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A professional 3D studio can become an extension of your team, ensuring you always get the most accurate and catchy visuals

CONTENTS

Interview with Christina Kostanets — ArchiCGI's Senior Project Manager

Why are CGI project managers essential for both clients and artists of a 3D visualization company? PMs are responsible for all kinds of non-creative yet crucial tasks. These include completing briefs with clients, managing deadlines, distributing tasks among team members, and so on. If 3D artists were in charge of all that, it would take clients ages to get their renders. But fortunately, there are PMs who take care of all the management aspects. This way, they let 3D artists focus on creating photoreal masterpieces and help clients get the perfect results — always on time.

So, how exactly do ArchiCGI's project managers help streamline work processes for both clients and artists? To discuss that, we've invited our Senior project manager Christina Kostanets for an interview.

Chris has unveiled all the ins and outs of a PM's work in our [3D rendering company](). She also shared tips on how to create a perfect brief, what to do if you don't have one at all, how to have a project completed successfully within a limited budget or tight deadline, and much more. Let's dive into this treasure trove of knowledge right away!

Chris, tell us your story.

I studied for 6 years to earn my master's degree in fine arts and architecture. However, it would be accurate to say I got a job in the archviz industry by chance. In 2016, I just graduated and got my diploma. And the next day, my university friend, who was already working at ArchiCGI at the time, offered me to try my hand at project management. I was up for the challenge! My journey at ArchiCGI started two days after I got this offer.

How many clients do you work with today?

I've been a member of the ArchiCGI team for over 6 years. As for now, I work with about 200 clients. However, if you asked me how many customers I have had throughout all these years, I would struggle to answer. There were so many! All I can say is that the number is definitely impressive.

How would you describe your mission in the projects?

Chris mentoring Junior PMs

I am responsible for plenty of things: helping clients complete their SOWs (scopes of work), distributing tasks among 3D artists, checking and keeping to deadlines and quality standards, and performing other activities related to workflow management.

As a seasoned PM, I often manage an enormous number of projects at the same time. They are all very different and always interesting. Every single task holds a unique opportunity, offering something I couldn't get to know elsewhere. That's why I'm happy to work with clients from all over the world and to be a part of their amazing projects. It inspires and helps me grow. So, I could say that my mission is to assist clients in organizing their workflow with us while continuously developing myself as a professional.

What's more, I'm not just a PM — I am a senior PM, a mentor. I am the most experienced in that position in the whole company. So, my second mission at ArchiCGI is mentoring junior PMs. This way, I ensure project management in the company is on a proper level.

> " *My mission is to assist clients in organizing their workflow with us while continuously developing myself as a professional.*

How do you help clients create a perfect brief?

In the course of these 6 years, I have learned what documents and references are essential for starting a project. I always know what to ask, clarify, or warn a client about to prevent any inconvenience.

I deter junior client managers from starting a project before getting a complete 3D technical assignment. Actually, I'm pretty strict in this regard! I spare no effort to explain that having all the necessary references is the key to delivering great results.

Together with my team, I have developed custom SOW checklists for all types of tasks (exteriors, interiors, etc), and we always use them. Before starting a project, I thoroughly study all the received files. When I see something is missing, I immediately ask the client to send it if possible. Then, I do a recap with a 3D artist who will do the task, and we get down to work.

What do you do in case your client cannot provide a detailed brief?
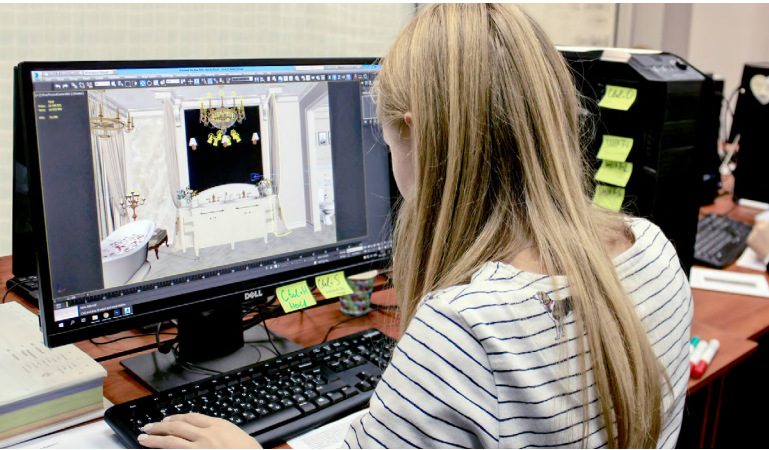
3D artist from Chris's team

