



# 2016 NOVEMBER Chapter Meeting

## Virtual Reality

A Live Demonstration of how it applies to  
Architecture/Construction and the Building Industry



Externa CGI was founded in 2000 by Brian C Knapp and Jim Knapp. Since that time they have developed into a premier CG animation and rendering studio.

We possess technical expertise and a unique ability to thoroughly understand products, processes and services. This allows them to meticulously craft stories through animation and visualization.

Since inception, Externa has helped national and local companies tell product and process stories. They employ an array of leading technologies and techniques to create the most engaging and cost effective solutions. Whether still images or a full animated production, Externa maintains focus on your story and how best to tell it.

Brian has spent the last 20 years as part of the West Michigan design community in one function or another.

After graduating from Kendal College of Art and Design in the late 90s he has held product design positions at Haworth and Steelcase, was an adjunct professor at KCAD, and has been creative director of Externa CGI.

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date

**NOVEMBER 10** 2016

time

**6:00pm** SOCIAL

**6:30pm** PROGRAM

location

**Hyatt Place South  
Wyoming, MI**

cost

**FREE** members

**\$15** non-members

registration

**TUESDAY, NOVEMBER 8**

**PAT CORDERMAN**

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