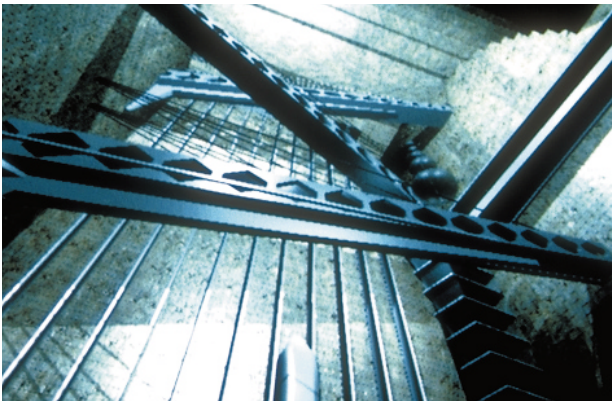


The term Usonia was often invoked by Frank Lloyd Wright to describe his vision for the American landscape. For the first time, through the utilization of computer animation, Wrightian spaces are now presented in an engaging three-dimensional format with animated elements suggesting spatial use.

Producer: Columbia University
Graduate School of Architecture -
Digital Design Lab
Contributors: Urs Britschgi, Mike Hsu,
Ashley Schafer, Max Strang

Employing proprietary software along with the Lightwave and Alias|Wavefront animation packages, the "virtual" Andre Agassi spot was aided with cyber-scanning and performance capture techniques blended into a fully CG-rendered virtual tennis cathedral.

Producer: Digital Domain
Director: Allan Van Rijn
Visual Effects Supervisor: Fred Raimondi
Visual Effects Producer: Eileen Moran
Animators: Mark Glaser, Derek Spears
Executive Producer: Ed Ulbrich
Agency: Wieden & Kennedy



CONTACT

Max Strang
Columbia University
Graduate School of Architecture
Planning, and Preservation
Digital Design Lab
400 Avery Hall
New York, New York 10027-6699 USA
+1.212.769.0447
max@strang.net
<http://www.arch.columbia.edu>

CONTACT

Bob Hoffman
Digital Domain
300 Rose Avenue
Venice, California 90291 USA
+1.310.314.2981
+1.310.664.2701 fax
bhoffman@d2.com
<http://www.d2.com>