



VECTORWORKS CASE STUDY



VECTORWORKS PROVES VERSATILE  
FOR CUTTING-EDGE NEW YORK CITY  
DESIGN FIRM

TWENTY2 FINDS A VARIETY OF USES FOR VECTORWORKS, FROM DESIGNING RESIDENTIAL AND RETAIL INTERIORS, TO TRADE SHOW BOOTHS AND FIXTURES, AS WELL AS CUSTOM CABINETS AND FURNITURE. THEIR SIGNATURE PRODUCT, WALLPAPER FOR THE HIGH-END RESIDENTIAL AND COMMERCIAL MARKETS, HAS BEEN RECEIVING NATIONAL PRESS AND INDUSTRY ACCLAIM.



For Robertson and Kyra Hartnett of New York City design firm twenty2, VectorWorks is more than a design tool. It has become an essential asset to the husband and wife team as they began to expand and promote their business.



## IF THE SHOE FITS

The Hartnetts started using VectorWorks to design retail and display space for their commercial clients, which include shoe stores, clothing boutiques and restaurants. As they became more proficient with VectorWorks, they soon realized the benefits of the easy-to-learn software went beyond laying out spaces and "making things fit."

A natural extension of designing such spaces was designing the custom furniture and fixtures that filled it for each client's unique use, such as seating units for people to try on shoes and wall-mounted merchandise display hardware. They found the program's accuracy and extensive tool sets ideal for this application.

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"We got to a point where we were really comfortable using VectorWorks, and we found we could use it to accomplish more and more and achieve the results we wanted," says Robertson Hartnett. "The flexibility, level of sophistication and options VectorWorks offers are just priceless."

## A GRAND PRODUCTION MADE EASY

The Hartnetts found the rendering and scale capabilities in VectorWorks useful for designing the holiday lighting installation for *g/r/a/n/d*, a SoHo-style restaurant in Connecticut.

The challenge was to create a festive yet funky holiday backdrop for the restaurant's main seating area using multi-colored light boxes containing holiday-oriented words on a wall that housed 12' x 4' light boxes. The team used Adobe Illustrator to create the words and exported the text as EPS files into VectorWorks, then rendering the light boxes in VectorWorks to gauge the effect the alternating colors and words would have on the room.



"The installation was easy because we had a perfectly scaled template to work from," explains Robertson. "We could easily manipulate the rendering to get a good idea of what the light boxes and words would look like in finished form and how they would interact with the dining space."



## TABLE FOR TEN

When twenty2 branched out into the high-end residential design market, they began using VectorWorks to fine-tune designs for custom furniture.

“We use the flyover tool to rotate furniture so we can see pieces from all different angles, as well as place them into rooms, so we can see how they’ll fit,” says Robertson. “Being able to do this allows us to achieve a high level of comfort when we go into the production phase, because we know exactly what we’re going to get.”

The team is also impressed with the program’s precision, and put it to the test when they designed a table with custom specifications for a client.



“We recently designed a table with VectorWorks that was simply gorgeous,” explains Kyra. “But it was a huge table with odd proportions, and we were concerned how it would turn out. Thanks to the accuracy of VectorWorks, the table looks exactly like our drawings did.”

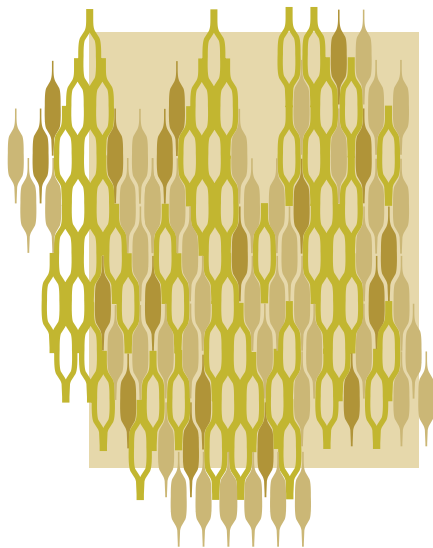
## ONE-OF-A-KIND WALLPAPER



When twenty2 identified a void in the high-end residential and commercial interiors market, they put VectorWorks to work yet again. They created a line of fresh wallpaper and textile patterns—a “contemporary reinvention of the traditional”—and used VectorWorks to design the patterns and “display” them in a 2D drawing or 3D rendering of a room.

