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IDEATE, INC. PUBLISHES PORTLAND, OREGON SERA ARCHITECTS STUDY IN SUCCESS

San Francisco, California—12/16/2009—Ideate Inc., an Autodesk Premier Solutions Provider (PSP), globally recognized certification program provider and operator of Autodesk Authorized Training Centers (ATC) announced today the publication of its latest Study in Success entitled “Revit Leads SERA Architects to LEED® Gold.”

The subject of the study is SERA Architects’ LEED® Gold award-winning project, The Courtyard by Marriott Portland City Center. Designed by BIM-focused Portland-based [SERA Architects](#) and developed by Sage Hospitality, the hotel stands where a vacant and deteriorating bank/office building once stood in Portland’s urban center.

Additionally, the project is prominently featured in the Portland Business Journal Sustainable Oregon, November 20, 2009 [article](#), “New LEED® Gold Building Brightens Portland Cityscape.”

The Ideate Study in Success reveals how SERA Architects undertook and accomplished a major eco-friendly building renovation project, one that achieves remarkable efficiencies in energy consumption and water use, provides travelers with excellent comfort and amenities, minimizes impact on the environment and embellishes the aesthetic of the city. The Courtyard by Marriott Portland City Center has recently been awarded the Leadership in Energy and Environmental Design (LEED) Gold certification from the U.S. Green Building Council. It is the first hotel in the Pacific Northwest to receive such a high level of recognition and Marriott’s first LEED® Gold of any of its brands.

In preparation for Ideate’s creation of the Study in Success, SERA Architects’ Associate and Marketing Manager Kristy Edmark, initiated an extensive interview process that included key staff members: SERA Architects’ Principal Joe Pinzone, Associate and Architect Gary Golla, Job Captain Jon DeLeonardo and Director of Interior Design Lisa Zangerle. In the course of their interviews, SERA Architects’ team members shed light on how the firm utilized BIM-focused Autodesk software and employed Ideate training and technical support.

Ideate has published “Revit Leads SERA Architects to LEED® Gold” both online and in a limited print edition. Read excerpts at www.ideatesolutions.blogspot.com, download the Study in Success at www.ideateinc.com/ideas/case or request a printed courtesy copy: marketing@ideateinc.com.

About Ideate, Inc.

Ideate, Inc., a leading Autodesk Value Added Reseller, provides software and hardware, implementation services, training, support, and consulting services for the Architecture, Engineering and Construction (AEC), civil, and multimedia industries. Established in 1992, Ideate, Inc. is recognized as an Autodesk Premier Solutions Provider (PSP) – Building Architecture, Autodesk’s highest level of authorization. Ideate, Inc. operates five Autodesk Authorized Training Centers (ATC) on the West Coast: San Francisco, CA; Sacramento, CA; San Jose, CA; Portland, OR and Seattle, WA. Ideate facilities are also acknowledged as Autodesk Authorized Certification Centers, providing globally recognized certification courses for professionals who sell, service and support Autodesk products and solutions. For more information about Ideate, Inc. visit www.ideateinc.com

With a specific focus on Building Information Modeling (BIM), Ideate is also the developer of Ideate Explorer for Revit 2010, the simple, powerful tool that helps Revit users explore, quantify and manage the 10,000+ building elements in a Revit building information model. For complete information on Ideate Explorer for Revit 2010, visit www.ideateexplorer.com Ideate Explorer is a division of Ideate, Inc.

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