

“Getting
there was
a breeze.”

sympoetica
CREATING COMMUNITY

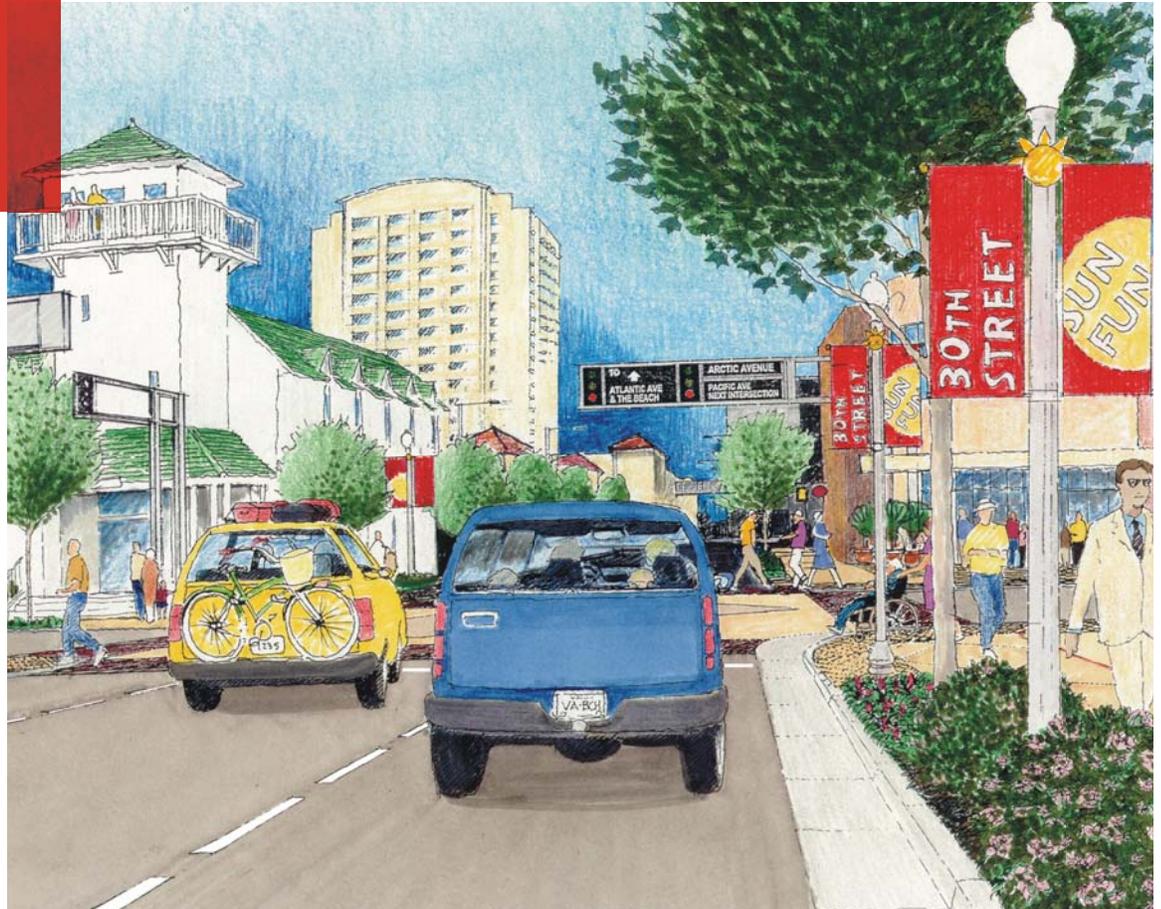


ILLUSTRATION COMMUNICATES THE BIG PICTURE

Hand-drawn illustrations are an effective way of engaging all stakeholders during a presentation. They resonate with an audience like no computer-generated rendering can—transporting clients, stakeholders and citizens into the future, where they can envision driving along new thoroughfares and byways. Great imagery allows travelers to visualize themselves on a journey along new avenues, all the while emphasizing the power of innovative roadway design, ease and clarity of movement, the readability of signage and signals, and the unifying quality of all design elements.

Presentations require a big-picture approach to communicating design plans to stakeholders, and great illustrations can engage your audience and help them to envision the future.

ABOVE

*Laskin Road and 30th Street
Corridor Plan, Initial Phase
City of Virginia Beach, Virginia*

