

With CGI, architects and designers can embrace holiday marketing to connect with clients on a new emotional level



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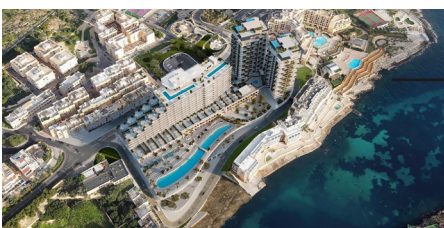
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Christmas Marketing Ideas for Architects and Interiors Designers

With only weeks until Christmas, all kinds of companies are coming up with clever ways to add a festive vibe to their promotional campaigns. However, as an owner of an architectural or interior design business, you might think seasonal marketing is not for you. We're happy to tell you that it's absolutely not true! Embracing the holiday spirit gives you an amazing opportunity to

connect with your audience on a new emotional level. In fact, there are quite a few Christmas marketing ideas you can use to bring a festive mood into your communication with existing and potential clients. Plus, it's easy — all you need is CGI.

Year after year, our [architectural visualization studio](#) helps industry professionals create something

special for the winter holiday season. In this article, we will share ideas on how to use

Christmas-themed visuals in your practice along with some actual examples from us. Let's take a look!

#1. How Can Architects and Interior Designers Use CGI for Christmas Marketing?

First, you can use festive 3D renderings on your website, in social media posts, ads, and newsletters as soon as December starts, or even a little earlier. Moreover, you get a chance to send beautiful Christmas cards to your colleagues and clients. That will definitely lift everyone's spirits and set the mood for the holiday season.

Then, you can also bring a festive feel to project visualizations that you present around Christmas time. For that, you should use winter settings with tastefully selected



thematic decor in your renders. This way, you will add a next-level personal touch to the project. And that, in turn, will impress your clients and totally win their hearts.

#2. Christmas Marketing Ideas for Architects



Among the go-to holiday marketing ideas is showcasing an architectural concept in a dreamy winter setting full of festive spirit. Here, you can play with lighting to achieve the look you're going for. For instance, the rendering above shows a house exterior in daylight, but with the sun already beginning

to set. This way, the viewers can see the outdoor lighting on, as well as some Christmas lights in the windows.

One of the best Christmas marketing ideas is to focus on the warmth and coziness of your client's future home. That's easy with



CG imagery where a house contrasts beautifully with the snow around. Especially so — when you demonstrate the home in a nighttime setting, with all the interior lights on and a decked-out Christmas tree inside. That makes a



particularly [atmospheric rendering](#), in which the place will look homely, welcoming, and ready for the celebration.

To succeed at seasonal marketing, you don't necessarily have to give the holiday theme center stage. Instead, you can convey the Christmas mood in a subtle way by using a winter setting for your visuals and placing some decorations in the background. The results will still look magical — just like the image above, where the Christmas tree shines cozily on a distant deck.

#3. Christmas Marketing Ideas for Interior Designers

When it comes to interior design marketing, you can really set your imagination free. After all, there are so many ideas for stunning looks you can achieve with lighting and decor. For instance, the CG images

below show the room at day- and nighttime, with diversely combined Christmas lights, candles, and a fireplace. With such visuals, you'll be able to show your client all kinds of aesthetic scenarios within the space and

inspire them for the holiday season.

These were the Christmas marketing ideas you can easily make work for you by using photorealistic 3D visualization. This way, you will delight your clients and colleagues

with some beautiful festive imagery and spread the joyful mood around. As a result, you will make a great impression on the existing customers and likely attract new ones.

Happy Christmas 2022!

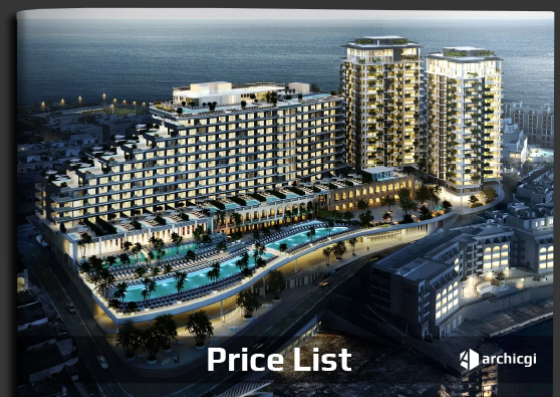


Looking for [professional 3D rendering services](#) to make your creative marketing ideas come to life?

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How CGI Makes Architectural Projects Look Like a Million Bucks

3D architectural rendering company can help architects and designers present their projects of luxury properties. And with the latter, justifying the price is the most challenging part. However, many professionals are ready to face this challenge.

There are many reasons for doing it. For architects who come up with interior and exterior ideas, it's the desire to attract a prospective

investor and to realize the dream of creating something truly breathtaking. And for designers, it is the need to explain their vision of the future real estate to the clients and convince them that it's worth being brought to life.

Regardless of motives, all of these specialists need proper presentation materials that can justify the project's cost. But schematic drawings and sketches can hardly

be of any use for this. And here is where [architectural 3D visualization](#) comes in. A professional 3D rendering company has many tools at its disposal to make an interior or exterior look as

luxurious as it is going to be in the future — and therefore, justify the stated price. Join us as we explore the top 5 techniques that make your designs look like a million bucks!

#1. Showcasing materials in photoreal quality

An architect's vision can be expressed in detail on blueprints and sketches, but how to relay it to the stakeholder? This is especially a pressing question when it comes to demonstrating materials, carefully chosen by the designer for their high quality and looks. If the investors aren't convinced that materials' quality justifies the cost of the project, they will be hesitant to pick it up. And showing the samples is not enough to sway their decision. The investors want to picture clearly how the materials will look when applied to a building in question.

For tasks like that, a 3D architectural rendering company has access to incredibly powerful CGI

tools that can precisely simulate all kinds of materials. High-quality red brick, to give facades a classic



feel? How about luxurious marble for tiles and decor? Perhaps some rich mahogany for doors and living room furniture? Fabric and leather for sofas and armchairs so gorgeous one can almost feel their touch? 3D architectural rendering software can do all that, and more!

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#2. Using contextual lifestyle elements

Decor and other contextual elements play a huge role in establishing the mood of environments. To justify the high



budget, these details have to exude a luxurious feel. Therefore, a designer carefully plans out every facet of the scene he or

she has envisioned. What kinds of decor elements are used, how are they placed, what visual effect they create — all these aspects define if an interior or exterior looks exquisite.

And a 3D architectural rendering company can help bring a unique vision of the design’s author to life. Every CGI studio has a vast library of ready 3D models — from something as small as screws to entire skyscrapers. Those collections also contain all kinds of decor items, so a client of a 3D architectural rendering company can either pick whatever fits the design or provide references and leave the rest to the 3D artists.

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#3. Adding gorgeous layered lighting

Lighting may seem like not the defining factor when perceiving property value, but in fact, it can absolutely make or break any image. To give an interior a

“million bucks” look a designer has to use layered lighting. This means using not just multiple fixtures, but also different types of light — natural, candles,

different kinds of lamps, and so on. This would drastically improve the look and feel of a future dwelling and can go a long way in justifying increased design costs.

