



By Thomas Otto

Using Dassault Systèmes PLM to design and communicate in 3D is helping South Africa's premier event organiser to lead the field in developing and delivering innovation to private and corporate event customers.



Party on with Loudfire

Loudfire is South Africa's premier party and events production company providing spectacular custom made portable spaces often incorporating world-class restaurants, bars and entertainment for private and corporate customers. In any week, the company may cater for 6,000 guests at up to 20 separate events across the region.

customer, we are incorporating a very sophisticated football performance theme with world-class footballers attending. Another interior is based on a Boma, a traditional African meeting place – that we have given a 21st century design twist.”

These very sophisticated and technically advanced spaces are now developed using CATIA. Initial designs and concepts are shown to the clients who can see a fully rendered 3D fly-through animation to base their decisions on. This assures that design sign off is made on very accurate visualisations enabling better and more informed choices to be made. It also helps stakeholders understand the space and its logistics, and to determine more precise costs. Clients can see exactly what they are going to get, see how it works, and be assured that it reflects and satisfies all their requirements.

“The capability of CATIA allows us to quickly modify and then communicate designs. Adding or changing elements is very easy and all the while we are building up a library of digital 3D components such as columns, curved walls, catering, and other equipment that can be re-used at other events.”

MUTUAL ATTRACTION

“Once our clients have fixed their choices we start production by deploying a combination of in-house 3-axis machines and a supply chain network of specialist subcontractors. The ability to communicate

in 3D and the benefits of easier manufacturing-machine code generation have been of great benefit by cutting time and increasing accuracy.”

Many of the events that Loudfire creates and develops are held under spectacular custom made, multiple canopy tents up to 1,500 square meters and 12 meters high that Loudfire's sister company Tentra designs and manufactures in South Africa. These incredibly strong and safe Stormchild Stretch Tents are exported worldwide. The tents, and other facility features are incorporated into the overall design with their performance specifications and other associated data. Loudfire's customers and supply chain have access to the current information that they need in formats that they can use best for their work.

The company has been helped and guided in the supply, installation and operation of the PLM system, and receives ongoing support from DS Value Added Reseller, Machine Simulation South Africa (MSSA). The company, experienced with automotive, aerospace and many other PLM installations, has applied a solid methodology to Loudfire's needs. MSSA works in partnership with Loudfire to bring to life its very creative and technically challenging designs. Bruce, who enjoys working with the DS reseller, commented: “CATIA will be supplemented with ENOVIA SmarTeam to bring a stronger methodology to our business. The ease of developing rules-based parametric 3D designs extends our creativity because we know immediately and with great accuracy what will work

within a given project taking into account all the design and engineering factors that affect its outcome. MSSA have brought us the most advanced PLM software available, which in the context of event engineering is never under stress and is certainly future proof. This gives us great confidence to try new ideas and push the design envelope within the context of an assured and productive methodology.”

PARTY HEARTY

This year has brought South Africa opportunities that are being capitalised on by enterprising innovative companies. Loudfire is using tools and methodologies that enable its creative flair to be fully realised.

Bruce van Halderen concluded: “DS technology has allowed us to show our customers exactly what can be achieved for them, and for us to produce it at an agreed specification, on time and on budget with no surprises. The ability to know that what we design can be made, and to communicate that in 3D throughout our supply chain, has given us the confidence and the means to extend our creative and commercial scope.”

“DS PLM is a power tool for our business that is helping us to retain our position as the leader in our field. It allows us to grow through innovation backed by supreme technical competence. We show our customers what they can experience and how far their dreams can be realised.”

Loudfire currently has 45 permanent and approximately 1,500 casual staff. Demand for its services is growing fast with the World Cup proving a significant boost for business. Equipped with the power of DS PLM, augmented and supported by MSSA and a growing team of PLM literate designers, planners and organisers, Loudfire has covered its immediate challenges and is confident of a successful future of profitable innovation. 🌀



Alpine's restaurant ambient lighting imitates lapping flames as these hues dance on the architectural elements, creating mottled effect. Textures monoliths and timber frames merge with effervescent lighting

For more information:
www.loudfire.co.za
www.tentra.co.za
www.3ds.com/ukisa