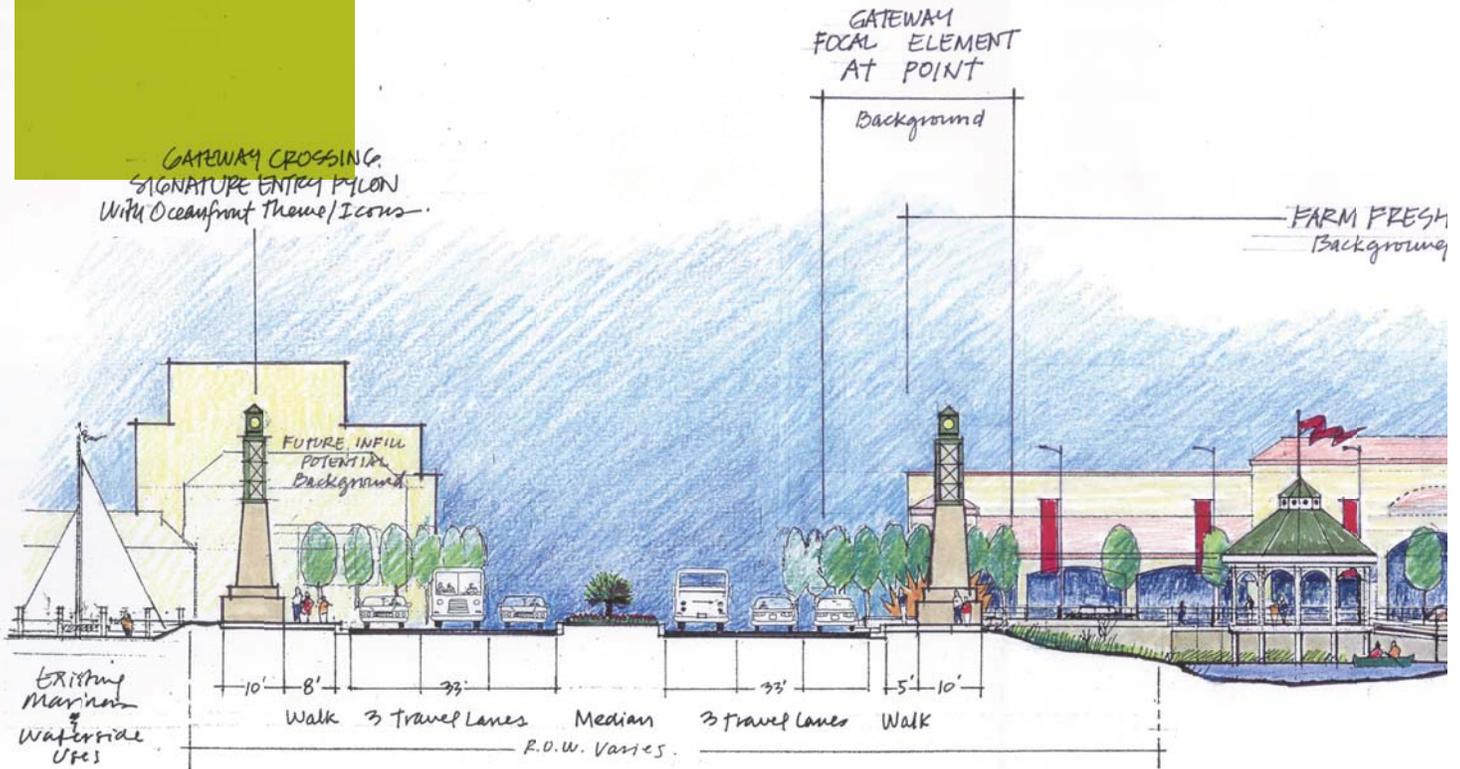
ABOUT SYMPOETICA

Sympoetica creates exceptional hand-drawn renderings for real estate developers, engineering firms, and government entities to help them communicate the qualities of projects that are in the development stages. These renderings inform—and inspire—stakeholders to envision the project at critical decision-making moments. Our name reflects our collaborative approach to community planning. Sympoetica is “creating community together.”

CONTACT

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“This is where
our vacation
begins.”



DRAWING IS PART OF THE DESIGN PROCESS

A great sketch can convey early design concepts energetically and effectively like nothing else. Whether incorporated into a work session or presented in a public forum, hand-drawn renderings can provide the basis for quick feedback on design ideas and allow stakeholders to comment on the direction of the design process. And concept sketches generated in real-time at public meetings are invaluable tools for communicating client, citizen and other stakeholder ideas visually on the spot, providing a real opportunity for public and user authorship of the design process.

Imagery created by hand—and in real-time—is an effective way to progress the design process while communicating with stakeholders at every step.

ABOVE

Laskin Road and 30th Street
Gateway Vision Concept
City of Virginia Beach, Virginia

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“This is the way I want my neighborhood to be.”



A BROAD PERSPECTIVE FROM A BIRD'S EYE VIEW

An aerial perspective “flies” you over the landscape, offering a bird’s eye view that reveals the overall scale, organization and character of your project, and anchors key elements within the broader context.

Imagine walking and biking through neighborhood streets and shopping or dining along Main Street in a way that’s both real—and ideal. A bird’s eye view shows clients, citizen groups and all stakeholders a complete picture—how all of a project’s design elements work in concert. Your project vision becomes clear from an aerial perspective combining plan and elevation views, and with hand-drawn imagery, adds character and a warmth that encourages and engages audiences.

ABOVE

*The Wyndhurst Community
Lynchburg, Virginia*

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