



**CONSTRUCTING  
EXCELLENCE**  
IN NEW ZEALAND



## Constructing Excellence (NZ) Ltd is pleased to present **Richard Simpson, Director, MetaBola**

*“We are witnessing an overwhelming deluge of rich 3D data that can make the invisible, visible; the intangible, tangible and has potential to render greater efficiencies and productivity gains. The key is achieving interoperability, collaboration, and trust in data. A building information model (BIM) has rapidly emerged as the language for exchange. You will be introduced to BIM concepts and challenges, and be able to make a case for delivering BIM with confidence. You will also be introduced to new technology horizons and emerging fusion of built and natural environments models.”*

Richard Simpson's career spans architecture, technology and politics. He has world class expertise in the fields of 3D computer graphics, geospatial technology, and application of these technologies to significant projects. He has made significant contributions, working on some of the original pilot project for Singapore Government's pioneering online BIM based consenting system, and a lead role in some of the largest digital city infrastructure projects ever undertaken.

Richard is the only New Zealander to be appointed to International Society of Digital Earth (ISDE) executive committee, and also serves on the society's editorial board for their scientific journal (International Journal on Digital Earth) published by Taylor and Francis. He is also the current Chair of the ISDE working committee on Digital Cities, and has recently co-authored a book for UN Habitat and ISDE on Digital Cities. This book covers topics such as BIM as well as natural systems modelling.

Richard has a rich experience in the building industry, and served on the original design team that conceived Auckland's Sky Tower project. In the 2004-7 term he served as an elected city council and Chair of Auckland's Transport Committee. He has been a director of an international joint venture with Carter Holt Harvey, and partner in a Thai based Modular Building business. In the 1980s he founded New Zealand's pioneering 3D computer graphics firm (Cadabra). More recently he was visionary and platform architect for Nextspace – a 3D catalyst established as a partnership by Right Hemisphere (now SAP) and NZ Government. He was head of innovation at Bioengineering Institute and currently the guest curator for the National Library's reopening (big data theme) and consulting to MBIE on their GeoBuild initiative.

MetaBola is a provider of management and technology consulting services to government (local and state); to utilities, telecommunications, energy, transport, construction, and health industries; and to major corporations, institutions, and not-for-profit organizations.

**Thursday 25<sup>th</sup> July 2013 – AUCKLAND - \$350 + GST (half day)**

*\*\*Places are limited.*

**Sharing ■ Learning ■ Innovating ■ Together**

**For further information:** Contact: Trevor Kempton Mobile: 027 221 5208

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