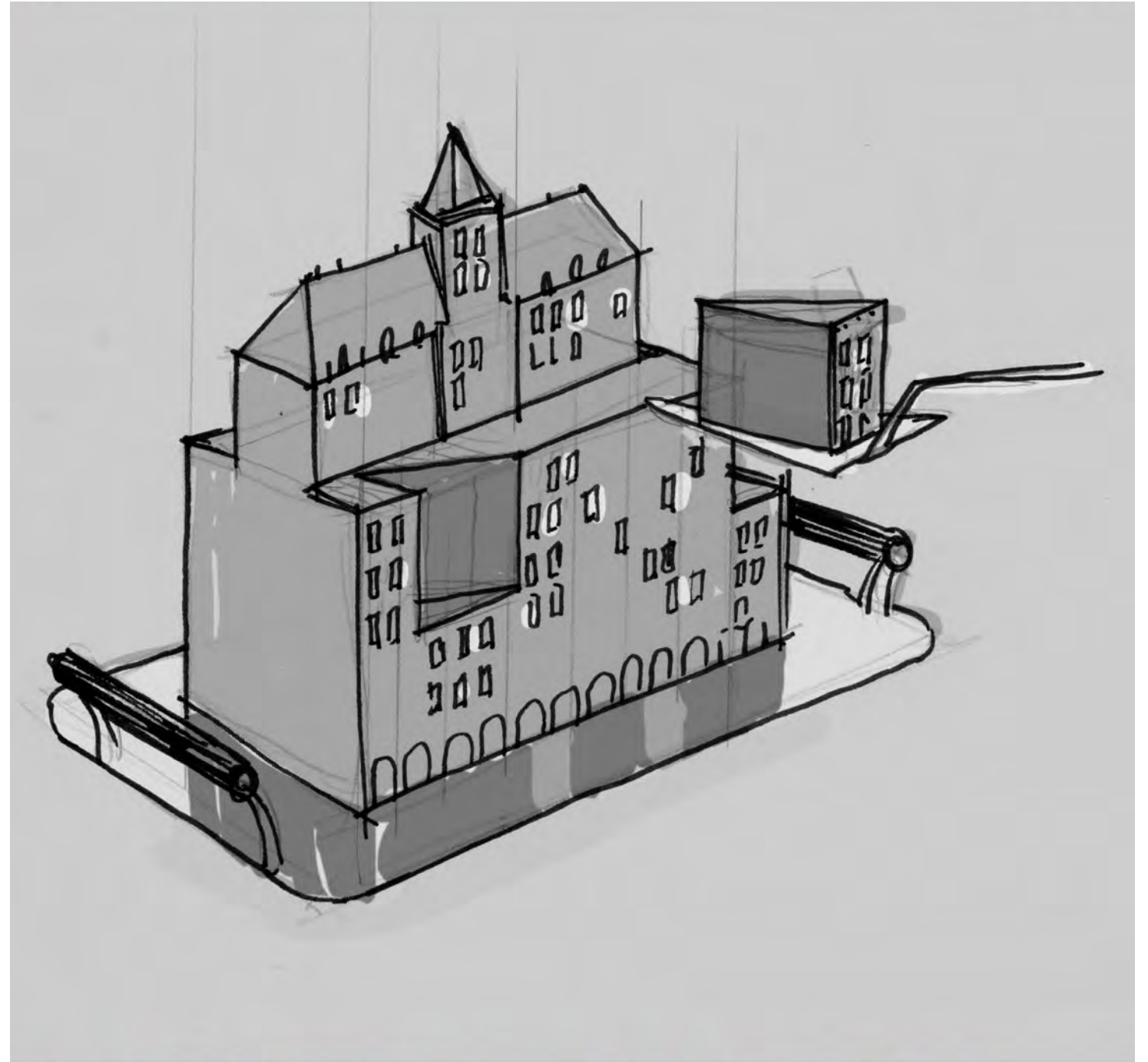
WIDE OPEN SPACES



**“YOU’RE GONNA
WANT TO LAY UP.”**