It may happen that a client has no time to give us a comprehensive SOW and explain every detail. In such cases, a 3D artist and I compile the brief ourselves by offering different options and asking a client to make a choice. If that does not work either, I ask a client manager for permission to do all the unspecified aspects at our discretion. However, my recommendation is to avoid this scenario. Of course, we will do our best to deliver the perfect result. But it's much easier to do so when we fully understand the client's vision.

Some clients may have no idea how to make a brief at all. In such a case, the project manager's job is to help them. For instance, PMs will explain why visual references are always better than text descriptions. Because even for the most experienced and professional 3D artist, it's much easier to comprehend one's idea visually.

And what if a client does not have any references at all?

We can handle a project with few or even without references. Let me tell you about a recent case. A client asked us to help him with designing an entire settlement. But all he had in terms of references was a cadastral plan and a link to his competitor's website. He was yet to receive permits to buy this land!

> " *We can handle a project with few or even without references.*

So, here's what we did. I offered this client to divide our work into several parts, and he agreed. First, he used our drafting services, and this way, we created and approved a site plan. Then, based on it, we proceeded to create exterior and interior 3D renderings. It is worth mentioning that the client hasn't sent us any references for those. We did everything at our discretion. Eventually, the client was very pleased with the result and the project turned out really well.

What criteria do you use to distribute tasks among your team of 3D artists?

Chris's CGI team

As a project manager, I always know the workload of all 12 artists on my team. And, of course, I am aware of the individuality, skill set, speed of work, and work capacity of every artist. I consider all these factors when distributing tasks.

For instance, there are 3D artists who can work on several tasks in parallel and complete them all successfully. And some artists need to focus deeply on only one task at a time to deliver excellent results. For each task, I make this choice from both knowledge and intuition, using an individual approach. All in all, it depends on an artist's personality, experience, and the type of project.

Is it possible to complete large project on a small budget?

If our client has a limited budget, we can always offer alternative options that will help to complete their project. The exact solution depends on a client's requirements and goals.

Very often, one can save the budget by reducing the amount of custom modeling. The best way to do so is by using ready-made CG assets. For instance, a client can choose among more than 74 000 3D models of furniture, decor, lighting fixtures, and other objects in our cloud-based library. This approach saves both time and money.

In some cases, it's possible to decrease the need for custom 3D modeling of minor details with the help of Photoshop. For example, if a brief contains a quality photo of the exact lamp or vase needed, we can use it in the renders. This approach is a blessing in projects where modeling of that vase would eat up 50% of the budget.

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> *Very often, one can save the budget by reducing the amount of custom modeling.*

It may happen that none of the mentioned approaches work. But we can always come up with some individual solution. For example, we have a client with exceptionally unusual and beautiful design projects. My 3D visualization team adores working on them. But it happens that the amount of custom modeling this client needs is out of the budget. In this situation, we ask our artists to use low-detail modeling for objects that are in the background. This way, we deliver quality images on a smaller budget, and our client is absolutely happy with the result.

How do you check the quality of intermediate and final 3D rendering results?

3D render made by Chris's team

I have an established scheme for checking the project results. First, I make sure that everything corresponds to the brief in terms of provided drawings, objects, textures, and so on. After that, I check the renders for compliance with our studio's inner quality standards. Only when I'm absolutely sure that the result

complies with both technical assignment and studio standards to the last detail, do I submit it to the client.