Can a [3D architecture visual](#) feature such effects? Of course! A 3D architectural rendering company uses software that allows for simulating any type of lighting imaginable, adding multiple light sources, editing shadows and reflections. Resulting 3D pictures will look indistinguishable from professional photos. While examining the



stunning effect of a lighting scenario elaborated by the designer on the photoreal images, the viewers will be likely to understand that this masterful work is worth the stated price.

#4. Giving properties a lived-in look

We've mentioned using contextual decor is a great way to give a property a high-end



look, but is it possible to step it up a notch? Introducing — people. The secret is that adding

the figures of humans to picture gives spaces a lived-in look. And when potential clients see elegant, high-class dwellers having a good time at this luxury location, they practically feel the glamorous vibes of the place and can't wait to experience them in reality.

A 3D architectural rendering company, as was mentioned previously, has a vast asset library, which contains, among all else, 3D models of people. In the case they look a bit out of place and are superimposed on the pictures, 3D artists use blur effect. It is an elegant decision since it gives visuals a

“caught-in-a-moment” effect. And if it is needed to achieve the highest level of realism,

3D specialists can use shots of real people from Chroma Key templates.

#5. Using multiple POVs



Last, but not least, is the effect of multiple POVs. Space can be designed perfectly, but seeing it from one point doesn't give a full picture of the project and its benefits. While showcasing exteriors and interiors from multiple perspectives justifies the high prices since viewers experience the perfection of every aspect of a design in its entirety.

A 3D architectural rendering company can easily provide multiple iterations of the same space

shot from different angles. This is due to the fact that it's essentially one scene, fully rendered in three dimensions, and all 3D artists have to do is to move the camera around. With this kind of capabilities, creative freedom is near-infinite: close-ups, wide shots, bird's-eye views — the sky's the limit! Finally, if one wants to turn property presentations into the most stunning and immersive experience, 3D animation is the way to go. It is a photoreal CG movie showing the future design in

How CGI Makes Architectural Projects Look Like a Million Bucks

motion — which is bound to impress the viewers.

When architects and designers want to make their projects look worth the declared cost, a 3D architectural rendering company is a life-saver. CGI firm can create gorgeous lifestyles, indistinguishable from real photographs. Those

pictures feature stylish decor, showcasing the impeccable quality of materials used for buildings and furniture, bathed in multi-layered photoreal lighting. And after seeing projects from all sides in all their glory, potential clients and investors will understand what they are going to pay for and won't resist flipping the bill.

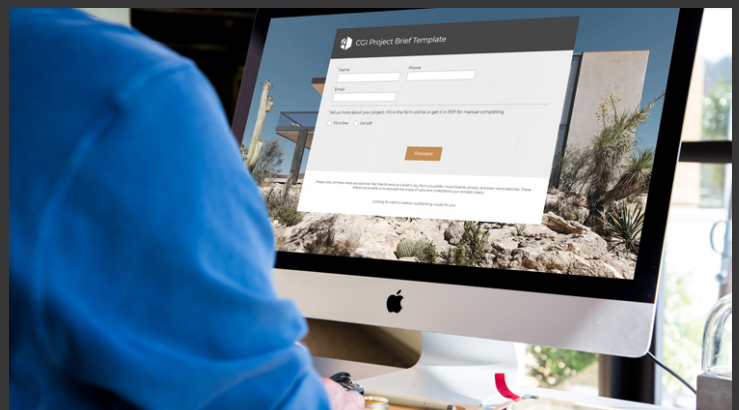


Want to make your designs look worth the projected budget? Contact our CGI company

for professional [3D visualization services](#) to achieve just that!

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Time Frames for Creating Interior and Exterior 3D Renders

3D rendering is the key to a successful presentation of an architectural project. That's because photoreal CGI shows all the advantages of the design. It visually proves every benefit the architect talks about — even though the building or space itself doesn't exist yet. To achieve this effect, your renders must be of high quality. And equally important is that they are ready by

the deadline. Because the impeccable quality won't save the day if you receive renders after the end of your presentation. So, timely delivery of architectural visualization project results is absolutely crucial.

How to make sure an out-source CGI studio will always deliver the visuals before your deadline? There are two simple

steps you as an architect can take to feel confident about the time of your project completion. First, you need to find a reliable, trustworthy [architectural visualization company](#). And then, you should learn their standard timeframes for the types of 3D

rendering tasks you need.

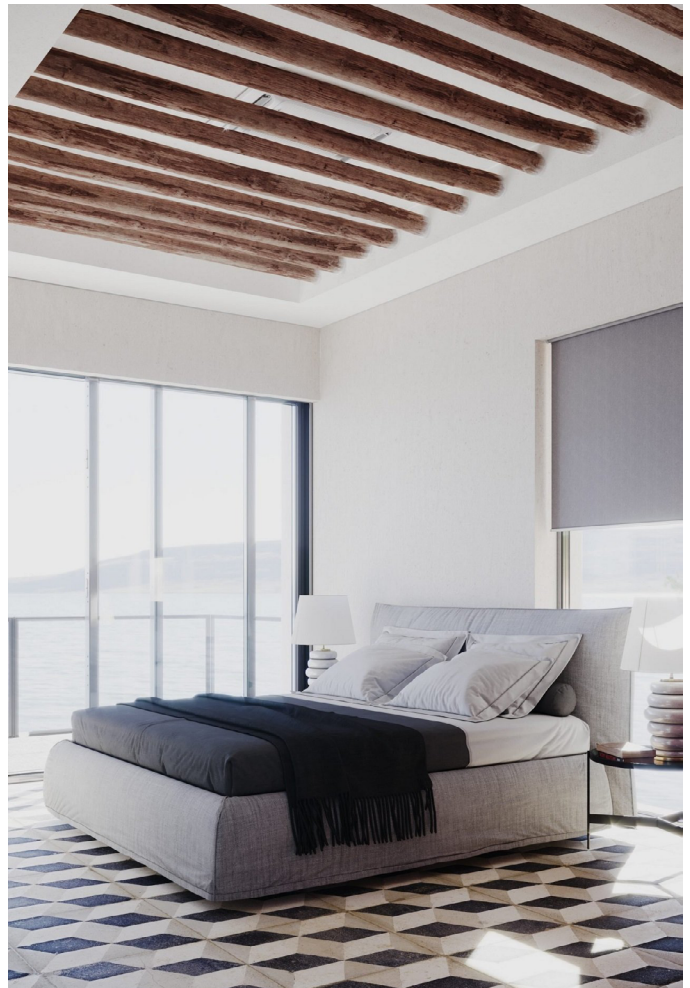
So, would you like to know exactly when to expect the first results of your architectural 3D visualization project? Check out ArchiCGI's timeframes for creating different types of CG visuals!

Architectural Visualization Project Typology – Interior Rendering

For your convenience, we divided this article into two sections: about interiors and about exteriors. Let's start by reviewing timeframes for interior 3D visualization tasks.

Small Room – 2-3 Days

This bedroom is quite small and has the minimum furniture. Moderation, even a certain roughness is the main charm of the room. Textures, colors, and details are what make the 3D visualization look edgy and expressive. The warm blanket on the bed, elegant bedside lamps, stylish tiles on the floor, and all the other elements of this design work perfectly together, making the result of this architectural visualization project impactful.



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Ordinary Room – 3 Days

As you can see, the size of the room in this project is significantly



bigger. The spacious living room boasts comfy furniture, a fireplace for cozy evenings, and an overall modern, sleek look. As well as that, there are secondary details to enliven the place. The fire in the fireplace, the fine decor on the table, and the greenery seen from the window in the [architectural visualization](#) make the project look so much more real.

