

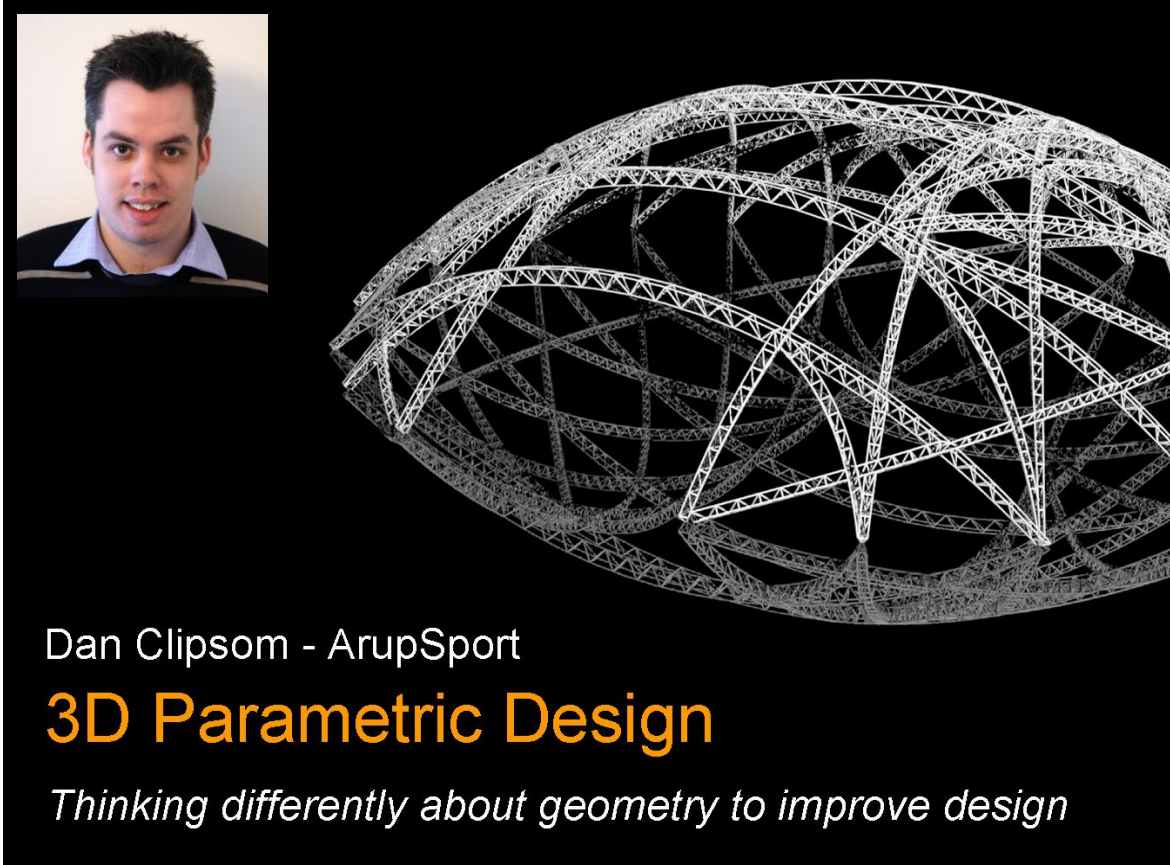
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**BRANCH TRAINING SEMINAR: 3D Parametric Design**

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To be held on 17 September 2009 at 6:30pm at The Hawthorns, Bristol

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Dan Clipsom - ArupSport  
**3D Parametric Design**  
*Thinking differently about geometry to improve design*

Recent advances in 3D design technology have pushed forth the boundaries of what is possible to such an extent that museums, theatres, airports, and sports venues are evolving in ever more complex geometrical forms. As structural design engineers we need to meet this challenge by developing a greater understanding of geometry and form to enable us to produce ever more complex yet increasingly more efficient structures.

Dan Clipsom has been working as a structural design engineer for ArupSport in Manchester for 7 years. He has worked on projects such as the Beijing Olympic Stadium, FC Shakhtar Stadium in the Ukraine, and Singapore National Stadium. He is currently working on a billion dollar flagship sports stadium project in the UAE.

In this talk he will introduce the subject of parametrics, and using several examples, show how the basic principles can be understood and then applied on actual projects to produce complex structural forms. He will also touch on the subject of geometrical optimisation and cover some of the more recent challenges we are now trying to face.

**Western Counties Branch**

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