Serious Games in Architecture

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A serious game is a term used to refer to software or hardware application developed with game technology and game design principles for a primary purpose other than pure entertainment. Serious games include games used for educational, persuasive, political, or health purposes.

-Wikipedia
• Who we are and what we do
• Overview of Visualization
• Demos:
  • Animation Sampler
  • Piedmont Park Conservancy
• Real-time Visualization
• Why video games?
• Real and Virtual - Interoperability
• Demos:
  • Peachtree Corridor
  • Georgia Tech Campus
  • First Responders
Interactive Media Architecture

IN

Education

IMAGINE
The IMAGINE Lab is an architectural visualization lab in the College of Architecture.

- 4.5 Researchers
- 5 Elective Courses
- 8 to 16 Undergraduate and Graduate Students
- Media Corner
We specialize in creating 3D computer models of architectural environments providing a means for diverse audiences to communicate.

- Still Image Renderings
- Electronic Collages
- Animations
- Interactive Presentations
- Online Real-time Environments
Architectural Visualization
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• Uses
  - Marketing
  - Fundraising
  - Communication
  - Decision Support

• Clients
  - Georgia Tech
  - Georgia Aquarium
  - Piedmont Park Conservancy
  - Coca-Cola
  - Central Atlanta Progress
  - And Others
Piedmont Park Conservancy
U.S. COMPUTER AND VIDEO GAME DOLLAR SALES GROWTH
Dollars in billions

Source: The NPD Group / Retail Tracking Service

Reality → Magic → Virtual Model of Reality
Live Demo