My architectural education as well as continuous training at ArchiCGI helps me greatly in terms of checking the imagery. I mean,

I can always envision what the end result must look like. Also, I'm passionate about architecture in general. I keep up with the latest trends by reading industry-specific magazines, reviewing new works of famous architectural firms, and so on.

> " *My architectural education as well as continuous training at ArchiCGI helps me greatly in terms of checking the imagery.*

How do you, as a project manager, guarantee to keep to a client's deadlines?

3D render made by Chris's team

From the beginning of the project to every review round to the completion, I always keep my clients informed about when to expect the next result. I do it by

messaging them and updating the task timer in CGI CRM, our custom-made 3D project management system.

To make sure the timing is accurate, I sometimes give a 3D artist extra time when setting deadlines in the system. However, there are situations where deadlines need to be postponed for a certain reason. In such cases, it is necessary to explain promptly, clearly, and honestly to the client why the delay is taking place. I never stay silent. My clients must always know at what stage their project is.

How to complete a very large project on a tight schedule?

> " *If a project has tight deadlines, the first step is to come up with a well-ordered plan.*

If a project has tight deadlines, the first step is to come up with a well-ordered plan.

To do so, the entire team gathers to create an internal pipeline. As a rule of thumb, the work is divided among several performers. This always helps speed up the process. Each artist takes responsibility for a specific part of the work. Also, oftentimes, a team lead is appointed for such projects.

Chris's CGI team

3D render made by Chris's team

In big urgent projects, it is very important that the client manager is part of the team and helps convey all the important points to the client. It is always necessary to document and outline everything to the client, the team, and oneself. Only when everyone is on the same page can the project be successful.

What makes the base for the effective cooperation of a client and a remote 3D visualization team?

The most essential factors are the desire of both parties to achieve that cooperation. On our side, we always do our best to not just attract a client but also to create a working environment that makes them want to stay with us. We constantly improve our architectural rendering workflow, educate ourselves, and look for the best approaches to our clients.

Also, sharing honest opinions and thoughts is vital to establish effective communication. It is a very unfavorable scenario for young managers to agree to everything just to hear the client saying "yes". If they do so, afterward the team will panic in search of a solution to the impossible task they agreed to. It doesn't work that way. Sometimes it is necessary to explain to a client the limits in terms of deadlines, technical capabilities, and the like. And then, when both sides are on the same wavelength, can there be a mutually beneficial, long-lasting collaboration.

> *Sharing honest opinions and thoughts is vital to establish effective communication.*

What emerging trends have you recently noticed in the archviz industry?

3D render made by Chris's team

Now, 3D modeling and rendering software develops rapidly and delivers more and more photorealistic results. Therefore, our clients' quality demands are increasing all the time. I enjoy watching how my 3D artists sharpen their skills every day to stay on top of new trends and innovations.

For example, there is a growing number of clients who ask us to provide results in Unreal Engine. Recently, we've done a project for a company from Belgium. Their goal was to show their new furniture collection in photorealistic 3D lifestyle images. The client wanted to compare the quality of V-Ray and UE scenes to decide which of them to render in an ultra-high resolution of 40k. Following their request, we created two similar scenes in the two programs.

After reviewing those two scenes, the clients abandoned the idea of 40k rendering altogether. They then explained to us that 40k was no longer necessary because the scene in Unreal Engine already created a decently realistic output, eliminating the need for expensive high-resolution visualization.

> *3D modeling and rendering software develops rapidly and delivers more and more photorealistic results.*

A scene in V-Ray costs approximately 2.7 times less than in Unreal Engine. So, if you only need 1-2 frames and exceptionally high quality, I would recommend V-Ray or Corona. But if your project requires a lot of angles of the same scene, UE is an optimal solution.

How will AI impact the archviz industry?