**ENOUGH SPACE
FOR EVERYONE**



**50,000 to 500,000
SLICES AVAILABLE**



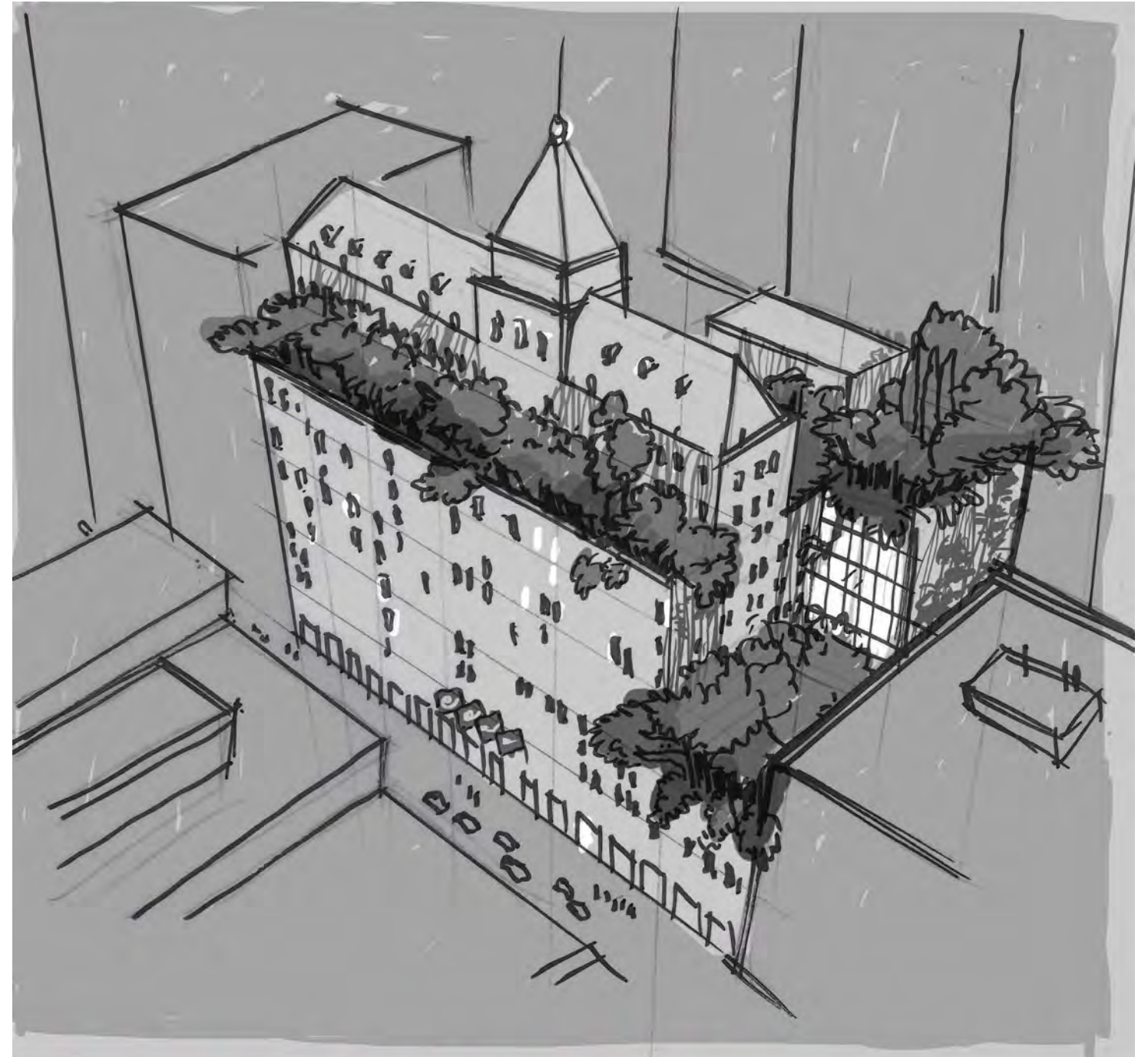
**NOT ANOTHER
GLASS BOX**



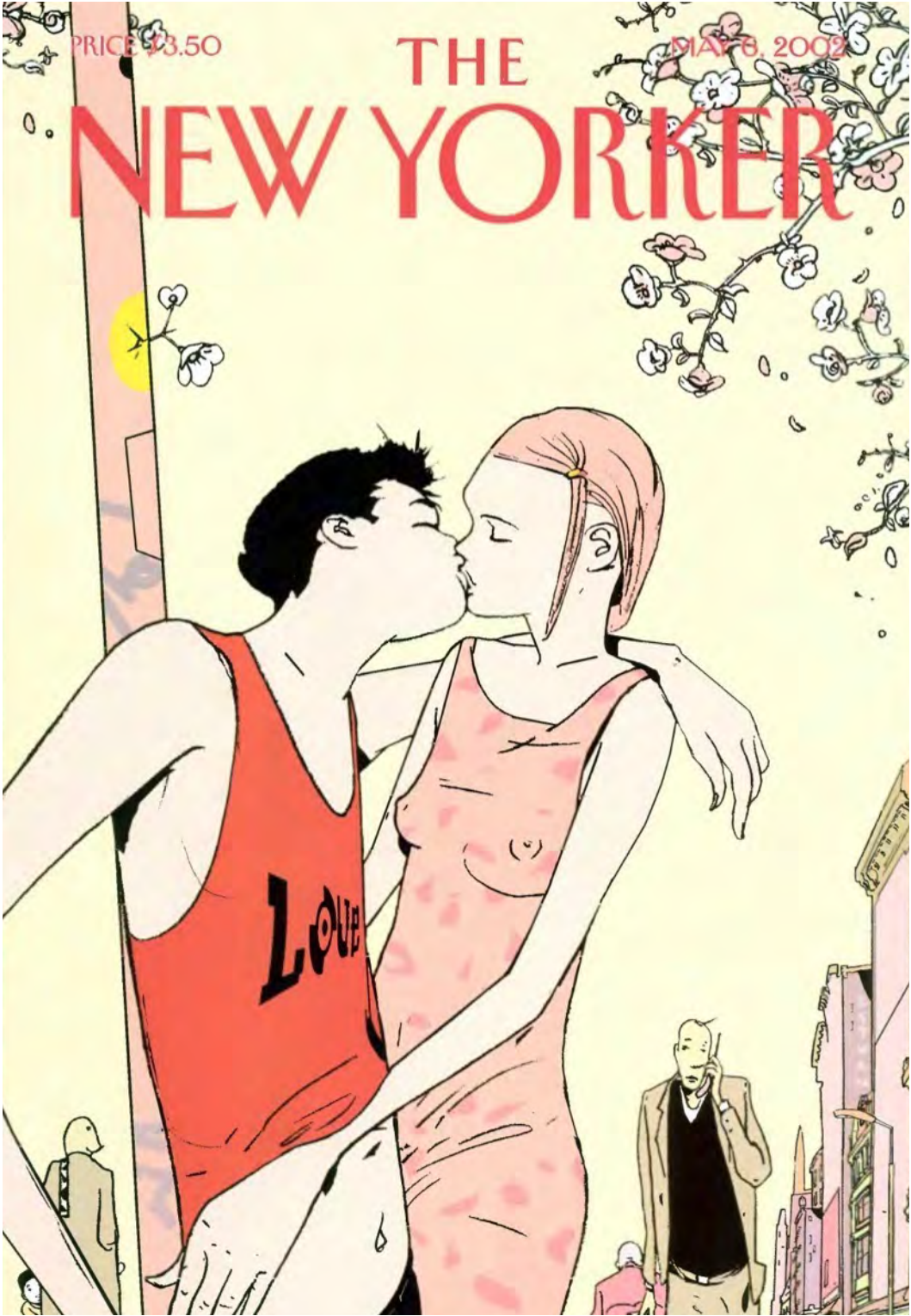