Large Room – 3-4 Days

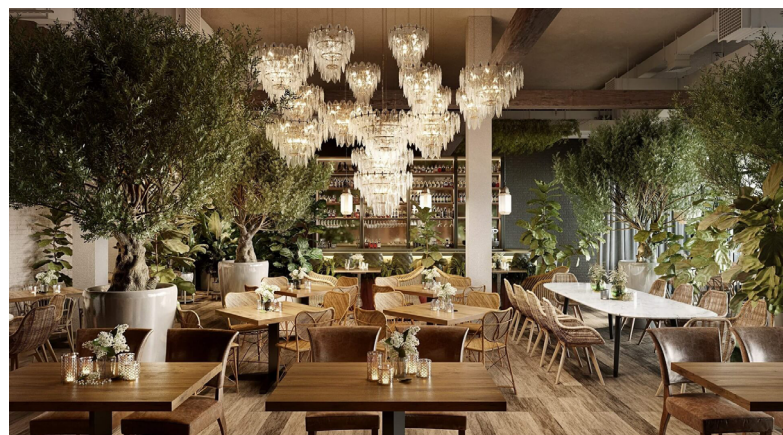
The living room design in this 3D visualization is gorgeous. And to translate this gorgeousness into a perfect image, the 3D artist needed to work on every detail: beautiful panoramic window views, stylish furniture and decor, luxurious lighting fixtures, and so on. And let's not forget about modeling the space itself, which adds up to the work of



3D artists on the project. But look at the result! It is breathtaking: the 3D rendering looks both realistic and appealing, conveying the message the designer wanted to send.

Commercial Project – 3-4 Days

Commercial projects are usually larger in scale and need multiple views. Like this 3D rendering of a restaurant interior design, for instance. As a result of this architectural visualization project, the client



got imagery showcasing all the advantages of the interior design – its functional features, unique style, and incredible atmosphere.

Architectural Visualization Project Typology – Exterior Rendering

Now, let's proceed to the time-frames of exterior rendering projects. Overall, they are a bit longer than those for interior CGI.

Small Building – 3-4 Days

Elegant miniature buildings like this one take 3-4 days of work. The



wants it to be shown from different angles. Also, this type of project typically requires creating a more detailed environment. It can include neighboring houses, plants, cars, people, and so on.

Skyscraper – 5-8 Days

Creation of such a gem certainly takes some time! To begin with, there's an obvious reason – the

duration includes post-production time, which helps create an appealing atmosphere.

Standard House – 3-5 Days

Such houses may require a bit more work and time – the surface is bigger, and therefore, there are more details. Besides, oftentimes the architect needs both day and night views of the building and



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large size of the building in this architectural visualization project. To add to this, skyscrapers are usually ordered in night view – this is when they look best. And night view visualization might need more work – on exterior lighting, for instance. Up to 8 days is just the amount of time one needs to create an appealing image that will make a long-lasting impression.

City – 8-10 Days

To recreate a city in 3D, an artist often needs to model a whole complex of multi-story buildings. What's more, in such a project, the complex needs to be as cohesive as it is unique. The buildings should form a perfect ensemble, impressing the audience instantly. That is why the creation of such imagery requires meticulous work on

numerous details. For this reason, a city 3D visualization project can last up to 10 days.

As you can see, creating high-quality, stylish 3D rendering doesn't take ages. You can get the first results of your architectural visualization project in 2-10 days. There is only one thing: to stay within these timeframes, we need to have all the necessary references and information from the beginning. You can easily ensure that by filling out our standard [project brief](#).

To secure your deadlines, we also provide the 'On-time or for free' guarantee. It means that if you do not get your 3D images on time, we'll return your money. So, you can be 100% sure that delivering your renders before the deadline is in our best interests.





5 Steps to Take before Working with a 3D Rendering Studio

Architectural CGI helps many specialists achieve their professional goals easier than before. It allows architects to efficiently pitch their designs to investors and fill portfolios with top-notch imagery of projects that aren't finished yet. And for realtors and developers, 3D visualization provides the ability to sell unfinished properties by showcasing their potential to prospects. However, regardless of the goals, getting high-quality CGI requires

cooperating with architectural rendering firms. And to get the most out of it, the specialists need to know specifics of the process. The latter starts with finding the right company and formulating the task.

So, how to do this right? There are five steps architects and realtors need to take before starting to cooperate with a [3D architectural rendering company](#). It will help to select the perfect contractor and

ensure that the entire task flows smoothly. So, this time we'll go through the most important steps that need to be done before outsourcing 3D visualization

projects. Join us to find out how to make the most from working with architectural rendering firms!

#1. Check out portfolios and reviews

Conducting research on the contractors before deciding to work with them is a no-brainer, but what should a prospect pay attention to? It's important to check not only the respective company's website and social media profiles but also outside sources where the studio in question is mentioned and discussed. These include industry-related forums, blogs, and the like. It's also worth looking up some information about previous contracts of a CG visualization studio. If an architectural rendering firm has worked with well-known brands, that's a sign of a high reputation.

If the reviews in outside sources have convinced a prospect that the architectural rendering firm is trustworthy, it's time to examine



its portfolio. It's a good sign when a CG visualization studio's website showcases numerous high-quality renderings of different types — exterior and interior, virtual tours, 3D floor plans, 3D animations. Also, a potential client should find out if the company has experience with works that are similar to his or her project. For example, if the

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architect needs 3D renderings for a future factory, it is reasonable to look for the commercial

design 3D visuals in the portfolio.

#2. Have a look at guarantees and discounts

Before the start of cooperation with a CGI studio, a prospect

This is exactly why good architectural rendering firms provide their customers with guarantees and discounts.



should check if it offers guarantees and discounts. Professional [architectural 3D visualization](#) firms take data safety and reliability of work seriously. Also, they strive to build long-term relationships with their clients.

To secure the sensitive project data, professional CGI studios offer their customers to sign NDA — non-disclosure agreement, which prevents any information leakage. Also, firms offer guarantees to ensure the quality and timeliness of work. For instance, ArchiCGI has the “on time or free” guarantee, which means that if work is not done by the predetermined deadline, the client gets a full refund! Also, our company has special discounts for regular customers. If the total amount of monthly payments of a client exceeds 2000 USD, he or she can get a discount to secure our future cooperation.

#3. Evaluate the quality of communication with clients

Quality communication is the key to effective work with architectural rendering firms. If a customer and a project team

misunderstand each other or do not discuss the work progress regularly, mistakes become inevitable, the deadlines are likely to

be pushed, and the final result will probably be unsatisfying. But how to make sure that the communication with the selected studio will be efficient?

First, it is needed to contact the company and evaluate the quality of customer service. The potential customer of architectural rendering firms should pay attention to the promptness of the reply, the competence and politeness of client managers, and their level of English. One of the important questions to ask during the conversation is whether the studio has a CRM service or not. CRM is a convenient feedback tool, and every good CGI firm has one. It is used



not only to access project managers 24/7 but also helps both sides to stay on the same page with all data — progress milestones, corrections, documents, and notes — backed up and saved.

