



Photo

Merit Award

NBBJ

Category: Research & Communications

Client: A Joint Stock Company - Millennium Zilant-City

Animation Consultant: Andrea Maclean

The Process:

Since January 2007, our design and planning team has been working with the City of Kazan on the preparation of a master plan for right bank of the Kazanka River in the center of the city. Kazan is the capital of the Republic of Tatarstan which is a member of the Russian Federation. Through the planning and design process, we have conducted a thorough analysis of the existing riverfront, city and region. From this analysis, four preliminary master plan concepts were developed, with one being selected by our client for further development and refinement. In November 2008, the master plan was presented to the mayor and leadership team of the Kazan for review and approval. The outcome of this meeting, was approval, subject to the review and approval by the President of Tatarstan, whose official residence lies within the historic Tatarstan Kremlin, overlooking the Kazanka River. The presentation was scheduled to occur in three weeks from the presentation to the mayor.

The Challenge:

While the master plan presentation was graphically engaging, through the use of plans, sections and photomontage illustrations, the mayor wanted to be sure that we could communicate to the President, "what the experience would be like, to live in or visit this new riverfront development". With only three weeks to prepare this presentation, the design and planning team were given a true challenge. How do we graphically present the material we had prepared in a way that the President could truly understand and appreciate the intrinsic quality of "the place" that is envisioned?

The Premise

The design and planning team engaged our Human Centered Design staff to assist with this challenge. We were advised, by them, that it will be difficult to communicate the "experience of a place" through the use of static images, especially for non design people. They suggested that our presentation should establish a visual connection between the existing riverfront environment, our graphic representations of what the new development could be and precedent images of what the "new place" could look like. The premise is that the brain has a greater ability to conceptualize when it can make the visual connection between linked images. They also recommended music as way to reinforce visual connections.

The Solution:

Precedent images and words were selected by our Human Centered Design staff and a graduate student from OSU's Department of Industrial, Interior and Visual Communications Design assisted the design and planning team in creating an "animatics", basically animated storyboards in Russian and English language, utilizing our existing plans, sections and photomontages in combination with a 3-D digital model of the riverfront, evocative words, representative character images, all with Russian folk music playing in the background to establish "moments" which were intended to capture the experience of the place.

The Outcome:

The five minute Russian version animatics was played at the conclusion of a thirty minute PowerPoint presentation describing the details of the riverfront master plan to the full leadership of the city and republic. There was complete silence and we had the full attention of the audience throughout the animatics. The President of Tatarstan fully endorsed the master plan and gave our client approval to proceed.

Photo: Presentation to the President of Tatarstan

Figure A: Arriving at the Central Park

Figure B: Orienting to the Central Park

Figure C: The experiential qualities of the Central Park

Figure D: Orienting to the Residential Lake

Figure E: Visually connecting the new riverfront development to the historic Kremlin



Figure A



Figure B



Figure C



Figure D



Figure E