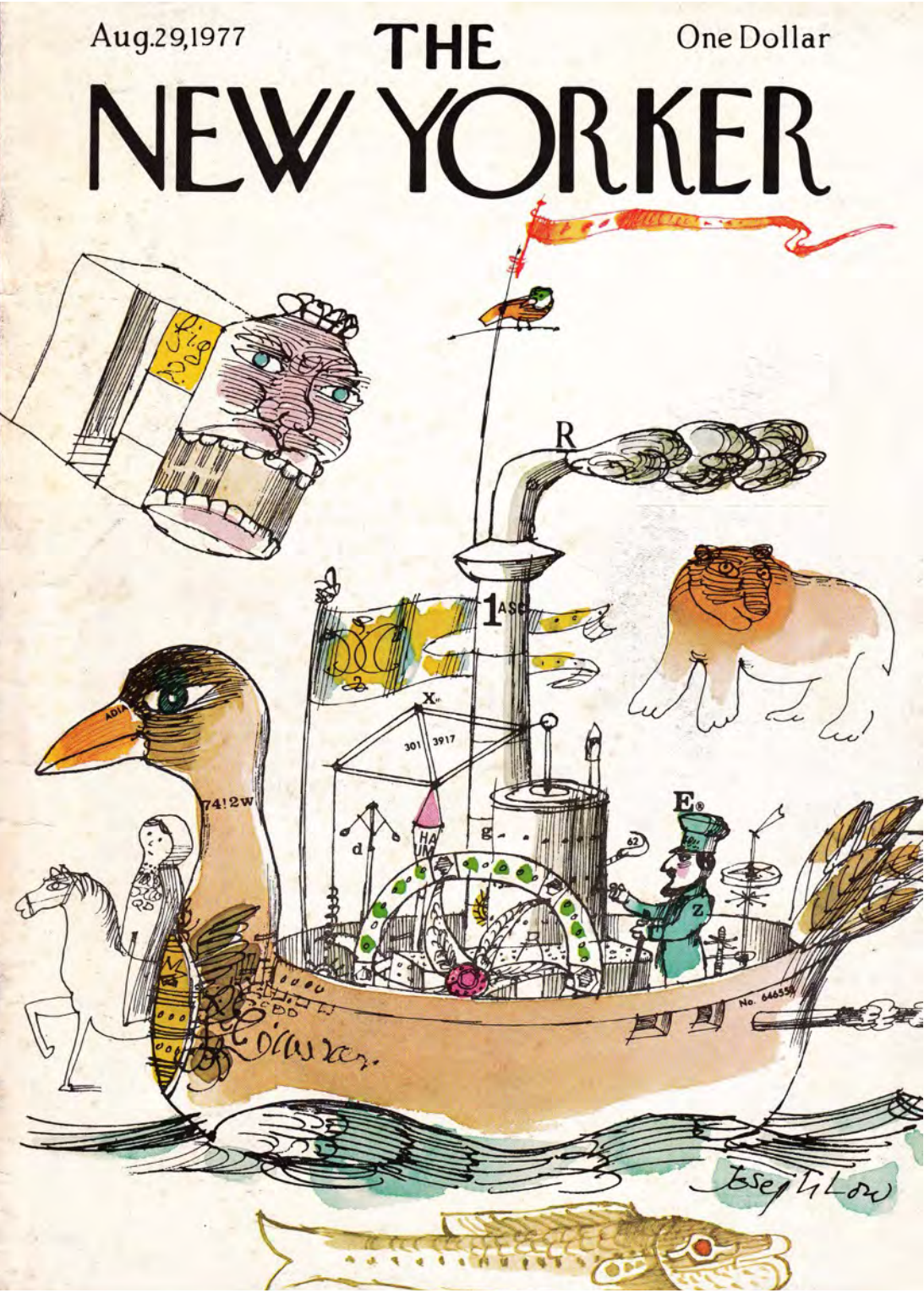
**PEOPLE IN GLASS HOUSES
SHOULDN'T THROW STONES**



