All spaces have something in common: they must be created with people in mind. Free uncongested movement of people within built and urban spaces is not only an issue of safety and security, but of providing a rich experience to visitors and cost savings to owners.

People are at the heart of our design process. Our service helps to define efficient spaces where people feel comfortable and secure but are also able to achieve bottom line results for clients operating in commercial environments. We use modelling to assess the interaction of people with buildings, processes, and environments. This provides an evidence based approach with powerful results – to assess performance of designs and operations so they can be optimised.

The benefits of our work can be far reaching and range from improving human productivity and contributing to wellbeing to achieving cost savings, maximising revenues and effective operational management. Places are nothing without people and people are nothing without places: our work seeks to integrate the relationship between the two.

We use sophisticated tools for automated sensing, spatial analytics, predictive flow simulations, and big data visualisation. Our in-house simulation tool SmartMove allows rapid optioeering of a range of design and operational scenarios. Its intuitive drag-and-draw interface, integration with BIM, real-time feedback, and rapid sensitivity analysis capability make it a unique tool for early stage design optioeering as well as operational planning.

Our range of services include:
- spatial layout optioeering and optimisation
- visibility, wayfinding and accessibility analysis
- retail footfall and revenue enhancement
- operational efficiency improvement
- pedestrian flow and interaction modelling
- process and logistics modelling
- fire evacuation, security and traffic analysis
- automated sensing and utilisation analysis
- masterplanning and big data visualisation

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**Smart Space**

Optimising the Interface between People and Places

BuroHappold Engineering | Shrikant.Sharma@BuroHappold.com

London: +44 (0) 20 7927 9700
Bath: +44 (0) 1225 320 600

http://smart.burohappold.com

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Olympicopolis: optimisation of masterplan for connectivity, shared use and views

Hyatt Tower – enhancing VT throughout

London 2012 Olympics Media Hub

Legion simulation of Makkah Holy Mosque