

The Viz Business Events

Welcome and Guide

10-11 May 2019

Hello,

Welcome to

The Viz Business Events,

hope you will have a good and

inspiring time, we are glad that

you have joined us.

Find some practical information

in this pdf from locations

to schedule.

Please, use the #VizBiz hashtag

on all social media!

Enjoy the events!

Locations and transport

The Viz Business Conference **May 10th, registration from 09:00**

A38 Ship on the Danube next to the Buda side of Petőfi bridge.
Get there by tram 4 or 6 (Petőfi híd, Budai hídfő station).


The Art of Viz Business Exhibition (Free entry) **May 10th, 18:30 - 21:00**

KÉK - Contemporary Hungarian Architecture Center
1111 Budapest, Bartók Béla út 10-12
Just a short walk (15 minutes) from the A38 Ship
Get there by tram: 47, 49, 19 (Szent Gellért tér station) or by Metro line 4

The Viz Business Workshop **May 11th, 10:00**

Brick Visual HQ
1036. Perc str. 8 4th Floor - just use the elevator to the top and register there
Get there by tram 17, HEV 5 and 6, or bus 9 and 109.

The events will take place on different locations,
depending on your ticket.



You can always reach the conference schedule [here](#) online, or download this pdf file. Due to environmental reasons, we won't hand out any printed materials at the locations.

09.00 – 09.30

REGISTRATION

09.30 – 10.00

WELCOME TALKS

Daniella Huszár, Program Manager | KÉK
András Káldos, CEO | Brick Visual
Fabio Palvelli, Jason Bergeron, Founders | d2 Conferences

10.00 – 10.40

ESTABLISHMENT OF AN ARCHITECTURE PRACTICE

Aasmund Vinje, Architect | SAAHA

10.40 – 11.15

DARK'S QUEST TO BECOMING AN ANSWER TO A QUIZ QUESTION

Erik Ege, Thorvald Skaare Aschim, Architects | Dark Arkitekter

11.15 – 11.45

COFFEE BREAK

11.45 – 12.20

BD - THE SPECIAL FORCES OF ARCHITECTURE

Christina Boysen, BD manager | Schmidt Hammer Lassen Architects

12.20 – 13.00

ZHA DESIGN DNA // TRANSCENDING GRAPHIC SPACE

Paulo Flores, Associate Director | Zaha Hadid Architects

13.00 – 13.50

LUNCH | LOCATION A38 RESTAURANT

13.50 – 14.30

SURVIVING COMPETITIONS

Jan Knikker, Partner, Research & Strategy | MVRDV

14.30 – 14.45

FINDING AND RETAINING TALENT

András Káldos, CEO | Brick Visual

14.45 – 15.15

THE WAY WE WORK

Knut Ramstad, Architect, CTO | Nordic-Office of Architecture

15.15 – 15.30

A NEW PROFESSIONAL COMMUNITY

Fabio Palvelli, Jason Bergeron, Founders | d2 Conferences

15.30 – 16.00

COFFEE BREAK

16:00 – 17:00

ARCHVIZ STRATEGIES FOR ARCHITECTS ROUNDTABLE CHAIRED BY JASON BERGERON | D2 CONFERENCES

Knut Ramstad, Architect, CTO | Nordic-Office of Architecture
Márton Tóth, Chief Creative Officer | Brick Visual
Tarran Kundi, Principal, Global Leader Visual Communications | Woods Bagot
Jukka Savolainen, Architect | Lahdelma & Mahlamäki Architects

17:00 – 17:30

PLAYING WITH PICTURES – A VISUAL APPROACH TO EARLY-STAGE CONCEPT DEVELOPMENT

Takeaway tips by Erik Vitanza, Halden Kommune

After the last session please join us for The Art of the Viz Business Exhibition opening at the KÉK headquarter.

Budapest, Bartók Béla út 10-12, 1111

18.30 – 21.00

EXHIBITION OPENING RECEPTION AT KÉK

09.30 – 10.00

This exhibition contends that architectural visualization is much more than producing exquisite imagery. It has earned itself a distinction as an independent artform that is no longer just a discipline in applied arts. Meet the region's most renowned ArchViz works and artists moved out of their usual context, from computer screens to gallery walls.

