



The Situation: The harsh reality of Non-existence:

Pubot Architectural, a leading design and project management firm for large resorts and hotels, had a request from one of their clients to create a multitude of resort location concepts that would give them a feeling for what the overall illustrated end project would look like. Unfortunately, this request was attached to a two week deadline. Without the benefit of the architectural diagrams which are critical to most modeling projects, and with a time line of about half that required for a small modeling project, Pubot was in trouble. Additionally, the company was running out of ideas on how to portray an entire cityscape for a future downtown redevelopment project in such a short amount of time. Pubot needed help and turned to Adreka Advertising to make the impossible a reality.

For this case, it was critical that the final project be done on time in order for the city to secure the necessary budget approvals. These approvals would be needed to create a print and public relations awareness campaign that would fuel economic growth and boost consumer awareness.

Adreka Advertising made it happen!

The Approach: Building Castles in the Sky

With all of the advances in electronic video production, a multitude of innovative life-like video games, and the countless newly created realistic virtual worlds, Adreka Advertising decided to create for Pubot Architectural a virtual world model for their redevelopment project. The created virtual cityscape would be unique and allow its viewers to interact with and actually be a part of the community.

Adreka accounted for the actual geographic topography, surrounding landmarks, local flora, and added pictures and incorporated the ideas of the community members in order to emulate the perfect virtual world, that best represents the future cityscape for the redevelopment project.

The Result: From Concept to Creation

From those creative assets, Adreka developers and artists took what was paper and ink and transformed it into a living virtual environment. The virtual world was complete with moving and lifelike activity. Cars were driving, people interacted with one another, bubbling sounds issued forth from the fountains, music played, the wind whistled, and reflections of sunlight shimmered off of car windshields.

The Bottom Line: So the town already exists, Right?

Adreka delivered, bridging the gap between concept and reality. In a virtual environment, architectural designs, colorations, weather conditions, or any other physical attribute can be changed at will. Thus giving the city the ability to see the end result before they even break ground on the project.