3D render made by Chris's team

ChatGPT is a tool I have had a chance to test myself and started using in my work. I like that it not only helps to structure text into coherent, easy-to-understand, and concise points but also assists in rephrasing complex email texts to make them more elegant, professional, and clear. I enjoy learning new phrasings offered by the chat and have been actively using them in my work lately.

We also have another way to benefit from ChatGPT. The ArchiCGI team records client calls, transcribes them into text, and feeds it to the bot. Then, the AI creates a task list based on the information received. This saves us a significant amount of time and

effort that would have otherwise been spent creating a detailed technical brief. Consequently, we are able to complete projects faster and more efficiently for our clients.

As for visual-based AI tools, I can say our artists are actively using Midjourney to work faster and deliver beautiful concepts to clients in the early project stages. You can learn more about this process here.

I've also heard that our developers are working on a custom visual AI tool that will help both specialists and clients. This topic, however, is extensive and probably requires a separate interview.

We are infinitely grateful to Chris for this interesting talk. Now, we're sure you have the most comprehensive answer to the "why are CGI project managers essential?" question. Hopefully, this interview with Chris provided you with some useful tips on archviz workflow and encouraged you to entrust your 3D projects to ArchiCGI. Now you can be sure they are always in good hands with us!

Looking for a reliable provider of 3D rendering services who will take care of every detail of your tasks? Contact ArchiCGI and enjoy the highest level of project management combined with the ultimate quality of results!

How CGI Helps Home Builders Present Design Options to Clients

When it comes to client presentations, photorealistic 3D rendering beats drawings and physical prototypes at every turn. Because with 3D, there's no need for a viewer to struggle to imagine the project outcome. CGI allows one to present different design options and iterations in photoreal quality, ensuring home builders are always on the same page with their clients. As a result, misunderstandings and costly remakes are prevented with ease. So, how exactly do you use 3D rendering for home builders to make communication with a client smooth and efficient?

Our 3D rendering studio creates visuals to help build bridges between architects, real estate professionals, and their customers. And we are glad to share our experience. Want to see what useful options 3D rendering for home builders provides? Let's dive in!

What Are The Main Benefits of 3D Rendering in the Home Design Process?

CGI allows you to present different versions of home design at any stage of the project. For instance, during the initial talks, 3D rendering will help your customers to choose the basic concept they like. And in the later stages, CGI will allow them to easily choose specific architectural elements, materials, decor items, and so on. Eventually, they will get exactly that home they have been dreaming about! That's a surefire way to get grateful customers who will be all too happy to recommend your services to their family, friends, and acquaintances.

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

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Let's take a closer look at the variety of handy solutions 3D rendering for home builders offers.

#1. Showing the Basic Home Design

This type of 3D rendering is aimed to demonstrate how the future house will look in general. You will obviously want to showcase the front of it but might also consider other angles for architectural exterior rendering. These might be, for example, aerial views to highlight how the building works with its

neighborhood, or close-ups to emphasize the quality of materials. A CG image like the one above will give your customer a comprehensive understanding of the project, allowing you to move on and proceed to discuss more specific aspects and details.

#2. Presenting Different Color Schemes

The usage of 3D rendering allows your clients to discover how their future home will look in various colors. Instead of showing paint swatches that might look completely different on real surfaces, home builders can showcase diverse options in photorealistic 3D visualizations. It can be done quickly and for a good price, as changing a color

in a 3D scene does not require a lot of effort from a 3D artist.

#3. Showcasing Various Materials

Another thing that would be tricky without 3D rendering is demonstrating how the specific home will look in different materials. As an example, changing the facade cladding from brick to wood might absolutely change the overall impression, even if the general design, shapes, and proportions stay the same. So, if the customer considers various material options for their home, don't hesitate to provide them with clean and compelling 3D visualization of all the variants in question.

