AECO SPACE

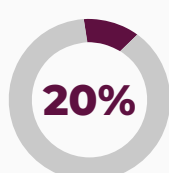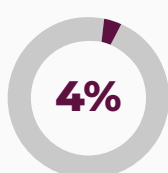# Why Architects and Designers Learn SketchUp amidst Recession*
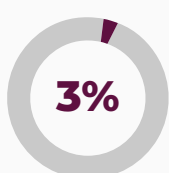
Covid-19 has changed how, where and whether architects work

20% Working less
4% Stopped work
3% Redundant

Practices are temporarily cutting back
The pandemic has disrupted employment for a significant number of private practice staff.
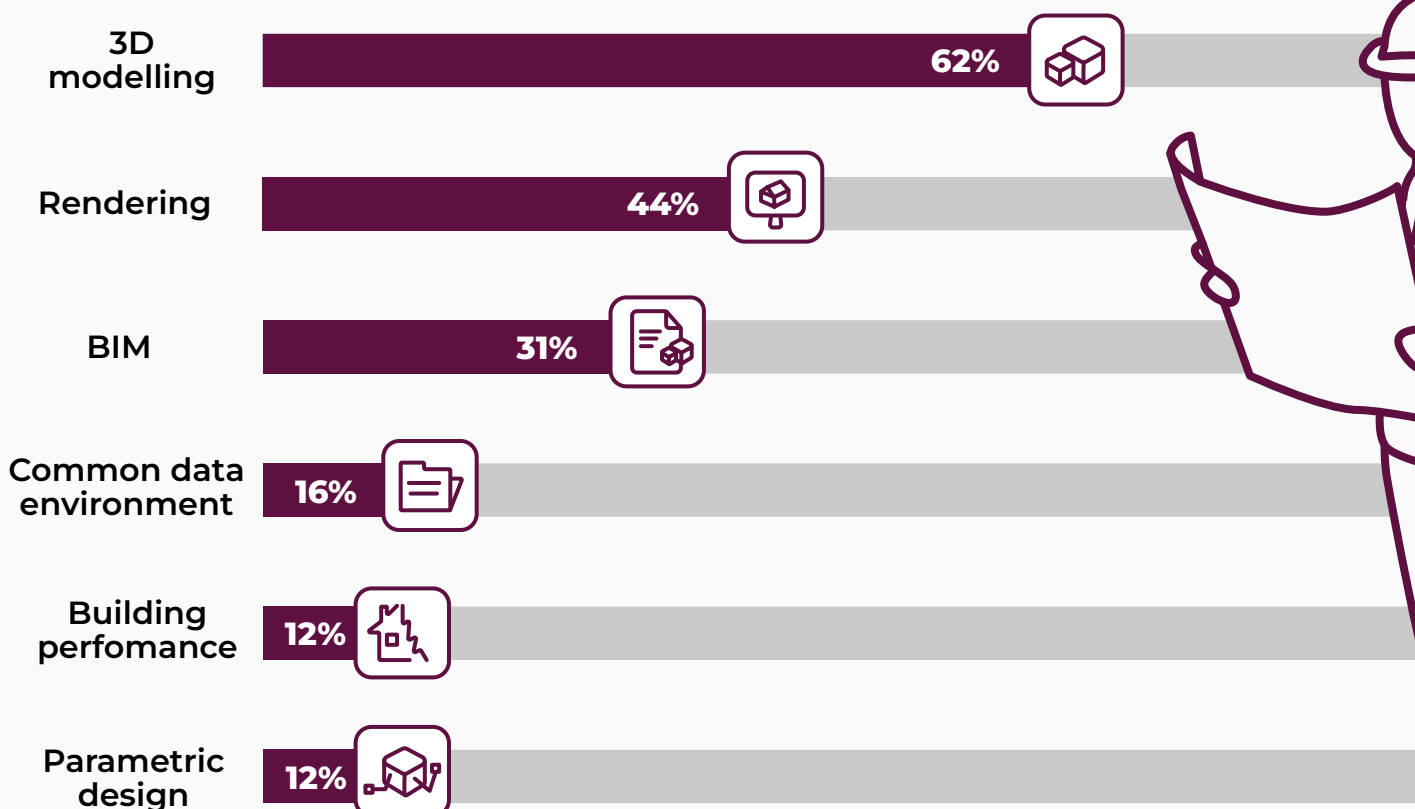
75% working full-time in 2020

Fewer architects are working full-time
5% of those normally working full-time are now working part-time due to Covid-19.