“VectorWorks is such a versatile program, that we ended up using it in a variety of conventional and unconventional way to achieve the desired effects in creating patterns,” explains Robertson. “Sometimes we start in Illustrator, bring the EPS files into VectorWorks, alter them in VectorWorks, then bring them back into Illustrator.

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"More often, we use VectorWorks to create shapes, as the drawing tools are so much easier to use," he continues. "We find them to be quite fluid when creating arcs and curves, which is perfect for our designs. So we create flat 2D shapes in VectorWorks, then export them as EPS files into Illustrator, manipulate them and lay out patterns."

Sometimes the designers will import an image into VectorWorks and use it as a platform to trace on, extracting shapes out of photographs—architectural references, abstract objects, images of nature—and building upon them.

"Then we import the files back into VectorWorks to wallpaper a room and render it in 3D to see how it will look on a bigger scale," Kyra concludes.



## CREATING A NEW PRODUCT

Currently, the team is designing a new wall-applied product and applying the designs they've created as textures to walls in VectorWorks to see how the patterns are going to repeat, how they'll appear from different perspectives and how they'll look with furniture in a room.

### Twenty2 Designs for the Times

Husband and wife team Kyra and Robertson Hartnett provide an array of design services to their clients. Retail and graphic design, interiors, display and branding are among their areas of expertise. The two are great believers in the benefits of custom design and frequently address the demands of projects with a variety of custom elements, including lighting, cabinetry and furniture.

Their wallpaper and fabric collections have emerged from their urge to offer truly distinctive designs that embrace classic and modern themes. The versatile patterns and color palettes are sophisticated, yet easy to use, conceived for mixing and matching at will.

Both wallpaper and fabric have met with success in the industry and have been featured in such national publications as *Architectural Record*, *Arcade*, *House Beautiful*, *HC&G*, *Home*, *Interiors*, *Interior Design*, *Metropolitan Home*, *Martha Stewart Living*, *Real Simple*, *InStyle*, *GQ*, *Elle*, *Vogue* and *Window & Wall Ideas*.

"We use all the different options for perspectives, we change the pattern's scale and we use all the rendering modes VectorWorks offers to test the pattern in the context of a furnished room, so we can get an idea of how it will look before we go into production," explains Robertson. "This saves us an enormous amount of time, effort and money, since we don't have to actually produce the pattern and test it physically."



## DESIGNING TRADE SHOW BOOTHS

When it came time to pitch their innovative designs to the larger public, twenty2 put them all together in a trade show booth they designed using VectorWorks to showcase their products around the world.

The challenge was to draw foot traffic to a small area that must attractively display the product. Added challenges for twenty2 were to design a booth space and fixtures without seeing the display until it was finished and on the trade show floor in London—in less than one month.

Thanks to the precise 2D drawing and realistic 3D rendering capabilities in VectorWorks, twenty2 met the tight deadline and the project's objectives.

"You have just seconds to grab people's attention as they pass by your booth. We had a 10' x 12' area of space we had to transform into an eye-catching showroom to display our wallpaper and fabric samples," elaborates Robertson. "Using VectorWorks, we created frames that held wallpaper mounted within them that adhered to the booth walls. We designed rods to suspend curtains from. We designed a table that had storage space inside it to house more product information.



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"Once we finished the booth design in feet and inches, we had to dimension the entire thing in metric for the British firm that built the booth, which we were able to do in VectorWorks without a hitch," he added. "We emailed the VectorWorks files to the booth manufacturing company to get the job done on time."

## CLOSING THE DEAL

Being able to create then apply their custom wallpaper designs or textiles to the space in which they will exist is a big benefit for twenty2, making VectorWorks a valuable tool for the design firm. It is essential to communicating the team's ideas to manufacturers, clients and prospective clients—from developing designs through closing the sale.

"Seeing a flat swatch of wallpaper or fabric or a picture of a piece of furniture just doesn't compare to seeing a design or an object in context, and VectorWorks helps us create that context," notes Kyra.

*For more information, contact Nemetschek North America, makers of VectorWorks, at 888-646-4223. Or, visit us on the web at [www.vectorworks.net](http://www.vectorworks.net).*