#4. Demonstrating Entrance Options

There is one more issue home builders will be glad to resolve before the construction starts. Here, we talk about customers being undecided about the entrance design. That's because even with the general proportions and size of the building remaining the same, changes to the main entranceway can alter a home's look past recognition. Because of that, it is important that a client is absolutely sure what to expect. This is the best way to avoid a customer's dissatisfaction as well as costly and lengthy reworks. For this, you can use 3D rendering for home builders to present different combinations of doors, walkways, porches, columns, canopies, and so on. That will help your customer make the best choice.

#5. Showing a Variety of Secondary Design Details

There're a lot of minor aspects that can be tweaked without transforming the overall exterior of the house, but they still greatly influence the end look. And home builders have to make sure the owners of a future home like everything down to the smallest detail. Landscaping elements, windows, and exterior lighting fixtures – just to name a few – can all be easily changed and shown in a 3D rendering, allowing your

customer to explore the entire range of solutions. This way, you can ensure that your clients get a vivid and comprehensive vision of how their place will look before the construction starts.

#6. Presenting Exterior Lighting Scenarios

In most cases, you will want to go for a well-lit daylight scene in your 3D rendering so that there's no confusion about the colors and materials. More subdued lighting on a cloudy day is another great option to make sure future homeowners get all the necessary information without being distracted.

However, oftentimes, a client also wants to see their home in a night view. Such a rendering will allow one to know how the materials of the house will look at dusk or nighttime and how the exterior lighting will work. Plus, a beautiful scene showing a building under the starry sky, with warm lights inside, looks incredibly cozy and inviting. It makes the owners fall in love with their future home right away.

From images showing the color of the walls to the different types of lighting – that are just a couple of types of 3D rendering for home builders to choose from. With CGI, the sky's the limit. Want to show what the house will look like in a snowy winter? With a car parked on the driveway? Or with people enjoying a party on the terrace? No problem! 3D rendering works perfectly for conveying not only factual information but the atmosphere and context as well. This way, it allows home builders both to show a yet-to-be-built house to their clients and to help them establish an emotional bond with it.

Looking for 3D visualization services? Contact us at ArchiCGI and get stellar renderings to impress your customers and land the best deals!

Want to learn how much your project costs? See how we evaluate 3D rendering projects

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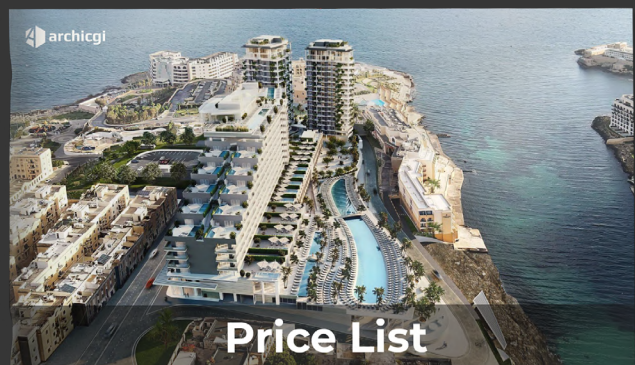
Types and Benefits of Dollhouse 3D Rendering for Architecture and Real Estate

Looking for fresh ways to present an architecture or real estate project to your clients? Want to make prospective customers stop scrolling their social media feeds once they see your posts? It's quite possible that dollhouse rendering for architecture is exactly the thing you have been searching for.

Dollhouse CGI, also known as section view, is not the most common type of 3D visualization. Compared to regular exterior and

interior 3D renderings, it looks pretty unusual and instantly catches the eye.

Our architectural rendering studio is always ready to offer new types of CG visuals to help make our clients' portfolios and marketing materials stand out.

And dollhouse renders are one of the CG assets that definitely deserve your attention in this context.

Want to know what dollhouse rendering is and how you might benefit from using it? Let's discover that right now!

#1. What Is Dollhouse Rendering for Architecture?

Dollhouse rendering is a type of 3D visualization in architecture that shows a building's exterior. However, the interesting part is that it demonstrates the interior at the same time too. How so? The thing is that such a render does not show one of the walls, making it possible for viewers to see the spaces inside the building. As a result, the house looks like an actual dollhouse, which explains the name of this type of rendering.

