

# INSIGHT architecture

## “Seeing is Believing | A Reflective Approach to Design”



Stephen Helmey

Architect Stephen Helmey can see around corners. His firm, INSIGHT architecture, creates projects in 3D computer space before building them in the real world.

“Our modeling process provides a highly visual basis for discussion from the very outset. We find that the focus of the design conversation actually changes because of this. Instead of trying to imagine what the drawings mean, we can actually see the work. The focus moves to the specifics,” says Stephen, who has been on the forefront of 3D modeling in architecture for more than 20 years. The process helps him to find opportunities that would go unrecognized and also to identify and address problems that would inevitably emerge during construction when change costs real money.

The result? Surprises are minimized as a result of the high quality visual information and the tightly integrated design and document production that are the product of the wealth of information created through the architectural modeling process. That means that expectations more closely correspond to the final result — not just for the client, but also for the contractor and the consultants.

Good construction documents usually mean better results during construction; they also mean achieving a better

result at a more favorable price. “The two lowest bidders on our last project were 0.375% apart. There were no questions submitted by the bidders during the bidding process,” says Stephen.

“Remodeling an existing home can be a daunting task - particularly when it involves a completely new kitchen. I honestly don't think we could have confidently undertaken our project without Stephen Helmey's able guidance as architect and designer. His ability to render drawings in almost photographic detail made it easy to imagine and transform the final result,” said author, song writer and entrepreneur Paul Schatzkin.

For examples of INSIGHT's architectural visualization work visit [www.virtualarchitecture.biz](http://www.virtualarchitecture.biz).

A practicing architect in Tennessee since

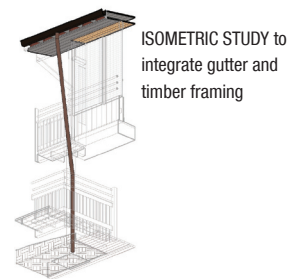
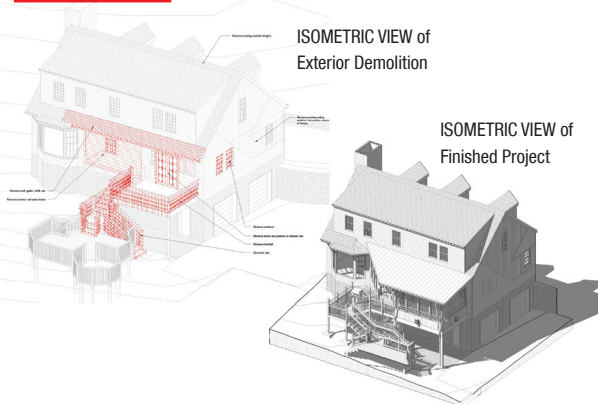
1980, Stephen holds a Master of Architecture from the Swiss Federal Institute of Technology in Zurich, one of the top architectural schools in Europe.

From his time at the Poly in Zurich, Stephen knows that context is everything: “there's no need to go searching for things to copy. There is plenty of ‘stuff’ in every project to serve as a framework for a unique, interesting result.”

“Of course, we always pay attention to the basic opportunities and constraints: climate, site, issues of community and privacy, structure, space and form; but the real issue for most clients is the realization of their goals and dreams. We work very hard to listen to and collaborate with folks to reach that end. In our experience, a successful project is always the result of an effective collaboration.”



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NEW SIDING: we removed the vinyl siding, reworked the substrate; wrapped the home in a new vapor barrier and installed new fiber cement siding.

Fiber cement siding installation is in process, painting has not begun.

ORIGINAL HOUSE: owners wanted a new vision for the exterior



NEW EXTERIOR DESIGN VISUALIZATION: we created two siding types and found an interesting geometric application for the end wall.