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#4. Choose the right type of 3D visuals for the task

3D visualization firms offer a wide variety of CGI types. So, before ordering 3D rendering services, potential clients should decide which type will suit their project's needs best. 3D rendering comes in different formats

— still images showing exteriors and interiors, 3D floor plans, [CG architectural animations](#), virtual tours.

In the case of 3D interior and exterior renderings, the name speaks



for itself. These images are used to show the external and internal parts of the future buildings. Such imagery is a great choice for filling a specialist's portfolio or presenting designs to clients and potential investors. However, to make an absolutely killer presentation, it is reasonable to opt for 3D animation — a photoreal 3D movie showing the future design in motion.

F3D floor plans and virtual tours are another two products of 3D rendering firms that are worth precise attention. A 3D floor plan is a still CG visual showing the future property in section from a bird's eye view. It is helpful to understand the relative position of rooms as well as examine the furniture and decor inside them. This type of CGI is a great choice to explain the layout of space. And in the case the architect or realtor wants to give prospects an interactive experience, he or she should go for a virtual tour. These are interactive walkthroughs that allow viewers to feel as they are visiting the future property and exploring it without being confined to one or a few pre-determined POVs.

#5. Prepare the necessary references

Providing references is crucial for efficient cooperation with architectural rendering firms. 3D artists need refs to understand and accurately recreate the architect's vision. So, what do we mean by references?

These are drawings, sketches, photos of the future's property location, examples of materials and details that will be used in construction, as well as of furniture and decor. Also, references can be

of the "inspiring" type — a collection of visuals that convey the idea of how space should look and feel. All these materials help 3D artists to create CG visualization that perfectly reflects the vision that an architect has in mind.

We hope this short architectural rendering firms 101 was useful for our readers. So, now they know that architects and realtors should always research their potential CGI contractors — their work

5 Steps to Take before Working with a 3D Rendering Studio

quality, experience, and reputation. 3D rendering firms need references for work, so it's important to prepare them to ensure the best outcome possible. It's also vital to know that there are lots of CGI types, so one should carefully choose the right option for the task at hand. Finally, communication is the thing that makes or breaks the projects — so it is needed to make sure that customer support is top-notch and a 3D

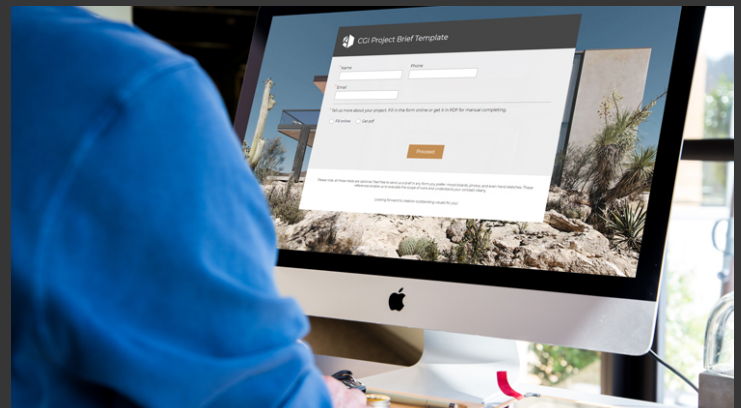
visualization company has a CRM system.

Want to fill your portfolio with gorgeous visuals that paint a vivid picture of your professionalism? Want to sway investors with ease during design presentations? Or to sell unfinished properties more successfully than ever? Get stunning 3D visuals for any of these goals with our [3D visualization services!](#)



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5 Common Misconceptions about Archviz Companies

Many architects and designers appreciate the benefits of high-quality photorealistic CGI. Some of these experts, however, tend to be wary of working with outsource archviz companies. And here is why. Those who haven't had any experience with outsourcing archviz projects yet might believe in some of the common myths about working with CGI studios. So, what are

those misconceptions, and how things really are?

Our [architectural rendering company](#) knows everything about how to make work with clients smooth, efficient, and fruitful. So, if you're one of those architects who consider working with an archviz studio, but have some doubts, read on to make a well-informed decision!

Myth #1. To communicate effectively with 3D companies, you have to know CGI terminology

The best way to efficiently convey your project details to a 3D artist is to do it in as



simple words as possible. You don't have to use highly specialized terms to describe the idea

of your concept. Just send your references and tell us how you imagine the perfect result.

You'll be glad to find out that most specialists in archviz companies are familiar with architecture-specific jargon, as many of them have studied architecture or even practiced it. So, you don't need to dumb down the vocabulary you're comfortable with. At the same time, you don't have to know all the 3D-specific terms either. Isn't it convenient?

However, if you still feel you'll be more comfortable knowing the basics, check out our guide on [3D rendering terminology](#).

Myth #2. An outsourcing team won't be able to convey your vision accurately

Professional archviz companies know how to comprehend and convey their clients' vision. That's part experience and part well-established project pipelines.

For instance, at ArchiCGI, we have a standard [3D technical assignment](#), which we use to guide you in the process of making a



brief. We do not only ask all the questions necessary for us to realize your concept accurately but also provide you with visual examples for the types of lighting, level of details, etc., to choose from.

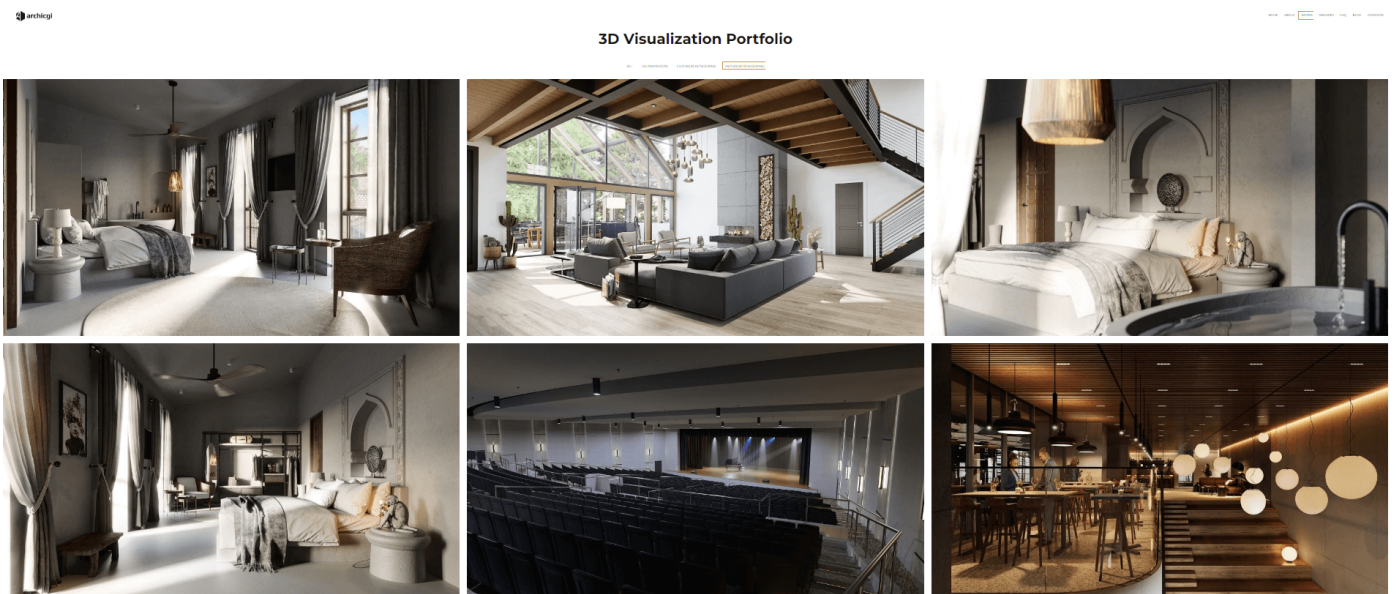
What's more, if you work with us regularly, all your critical requirements will be stored in our CRM in a well-organized way. Hence, our team will be familiar with your style and preferences, so you'll get high-quality on-brand visuals in minimal time.