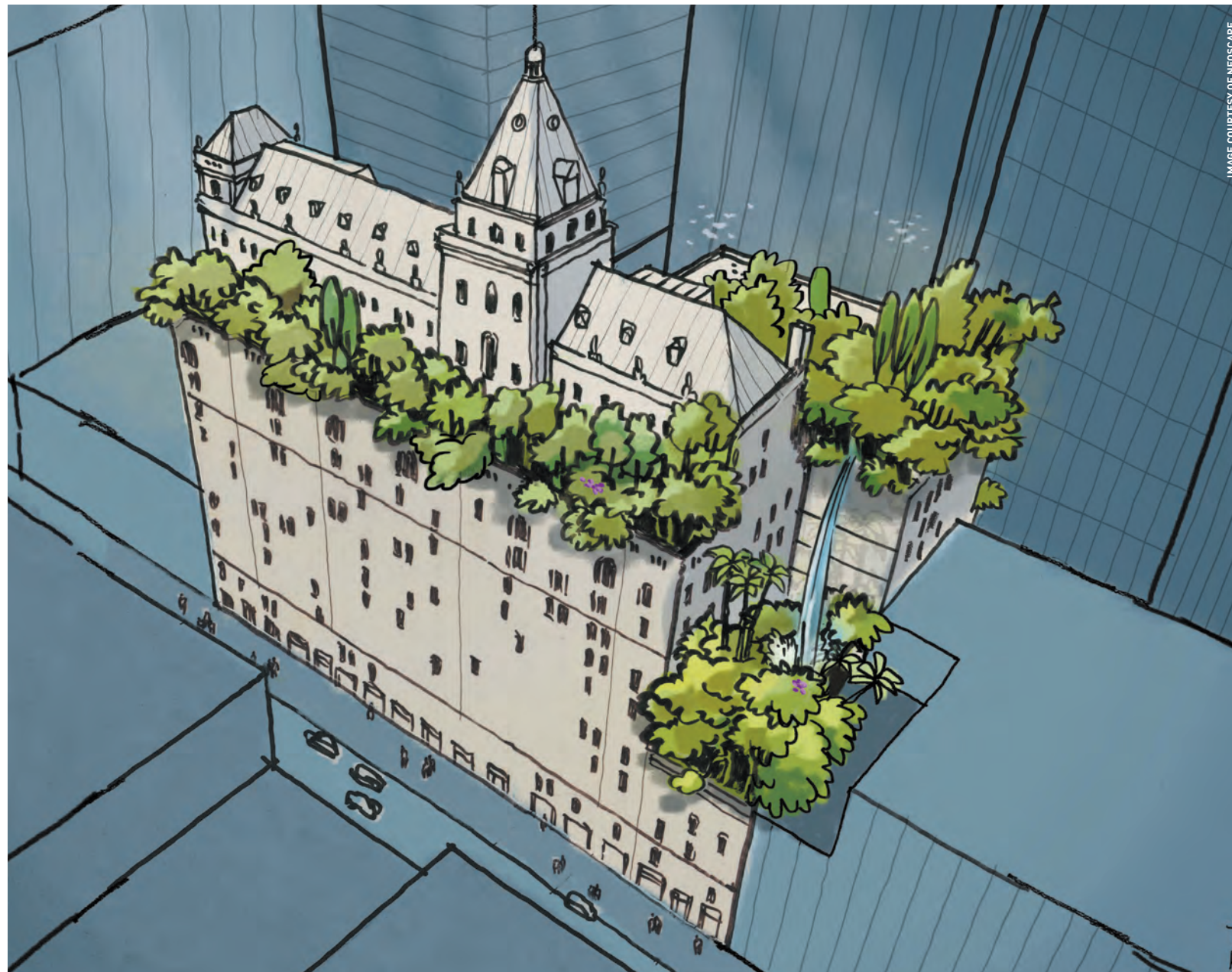
25,000 SF OF PARKS



**ONLY COMMERCIAL
BUILDING IN A NYC PARK**



Final Ads



Only Commercial Building in a NYC Park

50,000^{SF} - 480,000^{SF} OFFICE SPACE AVAILABLE IMMEDIATELY + 25,000^{SF} OF TERRACES

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Not Another Glass Box

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229W43



Looks like a 3 wood from here.