Architects are well placed for the recovery

Enthusiastic adoption of Digitalisation tools
Architects are much more likely to use new tools out of personal or business interest than due to client or regulatory requirements.

- 3D modelling — **62%**
- Rendering — **44%**
- BIM — **31%**
- Common data environment — **16%**
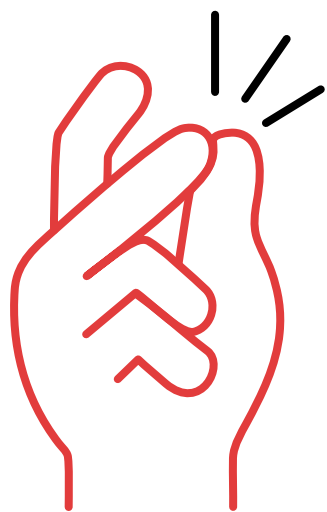- Building performance — **12%**
- Parametric design — **12%**

Proportion of architects 'frequently' using these digital tools.

*Source: Architects Council of Europe. The Architectural Profession in Europe 2020. A Sector Study.

5 Reasons Architectural Professionals are Adopting SketchUp*

1.

Low learning curve
Free learning resources
Intuitive modeling
Efficient user management features

2.

Adobe
ENSCAPE
Microsoft
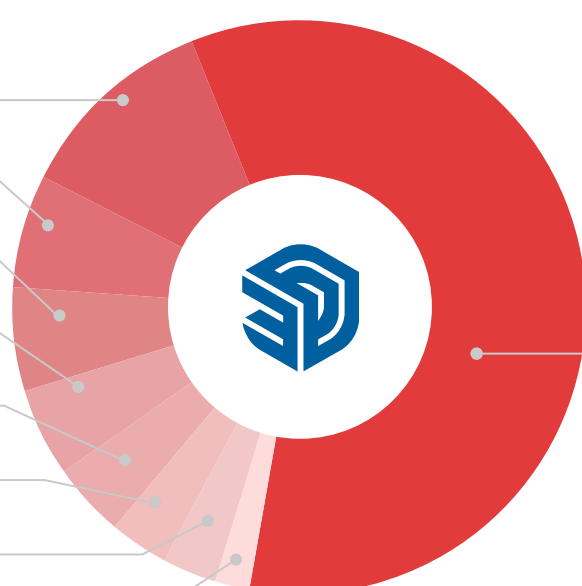V·ray
Twinmotion
LUMION

SketchUp has strategic partners...
...such as Adobe, V-Ray, Lumion, Enscape, Microsoft, Twinmotion and more.

3.

Construction 11%
Interior Design 6%
Commercial Interiors 5.5%
Engineering 5%
Product Design 4%
Education 3%
Urban Planning 3%
Landscape 2%

Architecture 56.2%

41 million users

The world loves it

4.

ZWCAD
GRAPHISOFT Archicad
VECTORWORKS
AUTODESK REVIT

CAD interoperability
Importing common CAD file formats is part of SketchUp's DNA. Architects can also export their SketchUp models in 2D or 3D CAD files.

*Source: sketchup.com

5.

Not a tool. A platform.
With SketchUp Studio architects get: SketchUp Pro, V-Ray, Scan Essentials, PreDesign, Extension Warehouse, 3D Warehouse, XR Viewer, Mobile Viewer, Trimble Connect Business, SketchUp for Web.