CITYSCAPE VR
London New York
BACKGROUND

Started in 2001 as an architectural visualisation studio
Since 2001 we have been setting the benchmark for CG production in the UK property industry.
Over the years Cityscape have worked for some of the biggest architects and property developers in the world.
We now have over 40 staff based in our head-office in Old Street Shoreditch.
In 2016 we opened a dedicated VR office in New York
But...Is VR the future?
No...It’s Now.
Cityscape VR is currently advising clients with developments totalling over 20 Million SqFt.
VR is enabling our clients with better and faster **spatial decision-making**, increasing development values.
How does VR create real value?
PROCESS INNOVATION

- 3D Data
- Realtime Visualisation
- VR
- Process
PROCESS INNOVATION
ACROSS THE MARKET

Aerospace:
Innovating the design process

Airbus - Using VR in the design process to make it better, faster and cheaper:
- Allowed 5x more ideas to be explored
- 4 Less physical prototypes
- 30% Cost reduction

Automotive:
Innovating the sales process

Audi - Getting people back into dealerships through immersive experience of the actual car you want with all high-margin optional extras.
HOW DOES THIS APPLY TO INDUSTRY?

• Personalisation
• Build to order
• Effective collaboration and decision making
• Focus grouping to define product
• Efficient Construction
• Driving margins at point of sale
DELIVERING VR

- Market development – Further integrators and service providers required
- Specialised Consultancies
- Universities - Next generation of design and business education
- More naturalistic ways of interacting
HOW DOES THIS APPLY TO A PROJECT?

The biggest Architects, Property Developers and constructions companies are using VR to get ahead across the entire building creation process.

- Bid winning
- Investment
- Design Process
- Construction
- Sales & Marketing
- Leasing & Tenant Support
- Building Management
RAPID MARKET ADOPTION WITHIN UK REAL ESTATE

• SKY Broadcasting on their new £600m campus at Osterley in which hundreds of millions were invested.
• Battersea Power Station on their £8bn redevelopment
• Capital and Counties on their £12bn regeneration of Earls Court.
• Internation Quarter London with 4 Million SqFt of office space.
• Canary Wharf Group, London
USE CASES

- Investment Pitch
- Public Engagement & Consultation
- Design Development & Review
- Prototyping
- Focus Grouping
- Planning Negotiations
- Virtual Show home
SOME THINGS VR DOES

• Reduction in contact time
• Appetite of time spend is proportional to value
• Psychology of engagement – getting people to give real feedback.
• Physical models, validating negative beliefs – getting caught up discussions about things that people will hardly notice.
KEY SUPPLIER RELATIONSHIPS:

• Enterprise Head of Unreal Engine
• Head of Microsoft HoloLens UK and technical team.
• Vice President Virtual Reality B2B and Business Development Manager at HTC Vive
• Director of Global Business Development at NVIDIA
• Business Development Manager at Lenovo - UK
• Spoken to senior managers and directors of over 500 Tech and VR related companies.
CASE STUDY: Corporate Occupier SKY, Design + Build, £600m

Client: BSkyB
Architect: PLP

- Sky needed a way to accurately design and tailor their new 1.5 Million SqFt Headquarters in West London for 12,000 staff.

- Cityscape created an interactive real-time VR model for Sky, architects, interior designers, and landscape architects

- VR model updated daily over 3 years
CASE STUDY: DIVE FACILITY - £70m INVESTMENT PITCH

Client: John Vickers
Architect: Scott Brownrigg

- A grand plan to build the world’s largest and deepest, multi-level, indoor aquatic research, training and development facility.
- Objective for Cityscape: Create a platform that could convey the vision clearly and convincingly to investors.
- Virtual Reality showed the facility in more detail than any single image or animation could ever do and allow an understanding of the entire space.

“Exciting new project ‘Blue Abyss’ to build world’s largest indoor pool in the UK - serving human spaceflight & more”
Tim Peake @astro_timpeake (via Twitter from ISS)
CASE STUDY: BATTERSEA POWER STATION £8bn
Mixed Use Development, London

• The Battersea Power Station Development Company needed a way to show both investors and potential buyer their massive 42 acre £8bn site in Central London.

• Cityscape created a real-time fully textured model of all the phases of the development which is used in the marketing centre to show prospective clients around the site.

• The finished product was completed with branded user interface, guided tours, video launcher for real-world comparisons, interactive map of development and phasing and ambient audio.
CASE STUDY: EARLS COURT - £12bn Mixed Use Development, London

Developer: CAPCO
Architect: Farrells

• Earl’s Court masterplan is set to be the largest regeneration site in Central London covering 77 acres with £12bn of investment.

• Cityscape created a real-time model of the entire site to aid public engagement. The emphasis on the community with this particular development meant receiving positive feedback during the public consultation phase was crucial.

• The same immersive experience has also been used to carry out effective and more collaborative design reviews.
CASE STUDY: Residential – VR Townhouse

Developer: Lendlease
Architect: Scott Brownrigg

- Lendlease needed to accelerate getting to market, the traditional show-flat was going to take 1 year to build and commission.

- Cityscape created an experience in 4 weeks that allows the potential buyer to have the ability to fully navigate an entire five bedroom apartment in real time and to an exceptionally high level of detail and realism.

- The sales team are using the experience in their marketing suite.

- Helping Lendlease to meet sales targets quickly without having to wait for the completion of a full scale show flat or even any building work to start.
HOW DO CITYSCAPE DELIVER THE BENEFITS OF VR?

- Consulting
- Production
- Focus Group & Review Facilitation
- Managed Services
- Training
Thank You

d.harper@cityscapevr.com
+447791187959