50,000^{SF} - 480,000^{SF} OFFICE SPACE AVAILABLE IMMEDIATELY + 25,000^{SF} OF TERRACES

UP TO 21^{FT} CEILINGS | 41,000^{SF} COLUMN FREE SPACE | MULTIPLE PRIVATE LOBBIES | NAMING / BRANDING RIGHTS | MIDTOWN

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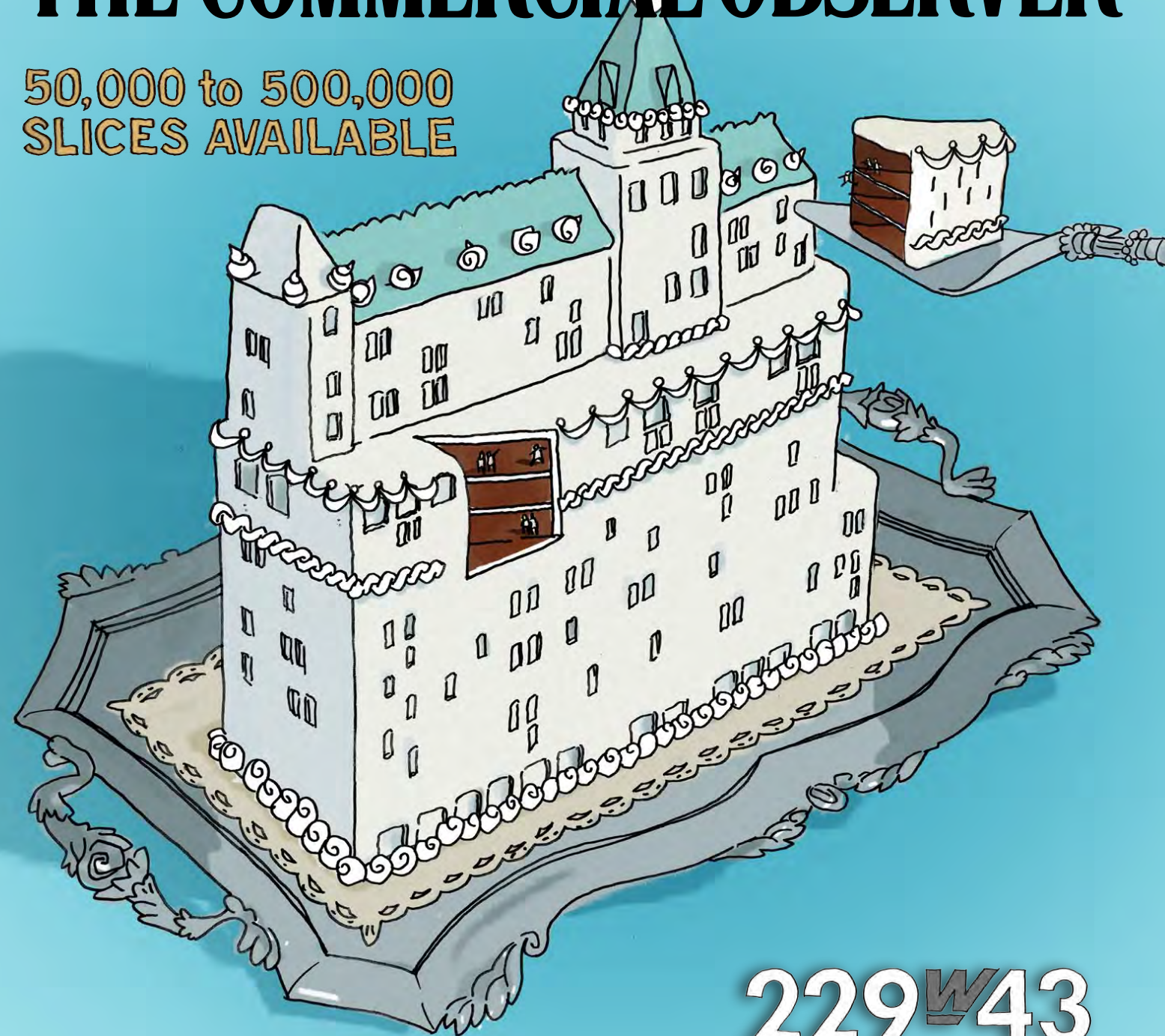
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229W43

