

CROSSROADS

COMMUNICATIONS

COMMUNICATIONS

CROSSROADS

**LON GROHS, Principal/ Creative Director**  
Neoscape

A Principal with Neoscape, Lon Grohs leads the studio's visualization teams, constantly pushing technological, creative, and artistic limits to achieve the most beautiful and impactful imagery possible. He is responsible for shaping each project's vision, carefully maintaining the delicate balance between art, messaging, and tangible effectiveness of the solution. As Creative Director, Lon collaborates closely with Neoscape's highest profile clients, including internationally acclaimed design firms Studio Daniel Libeskind, Moshe Safdie and Associates, Zaha Hadid Architects, Pelli Clarke Pelli, HOK, SOM, and Foster + Partners.

A noted visualization expert, Lon is an oft-sought speaker at industry conferences such as SIGGRAPH, Vismasters DMVC, ASAI, and Mundos Digitales. His work has been recognized with numerous digital illustration and filmmaking awards and been featured in industry publications such as 3D World, Architectural Record, and Fundamentals of Building Construction. In 2006, Lon was one of three people worldwide to be named an Autodesk 3DS Max Master.

Lon holds a B.S. in Architectural Studies from University of Illinois atampaign-Urbana and also studied architectural design at Ecole d'Architecture à Versailles.

**LECTURE**  
**Telling the Future: The Story of Architectural Visualization**

If a picture is worth a 1000 words, then let's hope it tells a good story. Especially if that story is an animation and there are 24000 words per second!

Storytelling is the key ingredient to successful visualization. Ranging from simple to profound, humorous to contemplative, the themes are as diverse as their audience and various locales. Looking back at a body of work that spans the last decade, we collect some insight on how Architectural Visualization has evolved and what may be in store in the future.



CROSSROADS

COMMUNICATIONS

COMMUNICATIONS

CROSSROADS

**JEFF MOTTLE, President and Founder**  
CGarchitect Digital Media Corporation

CGarchitect is the leading online magazine for architectural visualization professionals. Having worked in the industry for over 12 years, Jeff has been involved in developing and speaking at conferences around the world including: Mundos Digitales, IMAGINA, VisMasters DMVC and the American Society for Architectural Illustrators conference (ASAI). He is immersed in many areas of the industry and actively pursues initiatives that help promote the growth of the field, including CGarchitect's yearly Architectural Visualization competition and 3D Awards. Jeff has also written articles for 3Dworld Magazine and has been quoted in Business week. He frequently acts as an expert judge in industry competitions and publications, including Ballistic Publishing's EXPOSE and ELEMENTAL books.

Before leaving production, he worked for a number of companies including London based design communications firm, Smoother, as North American Production Director. Jeff also helped develop and manage the visualization department for one of the world's largest office solutions providers. He recently worked as business development manager for VisMasters, an online software marketing and resource company for design visualization professionals. Jeff's responsibilities included organizing and developing the yearly VisMasters Design Modeling and Visualization conference (DMVC), growing and developing industry products and overseeing day to day operations.

**LECTURE**  
**State of the Industry:**  
**Evolution of the Architectural Visualization Field**

The field of architectural visualization has undergone phenomenal change in the last 15 years and continues to evolve at a rapid pace. Technology, foreign markets and the economy are all changing the face visualization. In this presentation, Jeff will speak about recent developments in technology that are setting the stage for a paradigm shift in visualization and design pipelines, and how world markets and the changing economy have altered the path of the industry.



CROSSROADS

COMMUNICATIONS

COMMUNICATIONS

CROSSROADS

**MONTE DOLACK**

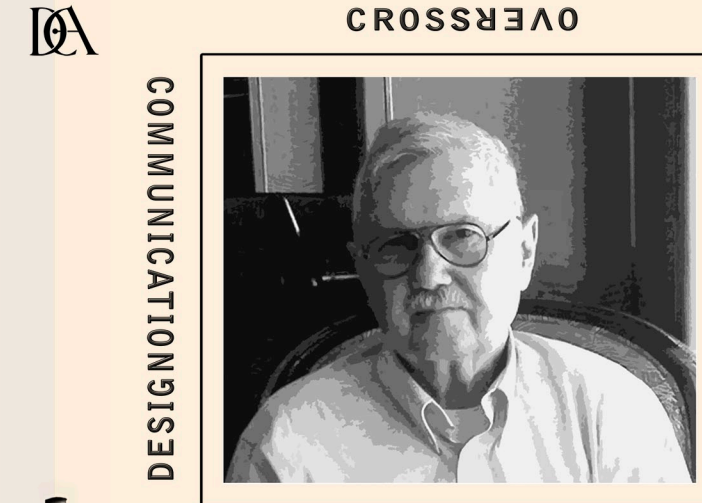
Monte Dolack opened his first studio in 1974, beginning a successful career in fine art and graphics. His best known early works – wild animals wreaking havoc in human homes – comprise his "Invaders Series," exploring the myths of the West and how we view our relationship with our environment. The irresistible appeal of these images helped build Monte's national reputation and continues to attract collectors.

