

MassMotion

What is people
movement?

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Using an inclusive, holistic approach to supporting design, our People Movement team helps to cultivate positive experiences using digital technologies.

Working on a wide variety of projects, across a wide range of sectors, we provide advice on functional elements of the design, to provide detail, and illustrate the likely impact of the design of space on human behaviours, and vice versa. This could include the specification on stairs and escalators but also support in wayfinding as a key aspect of how people understand and interact with the built environment. Our all-encompassing approach to understanding People Movement gives clients and general users alike the confidence that places and spaces are safely designed and can operate with functional flexibility under a range of conditions and scenarios.

Oasys MassMotion is a tool that we use to support the work in People Movement. It is an advanced crowd simulation software that uses crowd modelling technology to provide leading technology to designers, operators and owners with clear information about crowding, usage patterns and occupant safety in a facility. MassMotion can predict the movement of small groups or of hundreds of thousands of smart, individual personalities in complex 3D environments.

We use our MassMotion skills to bring in creative approaches to challenging environments, through the use of 3D simulation to mimic real-life scenarios. Whether it's providing advice supporting our Resilience, Security & Risk team in understanding the impacts of metal detection on the queuing rates at historic buildings, where the flow of people is a major consideration, or busy environments such as transport hubs where we ensure designs are compliant to enable the safe and efficient movement of people under all circumstances. The recent development of the unique proximity modelling tools in MassMotion, responding directly due to the COVID-19 pandemic, has assisted with the pandemic occupancy planning for projects such as the Whittington Hospital. The tools help understand key measures, such as social distancing, that were required to help reduce the transmission of the virus in different spaces.