

JAN 28, 2022 Friday LECTURE,,

Mark Rocha P.E., SE

↳ HDR ; Parametric Design in Practice

- ARE. Grad 2012 UT AUSTIN

HDR

- founded 1917
- 10th largest employee owned company in the WORLD.

Business groups

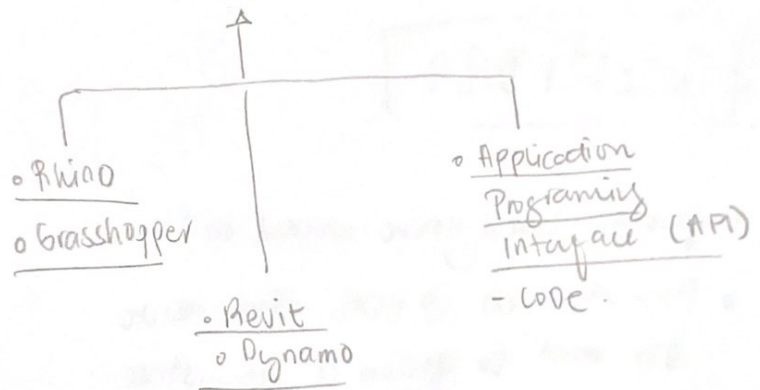
- Arch
- BES (services)
- Engineering
- Planning consulting
- etc...

Projects

- Jackson Rehab hosp. Miami
- Inbe Center for Comp Sci & Engring

What's Parametric Design

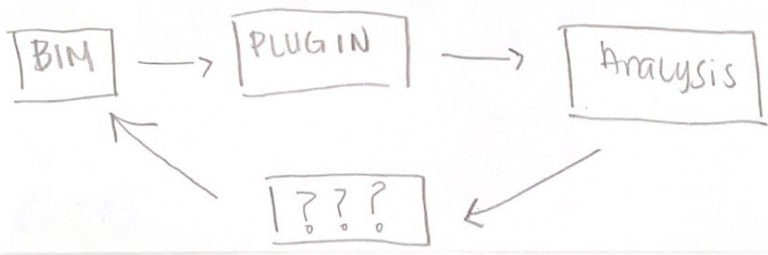
↳ Relationships between Data.



↳ Why Parametric Design Important?

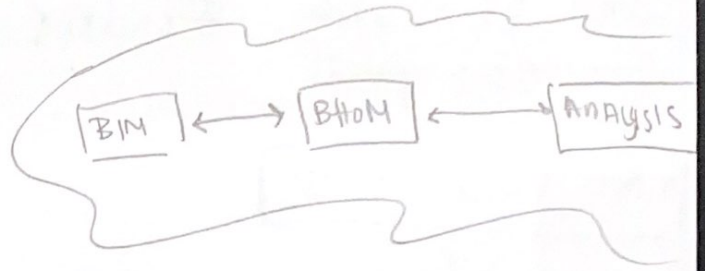
- Good way to translate data from (?) A spreadsheet / to Rhino.
- ↳ Grasshopper, Dynamo, etc.

TYPICAL PROCESS



What is BtoM? → Building

- Open-source tool
- Data translation device
- Built on C#
- Breaks down barriers between Analysis... to create a single truth...



ex: Green Street Pedestrian Bridge

> Open Internships Available @ HDR <

QUESTIONS

- favorite Project you've worked on?
- How was arch. @ HDR, what made you want to follow a more struc. Engng route?
- Any classes that helped you for work at HDR? → Any you wish you had taken.
 - • SOLAR Geometry (Arch. school)
 - CLASS on RENEWABLES
 - NOVOSOLAC'S — . (??)
- Parametric design → historically an Architectural skill
 - ↳ It's now evolving to be an engineering skill as well.