Monte has been the recipient of a number of prestigious awards in the course of his career, and his work is part of the collection of the Library of Congress, the American Association of Museums, the National Wildfire Foundation and numerous other museums and corporations. Recent exhibitions include The Montana Exhibition, Manawatu Art Museum, New Zealand; Artists of the American West, Bank of Ireland Arts Centre, Dublin, Ireland, and The Kumamoto Prefectural Art Museum, Kumamoto, Japan. Monte's work was chosen to be included in The North American Print Biennial, Boston, MA and New American Paintings, a Western States competition sponsored by the Open Studio Press. He was selected at the turn of the century by the Missoulian as one of the 100 most influential Montanans of the twentieth century.

A love of the natural world, combined with his exuberant curiosity and travel experiences, has shaped the content of Monte's imagery. Blending mythology, technology and elements from nature, his work is infused with a sense of humor and irony. Monte's keen interest in environmental issues has led to commissions for the Nature Conservancy, Defenders of Wildlife and Trout Unlimited as well as over 200 posters and prints for various organizations.

**LECTURE**

This program will give a short history of Monte Dolack's posters, prints and paintings and discuss his working techniques as well as the melding of art, business and travel.



CROSSROADS

COMMUNICATIONS

COMMUNICATIONS

CROSSROADS

**PAUL STEVENSON OLES, FAIA**  
Interface Architects

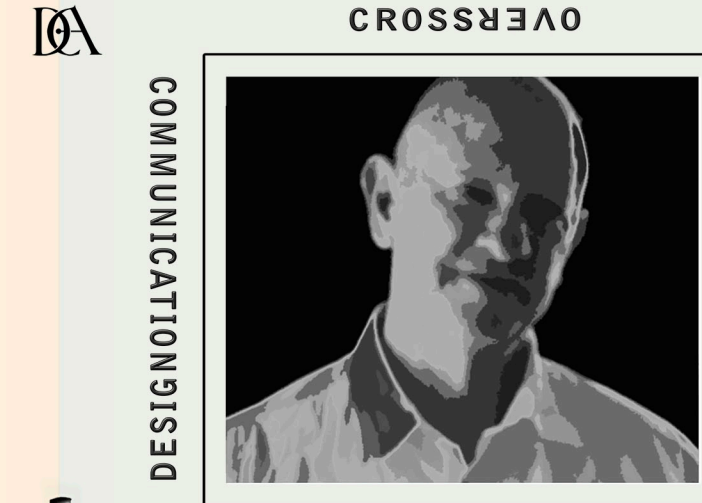
Steve Oles is a practicing architect, experienced teacher and architectural visualist. As an architect, his work in housing and energy-efficient design has been widely recognized and published. A graduate of Texas Tech and Yale Universities, he has taught at RISD, Yale, MIT, and Harvard, where he was a Loeb Fellow in Advanced Environmental Studies in 1982. The following year he received an AIA Institute Honor for his work in design illustration.

A co-founder of the American Society of Architectural Perspectivists (later ASAI), he is the author of two major books on architectural illustration, and has lectured and exhibited worldwide. In 1989, he was advanced to the AIA College of Fellows, which described him as "the dean of architectural illustrators in America."

In 1996 he won the Hugh Ferriss Memorial Prize for his pencil drawing of a Paris office tower, designed by Henry N. Cobb, FAIA. He currently conducts workshops in SketchUp software and hybrid imaging at various educational institutions including the University of New Mexico.

**WORKSHOP**  
**Hand-Digital-Hybrid Imaging**

The workshop will cover experiences and relevations from hybrid imaging projects from the last few years, including collaborative work with Studio AMD in Providence, and personal work for private clients, using Google SketchUp software, photography, and Adobe Photoshop. A sample of this work can be seen in the recently published Drawing Shortcuts (Wiley, 2010) by Jim Leggett, FAIA, on pages 44, and 222 through 225.



CROSSROADS

COMMUNICATIONS

COMMUNICATIONS

CROSSROADS

**EDWARD T. WHITE**  
Professor of Architecture/Florida A&M University

Edward Tim White is professor of architecture at Florida A&M University and a licensed architect in Florida and Arizona. He has offered over 100 CEU drawing workshops to architects and interior designers in 10 states and numerous study abroad programs. Tim is author of 26 publications on architecture including TRAVEL DRAWING, PIAZZAS OF FLORENCE, IMAGES OF ITALY and SITE ANALYSIS.