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

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This type of CGI provides a clear, comprehensive, and detailed visual representation of the structure both on the outside and on the inside. It's exceptionally informative and visually engaging.

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#2. Types of Dollhouse Renderings

There are two types of dollhouse rendering for architecture. The key difference between them lies in the depiction of the surroundings and background. Let's take a closer look at each type.

#2.1 Dollhouse Rendering with a White Background

This type of dollhouse rendering for architecture shows a building on a plain (usually white) backdrop without any objects around it. There are several benefits of using such imagery. First of all, the white background in dollhouse renderings helps to focus the attention on the building itself, making it easier for viewers to notice and appreciate the design details without any distractions.

Also, a render with a white background can be quickly modified for different purposes. For instance, it's easy to change the back to transparent, and then include the image of the building in logos, texts, or other graphic media.

#2.2 Dollhouse Rendering with Environment

The second type of dollhouse rendering has its uses and benefits as well. First of all, the environment in the CG image can provide additional context and help clients to visualize how the building will fit into its

surroundings. Whether you need the house to stand out or blend in, the presence of the environment in the rendering will help you convey the planned effect to the audience.

Dollhouse rendering with the surroundings is also more realistic and immersive. Because of that, it's perfect for marketing materials.

Last but not least, if an architect needs to demonstrate

the pathways, sidewalks, or other elements of the surrounding landscape, this type of dollhouse rendering can help with that.

#3. Benefits of Using Dollhouse Rendering for Architecture

There are many advantages that dollhouse rendering offers. Let's talk about some of the most notable ones.

#3.1 Unique Perspective

Dollhouse 3D rendering shows both the exterior and interior

of the structure, as well as its surroundings if necessary. This way, one can see how all these aspects work as a whole, and understand the design idea comprehensively. Where usually you will need separate renderings for the exterior and every room, plus a floor plan for showing the layout, dollhouse rendering will allow you to provide all the information in one image.

#3.2 Easy Understanding of the Layout

One of the major benefits of dollhouse rendering is that it provides a clear depiction of the

building's layout and space organization. This type of CGI makes it easy for the viewers to see how different areas of the building are connected and how people will move through the space. So, a dollhouse render can be also useful during the design process, as it allows one to quickly find out what needs to be modified or improved.

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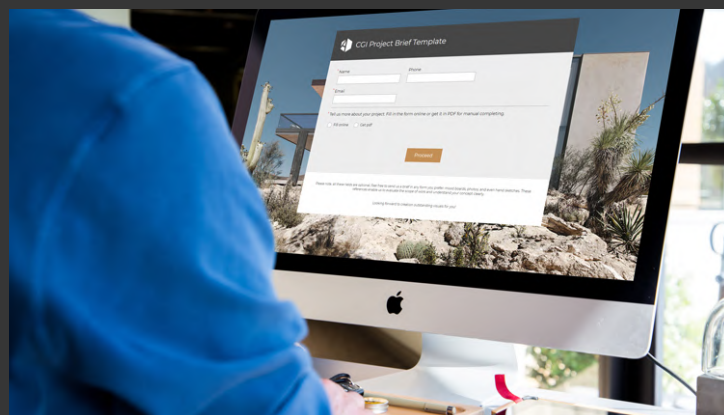
#3.3. Visual Impact

Dollhouse rendering is visually impressive, unusual, and memorable, which makes it a great promotional tool for architecture and real estate firms. It can be effectively used on social media and other marketing channels to grab the attention of potential clients. Whether a real estate expert or architect wants to reach a new audience, persuade an existing client, or just spice their visuals up a bit, dollhouse 3D rendering will come in handy.

As you can see, dollhouse rendering for architecture offers a range of benefits. It can help architects and real estate developers showcase and communicate designs in a more functional, aesthetically pleasing, and comprehensive way. Dollhouse CGI is unmatched when one needs to demonstrate how the exterior, interior, and environment work together using one or a few images. On top of that, this type of architecture 3D visualization looks impressive and draws the attention of your audience right away.

