

THE
PORTICO
GROUP



The Portico Group Announces the Acquisition of Design Visualization Specialists, Primedia Group

FOR IMMEDIATE RELEASE — *Seattle, WA, June 2010*: Dean Alker and Joseph Ferry, formerly co-owners of Primedia Group LLC, have joined The Portico Group as senior design visualization specialists. With over 27 years of combined experience in their field, they bring to the firm an in-house ability to provide 3D visualization services and technology for the architectural design process, renderings, virtual tour animation, environmental visual analysis, and print-ready imagery—to name just a few of their capabilities.

Working from detailed CAD files, product cut sheets, reference photos, existing plans, and even rough sketches, Alker and Ferry create products ranging from photorealistic renderings and site-specific simulations to completely edited DVDs featuring music, voice-over, imagery, video animations, and incorporation of people via blue-screen compositing. As an integral part of the design process, the former Primedia Group partners are able to show how the client's ideas for a project will look prior to the start of any physical construction. They have produced renderings and animations for projects located in the greater Seattle area, Sun Valley, Las Vegas, Hong Kong, Korea, Bermuda, and various other major metropolitan areas throughout Canada and the United States.

Mike Hamm, President and CEO of The Portico Group, commented, “Having Joe and Dean on board is an exciting step for Portico. The range of 3D visualization skills they offer will significantly enhance our design process, by allowing us to quickly showcase multiple visitor experience options to our clients. Not only that, but also their creative perspective toward projects and a proven passion for helping clients realize a specific vision makes them a great fit for our team.”

View examples of past Primedia Group projects at: www.primediagroup.net.

About The Portico Group

The Portico Group is an interdisciplinary firm comprised of architects, landscape architects, and interpretive exhibit designers, specializing in spaces for community and informal education. Our body of work includes:

- Zoos and aquaria
- Public gardens
- Museums and visitor centers
- Parks and recreation

Our finished projects express our placed-based approach to design and are dependent on the physical, environmental, and cultural characteristics of their physical locations. By fostering stewardship of places, people, and cultures, this approach naturally results in a professional philosophy that favors sustainable, ecologically sound design. Providing master planning, programming, design, and construction observation to mission-driven clients worldwide, The Portico Group was founded more than 25 years ago in Seattle, Washington.

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