THE COMMERCIAL OBSERVER

50,000 to 500,000
SLICES AVAILABLE



229^W43

Results



540W26 : Marketing Film



The Project Field Guide : 540W26

Overview

- 100,000sf of office space, 30,000sf of gallery space
- Designed by Morris Adjmi
- Construction to be completed by 2017
- Scope of work to include a creation of a 2 min film

People

- Developer, Leasing Agent

Background

- Ground up Construction
- Based in the heart of the West Chelsea Gallery District
 - Andy Warhol
 - Alexander Calder
 - Dan Flavin
 - Chuck Close
 - Mark Rothko

Competitors

- Existing Space
 - Chelsea Market
 - Starrett Lehigh

Audience

- Tenant Community (Hedge-fund or TAMI)
- Brokerage Community

Parameters

- No Rush, make something cool

Goals

- Give context to the neighborhood
 - Restaurants
 - Galleries
 - Corporate Neighbors

Tone

- Fine Art
- Sophisticated Ego

Mission Statement

- **Just as one can compose colors or forms, so one can compose motions. -Chuck Close**

540 West 26th Street

Film Treatment

RECAP

THE BUILDING

- Floor to ceiling glass**
- Open floor plan**
- 7th floor setback**
- Breathtaking views**
- Rooftop terrace**

LOCAL AMENITIES

- The Highline**
- Restaurants**
- Transportation**
- Chelsea Pier**
- Hudson River Park**
- Hospitality**
- Galleries**

- Culture
- Art
- History
- Lifestyle

NEIGHBORHOOD

WHO IS THE 540 TENANT?

**IS IT THE EGO CENTRIC CEO
WHO IS LOOKING FOR A
PARK AVENUE ADDRESS**

OR

**IS IT THE VISIONARY WHO
IS LOOKING TO MAKE A
STATEMENT**

**THE DECISION MAKER THAT
BELIEVES IN A WORKPLACE
THAT INCORPORATES
AUTHENTICITY, COLLABORATION,
WELLNESS**

**THE PERSON THAT WANTS
TO BE PART OF A
COMMUNITY**

COMMUNITY

**A FEELING OF FELLOWSHIP WITH OTHERS,
AS A RESULT OF SHARING COMMON ATTITUDES,
INTERESTS, AND GOALS.**

WHO IS THE COMMUNITY?