Myth #3. Portfolio is the only thing to pay attention to when choosing an archviz company

The quality of renders in a portfolio is important, that's true. But evaluating it is only the first step in establishing whether an archviz company suits you. The other important aspects are communication and workflow organization. Before commissioning a studio, you should always find out how their work is organized. A clear-cut and well-established workflow is a

must for being able to deliver high-quality, accurate visuals on time.

As an example, our studio offers a convenient CRM, a personal Project Manager and dedicated teams of CG artists, and 24/7 client support. Don't settle for anything less if you wish your collaboration with archviz companies to go smoothly.



Myth #4. Photoreal 3D visualizations cost a fortune

We won't lie: high-quality archviz services aren't



cheap. However, no great visuals are sunk costs. First of all, they will make an impact on your clients at a presentation. Plus,

quality CGI will boost your portfolio and social media presence, as any prospect is more likely to pay attention to a good photo-realistic visualization rather than simple sketches or models.

Moreover, if you work with archviz companies regularly, they might provide you with some nice discounts and benefits. For example, in our studio, the additional views of the same scene will cost you 2-3 times less than the first render. Furthermore, with bulk orders, discounts will be even better. That's because we will be able to reuse the CG models, scenes, and textures we've already made for you.

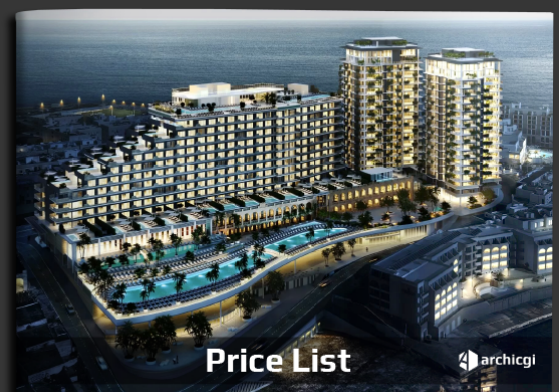
Myth #5. Outsourcing leaves your in-house employees without work

In fact, it's quite the opposite: outsourcing CGI tasks can help your team work better. There are two scenarios here. If you do

have an in-house archviz team, there might come a time when they are simply overloaded, or there's an urgent task at the end

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of their workday. Any in-house employee has set working hours, and any of these situations will result in you needing to ask them to stay longer and paying overtime. And even if you're okay with that, overworking your team on a regular basis is not a good idea. In this case, the easiest solution is to allow outsourcing archviz companies to pick up the slack. Don't forget, there's a high chance that they're in a different time zone, so they'll be working quite literally while you sleep!

Another case is when you don't have specialists for 3D visualization and have to do it yourself. Most architects and designers have some skills and experience with basic 3D modeling, and sometimes that's



enough. However, the creation of photorealistic CGI is quite another story. If you need to impress a big client or enter a competition, it's better to find archviz companies that specialize in photorealism and let yourself focus on your main work. This way, [3D rendering outsourcing](#) will become an asset that helps optimize your work processes.

Present your architectural project like a work of art with AI-powered CGI

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You might feel uncertain when starting your first project with an outsourcing archviz company. And it's completely natural. However, if you choose the right studio, you will eventually enjoy

smooth communication, cooperate with a professional team ready to fulfill your most daring visions, and get high-quality visuals as a result.



CGI Case Study

3D Animation for a Factory Renovation in Pennsylvania

This industrial 3D animation is kind of a star. The [CG video ran on TV](#), and the plant it features was mentioned on [citybiz](#) and [areadevelopment](#) platforms. Working on such a high-profile project was both exciting and extremely gratifying. One reason is that this renovation is caused by the [UnityLab](#) company moving operations outside of Dushore town in order to expand. And this new manufacturing plant will bring 150 jobs to Dushore town in Sullivan County, Pennsylvania! The town's population counts 450 people, which means that a third of it may find employment at the production plant.



The project started when Jonathan L. Benjamin, Co-Founder & CEO of Unity Laundry systems, contacted us for [architectural animation services](#). The task was to create an animated video that

would show the renovated factory building from the outside and inside. It was to be used for presenting the design to public officials.

Brief for Industrial 3D Animation

To create the 3D walkthrough of the plant after renovation in Dushore, the client sent us the following:

- blueprints of the current facility, including the layout plan and egress routes model
- drawings of the renovated exterior and interior
- Google Map address of the building
- list of the equipment with links to the sites of manufacturers
- camera path
- two photos of the building: one showing the functional areas of the

plant, the other — a top view describing where a solar array should be put

tables, chairs, and other furniture items were to be selected from our 3D library.

The project manager viewed the materials with the CGI artists, and then the CGI team met with Jonathan on a Zoom call. After the video meeting, it was established that the animation should be a 3D walkthrough and show the building from an eye level. Therefore, the project volume required a whole CGI team.

Industrial 3D Animation Production Process

The project manager split the process into 8 parts, which would run simultaneously, and distributed the workload between 3D artists. Let's examine the tasks one by one.

3D Modeling of the Factory Building

Based on the materials available, the 3D specialist created a Grab Viewport with boxes in places

where the machinery would be. Also, he made still images of the spaces that would appear in the industrial 3D animation.

The Grab Viewport showed all the spaces in accordance with the camera path, and the resulting preliminary industrial animation was 100 seconds instead of 45. So Jonathan also needed to review the scenario and decide what to cut out.

Review Round 01

The client needed to check the

geometry of the building and the location of interior objects.



After viewing the results, the client sent us the updated layout plan of the factory with all the equipment. It was decided that the first results should be discussed in person, so Jonathan agreed to meet up with the CGI team on a Zoom call.

During the video meeting, the CGI specialists got some new useful materials for industrial 3D animation:

- photos of the current exterior with notes on what to change;

- plan with focus areas that would help reduce the video length. The plan established that the 3D walk-through would also feature engineering and break rooms;
- photos of the interior.

After the meeting, the 3D visualizers were able to start working on the exterior.

Exterior Modeling for Industrial 3D Animation

The 3D artist recreated the exterior design of the production plant

based on the following photos.



- Option 1
- Remove building signage
 - Probably will need to paint the front of the building
 - Add flag poles for brands
 - Add monument sign
 - Prune/remove bushes



the result, and the 3D visualizer moved on to other tasks.



