

WILLMOTT DIXON: ARCHVIZ FUELS RESIDENT ENGAGEMENT

The leading construction company behind a new healthcare centre in South London wanted a fresh approach to engaging with stakeholders.



The challenge

Acknowledging that the public's understanding of scale and complexity from 2D architecture plans can be limited, Willmott Dixon wanted residents and stakeholders to be able to navigate round the healthcare building in VR prior to it being built. Could the developers of the new centre in Dulwich use Architectural Visualisation (Arch Viz) as an engagement tool, to both educate and facilitate feedback from local residents?

The solution

Moving the architectural experience into 3D takes it to scale and enables humans to walk through the space, removing the barriers of perception, and gives a feel of the space that is impossible to get from 2D.

With the support of Target3D, Andrew Gamblen, Digital Manager at Willmott Dixon and his team, ran an Arch Viz stand as part of two health industry events to showcase the amazing work and design of the new primary health centre in Dulwich. A power wall was created using a 3D projected surface and 4 OptiTrack cameras, whilst the 3D

software TechViz enabled visitors to wear 3D glasses and virtually explore the health centre.

“We wanted to get as close to the customer as we could,” explained Willmott Dixon construction manager Steve Harnett. *“The workshops helped us to understand the ‘why’ of the customer, an essential building block at the start.”*

The result

Willmott Dixon completed the Tessa Jowell Centre which opened, ahead of schedule, in Dulwich earlier this year. Located over three storeys, the centre provides a range of primary care services, children’s services, some diagnostics, physiotherapy unit, community mental health services, renal dialysis unit and services for patients with long term conditions.

“The ability to directly showcase the design models in a fully-immersive 3D experience is invaluable. It provided an aspect of communication in construction that very few people have ever experienced, and the service and support that Target3D provided aided significantly in providing an experience for our customers that is unlikely to be topped.” - Andrew Gamblen, Digital Manager, Willmott Dixon.



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