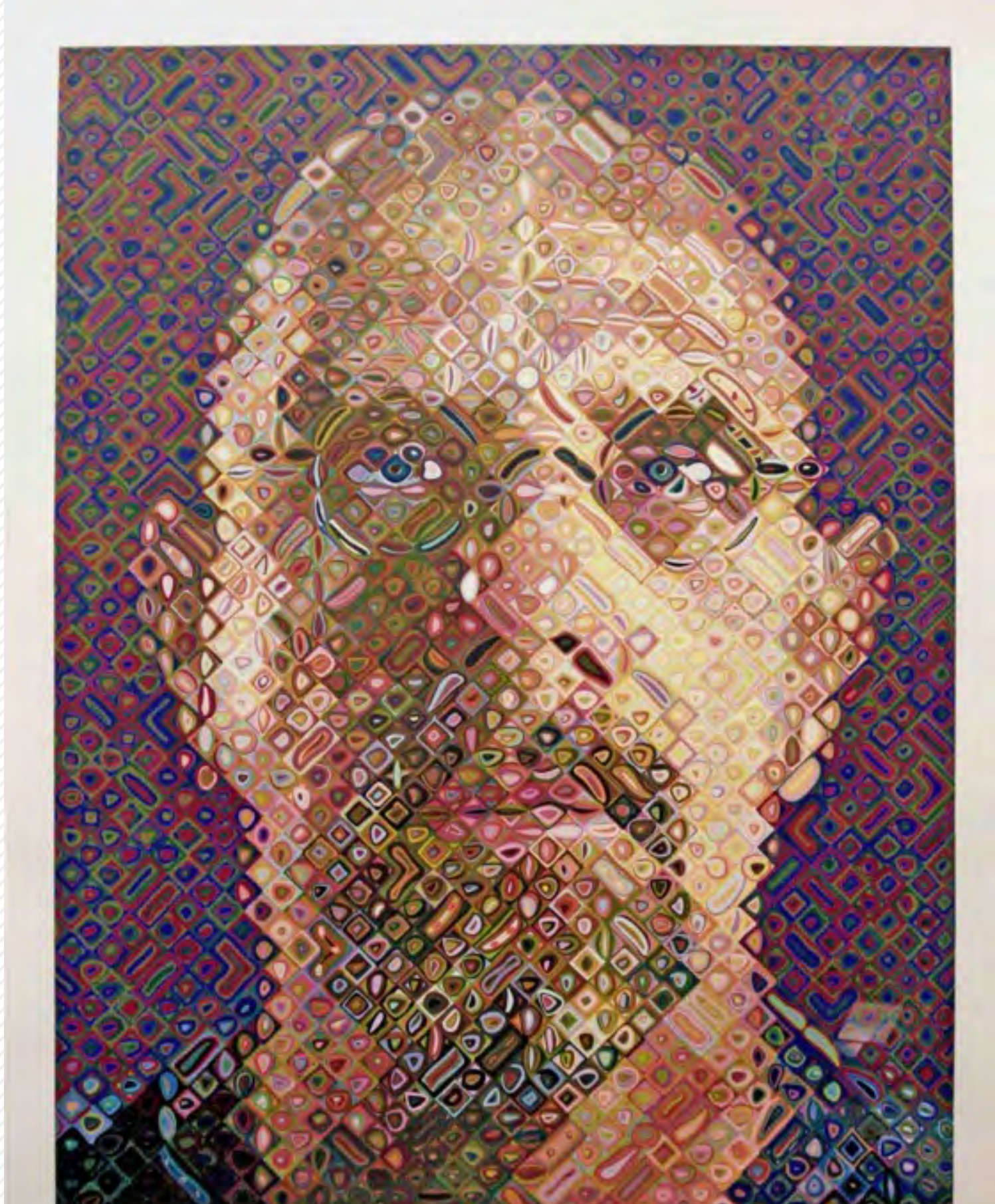












HOW DOES THIS TRANSLATE TO FILM

**EACH OF THESE PEOPLE HAVE A
PERSONALITY**

**EACH OF THESE PEOPLE HAVE A
LIFESTYLE**

HOW THEY COMMUTE

WHAT THEY DO AT LUNCH

HOW THEY WORK

HOW THEY WORK TOGETHER

CONCEPT



Hudson Yards















**THIS COMMUNITY BECOMES
THE IDENTITY OF
540 W 26TH**









540 | FIVEFORTY

WEST 26TH STREET



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Overview

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- Designed by Morris Adjmi
- Construction to be completed by 2017
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People

- Developer, Leasing Agent

Background

- Ground up Construction

- Based in the heart of the West Chelsea Gallery District

- Andy Warhol
- Alexander Calder
- Dan Flavin
- Jackson Pollock
- Mark Rothko

Audience

- Tenant Community (Hedge-fund or TAMI)
- Brokerage Community

Parameters

- No Rush, make something cool

Goals

- Give context to the neighborhood
 - Amenities
 - Restaurants
 - Galleries
 - Corporate Neighbors

Tone

- Fine Art

- Sophisticated Ego

Mission Statement

- Work within a piece of Art

How do we introduce Fine Art?



COLOSSAL[®]
ALWAYS HANDPAINT



Questions?

Thank You