The process took about 1,5-2 hours, and then, the project manager submitted the exterior render for checking. The client approved

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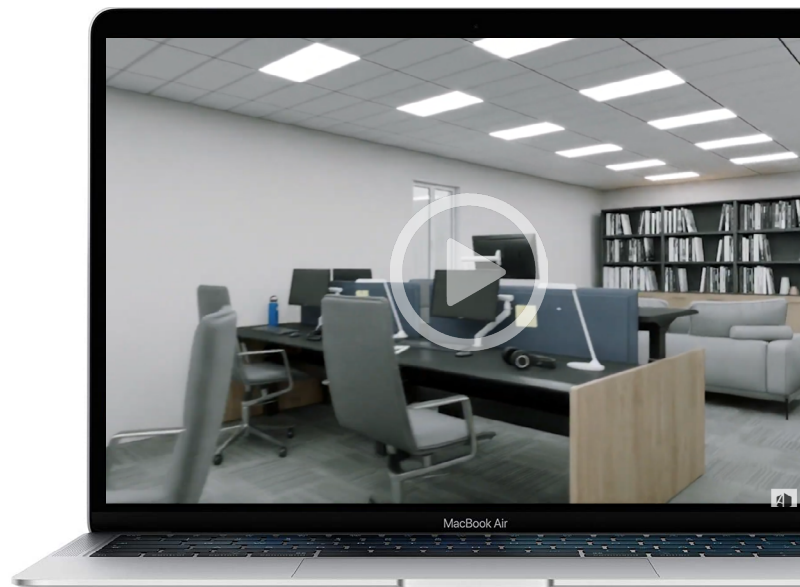
Engineering Room 3D Animation

Based on the brief, our 3D animation specialist created the draft version of the 3D engineering center video in low resolution.

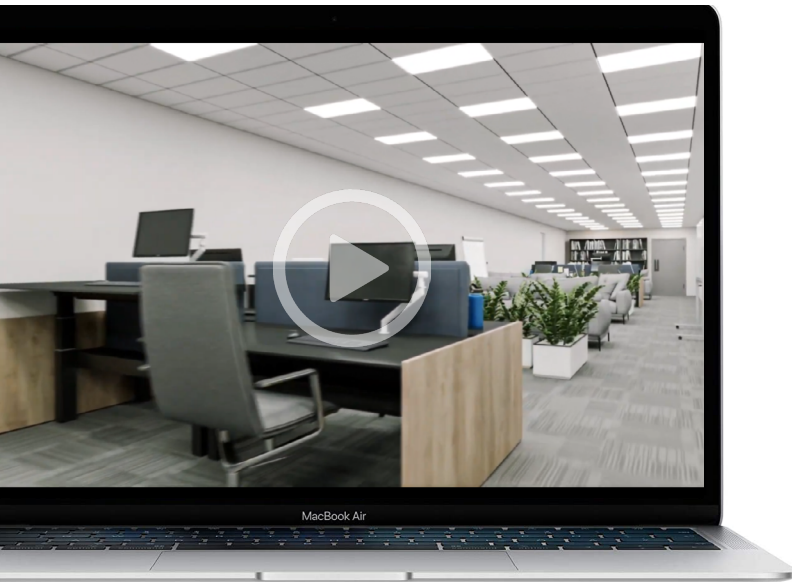
Review Round 01

The client checked this part of the 3D industrial walkthrough and asked us to:

- replace the two tables with two sofas, one in front of the other;
- put two boards in the places



marked on the screenshot below.



The 3D artist made the required updates, got the new result approved, and rendered the engineering room part of the industrial 3D animation in the final quality.

Break Room 3D Animation

Based on the information in the brief, the 3D visualizer created a low-res draft and sent it to Jonathan. He viewed the draft and asked us to add a glass door with a view of the patio.

To save time, the 3D artist didn't model a separate scene for the patio. Instead, they put a background with tables and a beautiful landscape behind the door.

When the preliminary video was approved, the 3D visualizer rendered the break room 3D animation in the final quality.

Layout 3D Modeling

This task included the model-

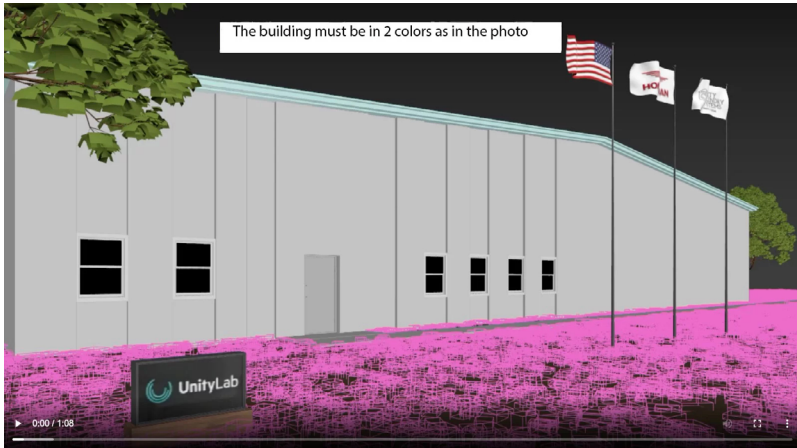


ing and animation of the industrial spaces and offices. The CGI team bought the 3D models of the equipment, selected the interior objects, and proceeded to build the space.

First, the CGI artist submitted the Grab Viewport of 5 focus areas. After getting the approval, he created a draft of the industrial 3D animation for all the interior zones.

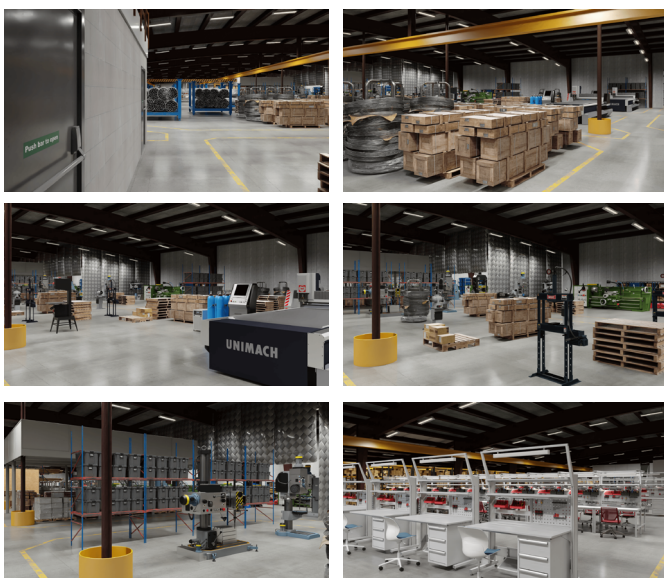
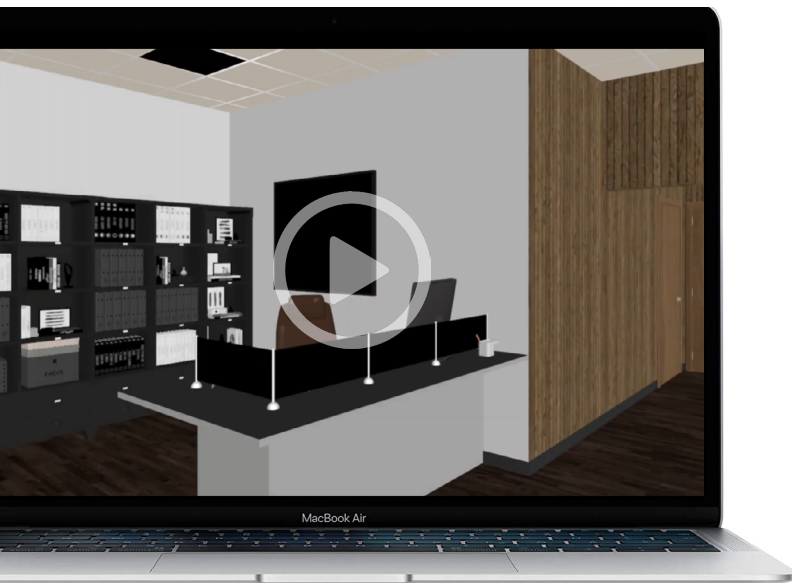
He got the following comments.

