

FOR IMMEDIATE RELEASE Here's One I Made Earlier

Visualiser's Prophetic Vision for Demolition-threatened Building Predates New Proposal.

Edinburgh, 18 November 2025 – While Edinburgh prepares for public consultation on the future of Netflix-featured Argyle House, one local visualisation specialist can't help but smile at the timing. He's already demolished it – virtually – and reimaged the site in spectacular fashion.

Adam Brewster, founder of award-winning visualisation studio, inits**best**light, completed a photorealistic aerial video of the controversial brutalist block earlier this year, replacing what he affectionately calls "the bunker" with an audacious fictional design: "Murray's Fields", a state-of-the-art tennis stadium and concert arena complete with opening roof.

"I've been baffled by this building for 30 years," says Brewster, a former architect who moved to Edinburgh in the late 90's. "Here's this conspicuous eyesore nestled at the foot of one of the world's most famous and beautiful castle settings."

The coincidence is striking. Brewster's video, created in March 2025 as part of his studio rebrand to demonstrate cutting-edge drone cinematography and architectural visualisation, has nothing to do with the development now going to consultation. Yet it captured exactly what many Edinburghers have been thinking for decades: what if?

"Anyone who knows me will know I've always wanted to show Edinburgh what they might have instead of these offending edifices," Brewster explains. "I'd envisaged a whole exhibition of buildings shown in virtual demolition, with 'artist impressions' of fictional designs appearing on their hoardings. Life got busy – we're an international award-winning studio after all – but with the rebrand, I finally had my chance to tackle the big one."

Why a tennis stadium named after Andy Murray and Scotland's most famous sports venue? "Why not?" Brewster grins. "My intention was to challenge any potential redevelopment to consider all possibilities, not just the usual suspects. Hotels and offices are fine, but imagination should have no limits when you're working with a site this prominent."

The short video features a circling aerial shot that fades from the existing brutalist block to the fictional arena, complete with match-day atmosphere, crowds, and giant screens. It's architectural visualisation as provocation – and, as it turns out, remarkably well-timed.

"In the immortal words of Blue Peter, which definitely spurred me on to my creative career: 'Here's one I made earlier!' I'm delighted the site is finally getting attention. Edinburgh deserves buildings that show the city in its best light."

The video and supporting imagery are available to media outlets covering the Argyle House redevelopment story.

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Notes to Editors:

inits**best**light is an Edinburgh-based CGI & visualisation studio specialising in photorealistic rendering, drone cinematography, and immersive visual experiences for architectural and development projects worldwide.

Argyle House, built 1966-69, was sold to PGIM Real Estate for approximately £38m in 2023.

Planning application notice, or PAN, for demolition and redevelopment of the site was submitted to Edinburgh City Council Planning Department on Monday, 10 November 2025. Public consultation events are scheduled for 2 December 2025 and 28 January 2026.

The video of "Murray's Fields" was completed in March 2025, eight months before the media reported on demolition plans for the site.

High-resolution stills and video footage available to download at www.initsbestlight.com/press

Adam Brewster is an experienced visualiser, animator and director based in Edinburgh. He is founder of successful studios Coevolution, Binary Fable, Show Them Pictures Ltd and now inits**best**light. He has won several international awards and 2 BAFTA nominations for his work. As a former architect he worked in London and Edinburgh and served on the RIAS council for a number of years before setting up his own visualisation studio.

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