Exhibiting Artists:

Csaba Bánáti, K2 Visual, Tamás Medve, Zoa Studio, Brick Visual

IF YOU ALSO HAVE PURCHASED THE TICKETS TO THE WORKSHOPS, JOIN US ON SATURDAY AT THE BRICK VISUAL OFFICE.

After coffee and snacks, have a practice-based, inspiring demo-day, completed with a visualization class, designed for architects.

Please note, the Viz Business Workshop will be held at Brick Visual's office. 1036. Perc str. 8 | 4th Floor.

You don't need to bring your own computer, well-equipped workstations, software and tools are available. If you don't want to create, you will still enjoy the demoed archviz processes.

10.00

COFFEE AND SNACKS

10.00 – 10.30

ARCHVIZ DEMO AND OFFICE TOUR

Meet the latest technical developments in the archviz business. Check out how characters are created in an image or animation, and wander through in yet nonexistent architecture.

10.30 – 11.00

LECTURE: WHAT IS ARCHVIZ? - THE TOOLS OF ENGAGING VISUAL STORYTELLING

11.00 – 16.00

HANDS-ON ARCHVIZ PRACTICES

Learn new skills to communicate your ideas while having pizza and try out some ground-breaking technological solutions.

For the workshop, four groups will be formed and with your group you can participate in four, hour long sessions in rotation or chose to have a Q&A session and try the VR demo corner. A real behind the scenes sneak peek into our latest software developments, the Pulze family.

Themes of the rotating workshops:

Composition game

Cameras, Lights, Action! - From Model to Render

Photoshop Step by Step - Following a Reference

We Need a Hero - White-/ Greenbox shooting

11.00 – 12.00

ROUND 1

12.00 – 12.30

PIZZA TIME

12.30 – 13.40

ROUND 2

13.40 – 14.50

ROUND 3

14.50 – 16.00

ROUND 4

All afternoon:

Q&A Corner with Brick Visual's Chief Creative Officer - **Márton Zoltán Tóth**

VR Demo Corner with **Péter Sárhidai**, R&D specialist and **Lilla Hajnal**, graphic designer.

**THANK YOU FOR JOINING US FOR THE VIZ BUSINESS EVENTS!
HOPE YOU HAD A GOOD TIME AND IF YOU HAVE ANY QUESTIONS,
COMMENTS OR SUGGESTIONS, PLEASE CONTACT US!**

About the organizers

KÉK - Contemporary Architecture Center

The Hungarian Contemporary Architecture Centre - KÉK is an independent professional organisation founded in 2006 with the aim of opening new perspectives in architectural and urban thinking in Hungary. The objective of the institution is to initiate dialogue about architecture, the city and its culture both within the profession and beyond, and to operate an independent and open centre that promotes architectural education, awareness and innovation among multidisciplinary professionals and the general public. Through its fresh, provoking and focused programs, relevant also in international context, KÉK is currently the only internationally acknowledged professional platform representing contemporary architecture in Hungary, and has built an extensive international network of like-minded partner organisations.

<http://kek.org.hu>

Brick Visual

Brick Visual is an international, high-end, architectural visualization company with a unique and engaging style.

The company see it's role as translators, tasked with turning architectural designs into stunning visual storytelling experiences.

Brick Visual's team is a diverse and skillful community of professionals from over 8 different countries. With a team of more than sixty visualization professionals, they deliver a high-volume of work, while still maintaining our award winning artistic quality. They are not only creating images, but architectural animations and VR/AR experiences as well.

<https://brickvisual.com>

Brick Academy

Brick Academy is a knowledge hub for architectural visualization, founded by Brick Visual in Budapest, Hungary.

Brick Academy's education system is based on years of fine-tuning methodologies and finding the most motivated teachers and mentors, who are exceptional artists themselves.

They are launching various, personalized courses with a target audience ranging from newbies to architects.

Scheduled courses:

<https://brickvisual.com/academy>

If you need any information, please contact:

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