The 3D visualizer updated the results and submitted the draft of the 3D industrial animation and frames. The frames were created for showing each scene separately, while the video would demonstrate the camera path.

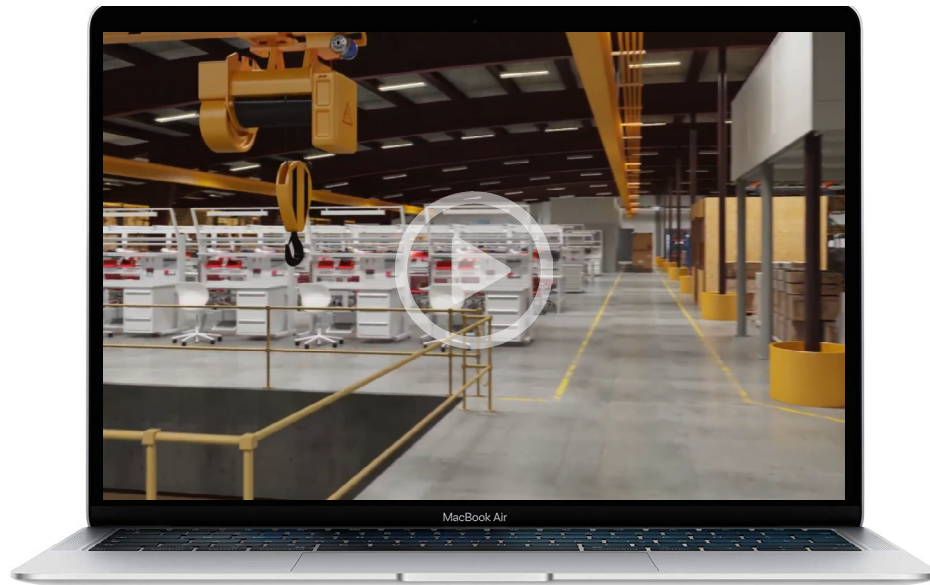


The client approved the results, so the CGI team

proceeded to final rendering and post-production.



Ready 3D Industrial Animation



Still 3D Renderings for the Offices

In addition to the 3D animation,

Jonathan requested 3D renderings of the offices. So one of the 3D artists made the following renderings.





After the Industrial 3D Animation Production

After the final production stage, the Personal Manager Tina asked Jonathan about how the presentation went and whether there were any remarks left. The client answered that everything went very well and sent us the link to the video on the Wnep website where our 3D walkthrough was briefly shown in the video about Unity relocation.

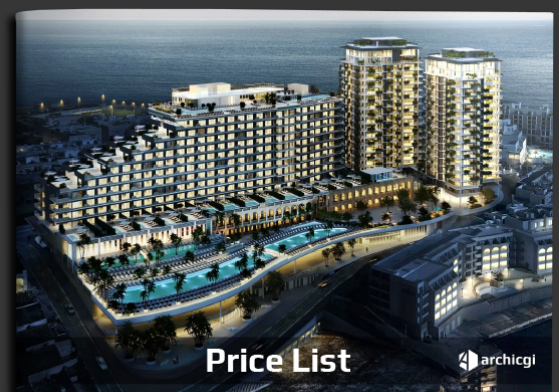
We are very happy that Jonathan liked the result and that it served

him well at the presentation. And we loved to have got some media exposure, obviously. And what do you think? Did you like the results?

If you want a creative, accurate, and photorealistic representation of your project, contact ArchiCGI [architectural visualization](#) studio. We will create for you 3D renders, animations, or 3D virtual tours that will speak louder than a million words and provide your audience with an unforgettable experience.

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CGI Case Study

Top-10 Renders of 2022 by ArchiCGI

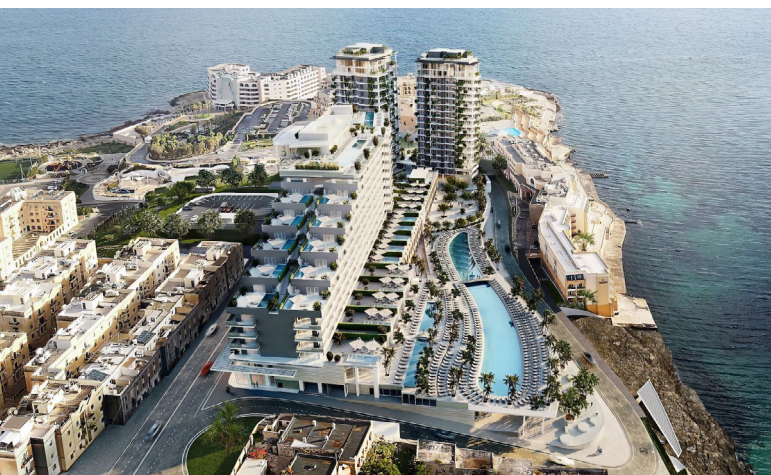
As 2022 is coming to an end, we at ArchiCGI decided to do a recap of our work this year. So, we went through our projects and picked ten best 3D renders we created in the past twelve months. These are examples of photorealistic CGI that helped architects, interior designers, and real estate professionals present concept designs and carry out marketing campaigns with great success. And our [architectural visualization](#) studio is proud to have been part of that.

If you Now, we want to share our ten favorite works of the year with you. Check them out!



#1. High-End Hotel Complex in Malta

These aerial 3D renders showcase a massive hotel complex that's going to be built in Malta. They are part of a big series of CG visuals depicting the buildings from different angles, at day



and at night. That allows one to best demonstrate all aspects of the exterior, including the lighting design.



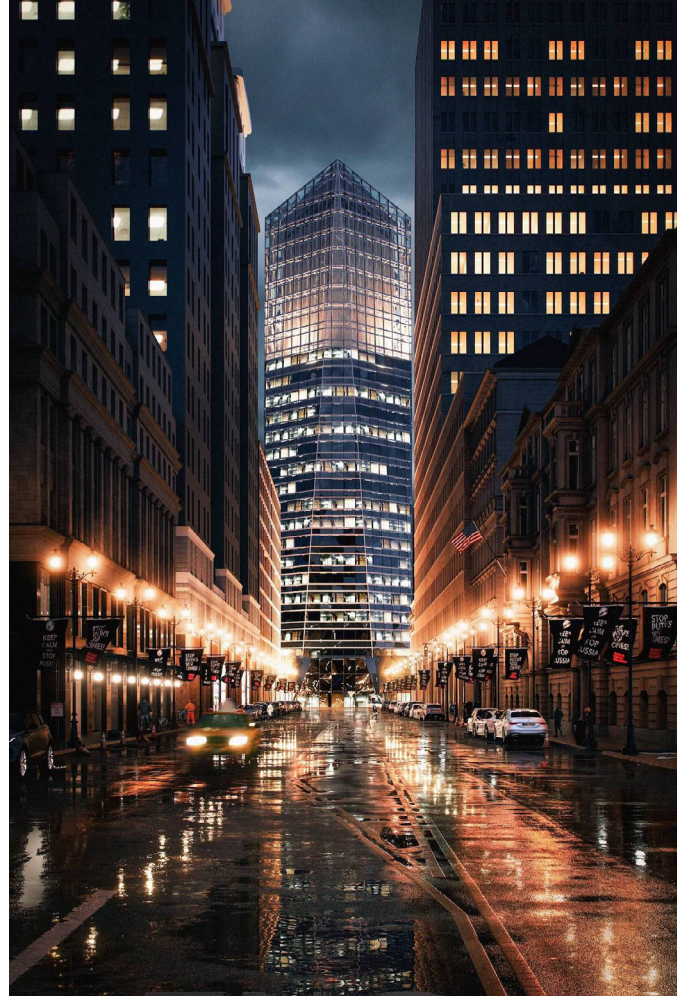
The CG structures are seamlessly blended into the real-life environment with the [photo matching](#) technique. This way, the viewers can see how the complex will fit in with its surroundings once the concept is realized. Overall, it is the huge scale of this 3D visualization project and the unparalleled precision that make these renders so impressive.