**WORKSHOP**  
**Freehand Perspectives as Layers of Information**

This workshop addresses the making of freehand interior and exterior perspectives by building the sketch up in layers of information. The information layers include the linear perspective frame, subject environment or context, texture and detail, light and modeling, profiling and line weight, and drawing refinement. Emphasis is on techniques and principles with the instructor illustrating method and process at a pad and easel. Participants are encouraged to draw along with the instructor. This drawing approach is particularly applicable to design process drawing and travel sketching. No experience or specialized equipment required for this workshop.



CROSSROADS

COMMUNICATIONS

COMMUNICATIONS

CROSSROADS

**MOHD' BILBEISI, RA**  
Professor of Architecture/Oklahoma State University

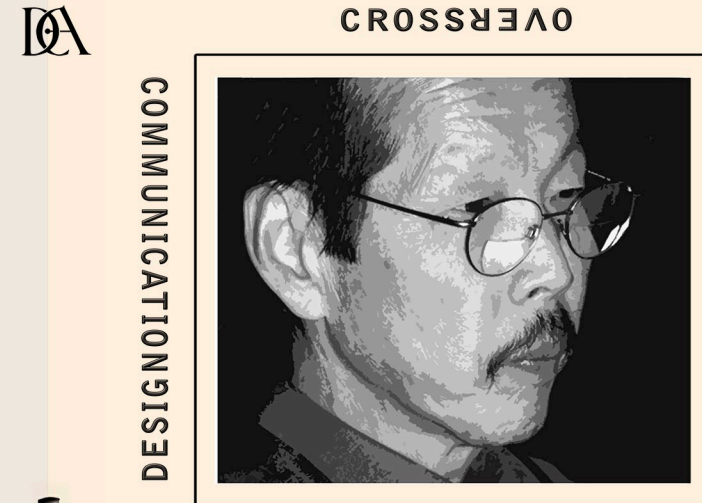
Mohd Bilbeisi is an imaginative professor, architect, illustrator, and watercolorist who is driven by an incredible passion for self-expression through art and graphics. He is an award winning educator - his students have won numerous national and international architectural design competitions under his direction in the design studio. He is also the recipient of many national and international awards in drawing and illustration - he recently placed first in the American Society of Architectural Illustrators' International Competition in the sketch category.

Mohd's drawings and illustrations have been widely published in books, scholarly and trade journals, and commercial ads. He utilizes his drawing and journaling skills to teach the "Advanced Graphics and Theory of Representation" course at the School of Architecture, which consists of traditional rendering methodology as well as digital applications for the graphic communication of object, space, and objects in space. He recently published Graphic Journaling, a university textbook that investigates the relationship between drawing and the written word.

Mohd's graphic works are often noted for their unique dynamism, elegance, and technique. Mohd has developed an innovative informal style that blends precision with abstract expressionism. His use of vibrant watercolors and expressive strokes make his work an excellent choice for a wide range of projects and purposes. Mohd is accomplished in using watercolors and pen as well as modern digital techniques. His work is highly collected by individuals internationally. In addition, entities such as Ducati USA, BMW, SKF, Motowheels, Atlas Cycles, Oklahoma State University, and Oklahoma AIA have utilized Mohd's talents for graphic illustrations and advertisements.

**WORKSHOP**

Over the past twenty years, Mohd has conducted hundreds of workshops for design professionals and students nationally and internationally. His graphic journaling workshop cultivates the hidden potential of the participants and builds upon their natural abilities. The journaling workshops are highly interactive, exciting, and include sessions dedicated to composition, sketching, lettering, and watercoloring. Participants in the journaling workshop will develop a new and fresh understanding of graphic journaling that will help them develop self-confidence, self-expression, and a keen observant eye for detail.



CROSSROADS

COMMUNICATIONS

COMMUNICATIONS

CROSSROADS

**FRANCIS D.K. CHING**  
Professor Emeritus/University of Washington

Frank Ching is the author of Architecture: Form-Space-Order, Architectural Graphics, Building Construction Illustrated, Design Drawing. Publisher, John Wiley & Sons

**WORKSHOP**  
**Freehand Drawing with Ching**

After a brief introduction to freehand drawing from observation, participants will spend the rest of the workshop actually drawing while Professor Ching visits with each participant to offer tips and demonstrations about improving his/her observational and drawing skills. No experience or specialized equipment required for this workshop. Bring sketch pad and pens or pencils