Sustainable Urban Design

Mark Freeburn
Start at the Source - Data

- But the virtual reality we are building is richer, more complex, maybe even more real than reality
Start at the Source - Data
Regulatory planning
Floor height analysis
Energy loss/consumption
Solar potential assessment
Transport planning
Safety planning
Disaster planning
BIM as the Virtual World

• It asks us, as the creators, and the community as the user, to share a common understanding

• We are all created equal in the virtual world and we can use this equality to help address some of the sociological problems that society has yet to solve in the physical world.

BILL GATES, The Road Ahead
Urban Pinboard
Urban Pinboard
Virtual Sydney
Virtual Singapore