#2. Authentic Restaurant in New York

We created this rendering for a client who needed to visualize his restaurant design in a real-life context. You can immediately see that the place will match the existing architecture nicely. Also, it's almost impossible to not recognize the lively New York atmosphere in this picture. It was achieved by meticulous work on the smallest

of things, such as traffic signs and fire escapes. And this level of photorealism and attention to detail is the reason this image deserves its place among our best 3D renders of the year.

If you'd like to learn more about the story behind and the process of making this render, check out this [case study](#).



#3. Spectacular Night City View

This render is the winner of our latest in-house visualization contest. Here at ArchiCGI, our specialists do their best to constantly improve their skills and grow professionally. To achieve that, they need to push their creative and technical limits further. That's why we hold

these studio-wide competitions every now and then. This time, the theme was "city view". And this 3D render had everything to secure its place at the top — a captivating scene, immersive atmosphere, and impeccable execution.

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#4. Innovative Business Center in Pittsburgh

When we talk about our best 3D renders of the year, we don't want to limit ourselves to still images only. That's why we included a 3D animation in this selection. The CG video shows the concept of a modern high-rise business center in downtown Pittsburgh. Ultimately, this animation was used in a video where it was combined with live footage, inspiring narration, and a powerful soundtrack. Together, these elements tell a compelling story, revealing the idea behind the architectural project. And CGI plays a crucial part in that presentation by allowing the viewers to get



a comprehensive impression of the future building.

You can find the full video in our case study on this [3D animation for real estate](#).

#5. Elegant Residence in Canada

This render is like a breath of fresh air with its light and



pleasant sunny day mood. We created it for a Canadian architect who wanted to present the project to his client in photorealistic quality. Both architectural and landscape designs here are full of intricate details, and our 3D artists did a great job at recreating them all with complete accuracy. Moreover, the bright sunlight, working fountains, and the car coming up the driveway make the render incredibly

engaging. And for all that, we're surely counting it among

the best works we've done in 2022.

#6. Designer Hotel in Zanzibar

Naturally, we didn't forget about our best 3D renders of interiors. These images show a stylish hotel room designed by Nelly Levin. By seeing it from different angles, one can fully appreciate every detail and take in the atmosphere of the space. That is crucial when the designer

wants to effectively communicate original and creative ideas to clients. And it's exactly what these 3D renders accomplish, along with two more from this same project.

Want to see the rest of the views? Check out our [portfolio!](#)



#7. Luxurious Condominium in Canada

Let's add some interactive CGI to the mix! A 3D tour is the beloved marketing tool of our clients from the real estate industry, so we decided to include one here. We created it for a high-end property developer

from Montreal, along with four more tours showcasing other apartment layouts in the building. The company put the CG tours on its website, so prospects can learn about the condos and explore them virtually,

as the building is still under construction. And that's what makes this kind of visual the best asset for pre-selling properties successfully.

Want to see the other tours from this project and learn how we made them step-by-step? Then follow the link to read our case study on [3D real estate virtual tours](#).



Make sure your exterior design project takes your clients' breath away

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#8. Gorgeous Mansion in North Carolina

Many of our best 3D renders have something unusual



about them, which makes them stand out. This one, for instance, has a very dreamy, almost fairy-tale-like feel to it. In this case, this specific look was developed to highlight the unique aesthetic of both the architecture and its surroundings. Now, this styling aspect might seem like a minor thing. But the extra thought put into creating a special mood for renders totally pays off when your client falls in love with the design at first sight.

If you are interested in seeing more renders we created for architects in this state, check out

our article on [rendering services for North Carolina](#) architectural projects.

#9. Retro House in Los Angeles

We love this render for its dramatic angle and vibrant colors. With the combination of the house's architecture, vintage car, and film-like look, the render instantly transports you to a different decade. Naturally, such highly stylized CGI is probably not something you need in your daily practice. But it's one of the best kinds of visuals for architectural contests and personal creative works, where there's no limit to your artistic expression.



Plus, it makes amazing social media content.

#10. Modern Residence in Utah

Now, we want to complete our collection of the best 3D renders of the year with a more calming but not any less impressive visual. Here, the sleek, modern architectural design contrasts beautifully with the serene desert landscape. This

way, the image does more than just depict a house exterior concept. It also conveys the feel of the place and its surroundings. And that's what makes it a truly valuable asset in communication between the architect and their client.

Present your architectural project like
a work of art with AI-powered CGI

LEARN MORE

Want to see more 3D renders we made for projects in different states? Check out this article on

[3D architectural rendering in the USA](#), where we show and describe ten amazing cases.



We hope you enjoyed this selection of our best 3D renders of 2022. In the new year, our studio will continue to work hard to help more architects, interior designers, and real estate professionals succeed at their tasks. So, stay tuned for new updates

and great renders from us!

Looking for professional 3D visualization services? Contact us at ArchiCGI and get photorealistic [3D renders, animations](#), and virtual tours for all of your business needs!

ARCHICGI TEAM

Now, we'd like to introduce you to some of our amazing 3D artists. You can see the entire team of 3D ninjas on our [website](#).



Veronika Skuratovich

Mentor & CGI Artist

Over 10 years in CGI, Veronika is not only a 3D expert but an inspiration guru. She knows the latest interior design trends, can talk for hours about famous designers, visits design exhibitions all over the world. As well, Veronika is into skiing and painting.



Platon Morozov

Senior CGI Artist

For the love of CGI, Platon left a successful career in logistics. He is now a wizard of realism, architectural storytelling, and design presentation. His spare time Platon dedicates to exploring ancient European villages, La Roque-Gageac being his favorite.



Ilina Abbazova

Team Leader & CGI Artist

Ilina says that CGI is her job, hobby, and a way of living. While walking in the park, she studies the grass texture, and when watching a film, she notices video transitions. Outside work, Ilina likes exploring cities from a non-tourist point of view.



Artem Abrakhyn

Team Leader & CGI Artist

Artem says that his favorite thing about CGI is that it knows no limits. It can bring to life anything one can imagine! After work, the 3D artist enjoys writing music, taking pictures, learning videography, talking shop with other 3D artists.



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