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Customer Success Story

Platinum Interiors

Platinum Interiors

Whether it's the headquarters of Proudly South Africa, the marketing and reservation office for South Africa's world famous Blue Train, or a plush suite for a prestigious legal firm, interior design specialists, Platinum Interiors, delivers a complete service – from design to project execution – that's fuelled by the vibrant creativity of its young design team as well as the efficiencies of the latest design software. Deployment of technology at the company provides a rich environment in which designers can explore design concepts and communicate their design ideas to clients. The technology on which Platinum relies is the AutoCAD-driven design software, **Autodesk Architectural Desktop**.



Autodesk Architectural Desktop is fundamental to our business. It streamlines our business and creative processes and delivers efficiencies that boost our profitability as well as our overall service to clients."

– **Rob Clouston**, member, Platinum Interiors, Johannesburg.

Avoiding Miscommunication

"Technology is a fundamental part of our business – we couldn't do without it" is how Rob Clouston of Platinum Interiors describes Autodesk Architectural Desktop, support for which is provided by the Autodesk reseller, Cadplan Johannesburg.

One of the primary challenges facing Platinum is the difficulty some clients have visualising their projects. Miscommunication about a concept often results in client dissatisfaction once construction starts and a project isn't as they envisaged it would be. When miscommunications occur, they not only sour a relationship, but often result in Platinum footing the bill for expensive on-site reworks.

Accelerated Approval Process

An intuitive user interface integrates Autodesk Architectural Desktop features into an AutoCAD environment, creating a workspace that is more visual, intuitive and easier to use than ever before.

The ease with which Architectural Desktop users can switch between floor plan and 3D views, combined with the rendering capability of the Autodesk VIZ Render engine, enable Platinum to show clients exactly what their projects are going to look like once they are complete.

In fact, Platinum actively encourages its clients to take part in the design process and sit with designers as they create concepts. Client involvement in the design process, says Clouston, guarantees client buy-in to a concept and accelerates the turnaround time when it comes to concept approvals.



Platynum Interiors

Autodesk Architectural Desktop Triples Design Output

The spatial perspective of Autodesk Architectural Desktop is a valuable aid during the space-planning phase of projects. Even though Platynum bases its space planning on formulas developed by the South African Property Owners' Association, clients often push to increase the head count in an office.

"It's only when they see the office in 3D, with all the desks drawn to scale, that they appreciate that it isn't possible to get another person into an office. Only then do they accept our recommendation," says designer, Linda Harel.

One of the most tangible benefits of Autodesk Architectural Desktop is the accelerated speed of the software and the efficiencies that are recorded throughout the design process.

"We can now do three times the work we used to do in AutoCAD" says Kobus Nel, designer.

Problem Solving

The short commands accelerate design speed, while the problem-solving capability of the software prevents potential problems, which if left undetected manifest themselves during the construction phase, causing expensive delays in construction.

"If, for example, I create an impractical design detail, the computer will alert me to the fact that it's not possible," says Harel. "This proactive problem solving capability can save a lot of time later in the project schedule."

Speed and prevention of delays were crucial factors in a fast track project, which Platynum carried out for the National Electricity Regulator. The brief required the company to gut an eight storey Pretoria office block, conduct space-planning audits, redesign the entire building, execute the project and relocate staff to the new premises – all within just three months.

"The project tested our resources, including our technology installation, to the limit. But we did it, coming in on budget and within the deadline," says Cloustone.

In more complex projects, imaging work created in Autodesk Architectural Desktop is supplemented by high quality visualisations – or photo realistic images – created using the visualisation software, Autodesk VIZ.

"A picture is worth a thousands words," says Nel. "I recently developed some furniture for SDK agencies, including cabinets for the display of perfume bottles. The design involved a lot of glass and effective use of lighting.

"Autodesk VIZ helped me communicate the ideas which I could picture so perfectly in my head. The client instantly grasped what I was trying to achieve and there were only minor changes to the conceptual design."

Platynum also uses computer-generated visualisations to communicate with furniture manufacturers. Communicating design intent to manufacturers helps prevent the construction of two or three expensive samples, avoiding prototype costs and also accelerating the manufacturing process.

"Use of Autodesk technology is all part of streamlining our creative and business processes and delivering efficiencies that boost our profitability and our overall service to clients," says Cloustone.

Learn More

More detailed information about [Autodesk Revit](#) is available on the Autodesk website at www.autodesk.co.za. You can also phone Amanda Wesson on (011) 805-1555 for more information about the technology.



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