Buffalo Niagara Medical Campus

The Buffalo-Niagara Medical Campus is an area of downtown Buffalo consisting of several nationally renowned medical research facilities, including the Roswell Park Cancer Institute, the Hauptman-Woodward Medical Research Institute, and Buffalo General Hospital. It will also be home to a new building that will house the University at Buffalo’s recently established Center of Excellence in Bioinformatics, as well as new buildings for the Roswell Park Cancer Institute and the Hauptman-Woodward Medical Research Institute. Due to CCR's widely recognized work on the Peace Bridge Visualization Project, BuffLink approached CCR with a proposal to develop a 3-D interactive visualization of the existing Medical Campus and several proposed buildings/sites. BuffLink is a not-for-profit group charged with assisting life sciences activities in an effort to make the Buffalo-Niagara region globally competitive and generally recognized as a hot-bed for innovation in the 21st century. Working with IBC Digital (a Buffalo based production/modeling/animation company), CCR developed a real-time simulation of the campus, which spans eight city blocks of the downtown Buffalo area.
With expansion being planned on the medical campus, CCR was able to, in real
time, interactively show available space as well as possible building sites and
proposed building options. Landscapes can be changed at the touch of a button
in order to give a sense of staged development throughout the campus. This
project was highly scalable and has grown to be an invaluable tool serving to
visualize a master plan
implementation for the area.

The simulation is available on
large displays in CCR (tiled-
display wall) and has also been
displayed on numerous
occasions for various public
hearings and planning meetings using only a laptop and a projector. This
portability is essential for easily disseminating this information at public forums.