Do's and Don'ts When Choosing an Archviz Studio

Finding the right outsourcing contractor can be quite a challenging task. And that is especially true when you're looking for an archviz studio. There are so many things to consider, and it's not always clear which of them are actually important. Of course, you can deduce some of the essential aspects using common sense. But lots of the nuances, however, are industry-specific. That means that having none or negative previous experiences, you may not be able to identify potential troubles before it's too late. So, how do you choose an archviz contractor that always provides you with high-quality CG visuals on time without any bumps in the road?

As a [3D visualization studio](#), we know how the inner workings of companies in our field can make or break the entire collaboration. And we're glad to share our expertise on the topic.

Ready to learn the do's and don'ts of choosing an archviz studio? Let's go!

Do's

#1. Pay Close Attention to the Portfolio

Do take your time studying your potential archviz contractor's portfolio in detail. First of all, quantity and diversity do matter. A good archviz portfolio will contain various projects: exterior and interior renderings, 3D animations, virtual tours, and maybe even some examples of VR and AR. Use your chance to make sure the studio has experience with the type of work you're planning to hire them for. For example, if you want to commission a restaurant interior rendering, at the very least make sure that the archviz contractor you're considering has experience with commercial designs.

The quality, however, should be the determining factor. If you don't have a well-trained eye for identifying flawless CGI yet, look for photorealism, beautiful and realistic lighting, composition highlighting the design benefits, and attention to detail.

#2. Read Reviews

Diving into client testimonials is the next vital step after
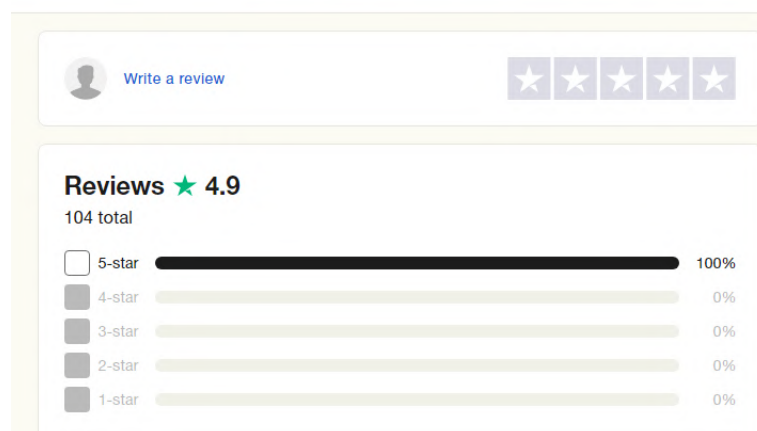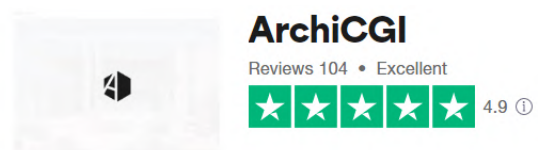
checking the portfolio. Along with the reviews on the archviz studio's website, one should also check independent industry-specific hubs and forums as well as follow up on the referrals.

It is a good sign if a studio has worked with well-known companies. However, it's not the reason to make decisions off-hand. Take your time to read through detailed reviews to get the gist of what you can expect from the archviz company.

#3. Ask about Equipment and Software

3D modeling and rendering is a high-tech job, and even the greatest artists won't be able to pull it off if an archviz studio doesn't have the appropriate modern equipment. It is especially vital if you're commissioning a large-scale project, such as architectural 3D animation. In this case, make sure the studio has a render

farm. Rendering an animation within a reasonable time frame is almost impossible without it.

You should also ask about the software, especially if you're going for something more complicated than regular static renderings. If, for example, you need a scene made in Unreal Engine or want to have a VR experience created, make sure the company has the necessary software and is capable of delivering the results.

#4. Inquire about the Working Process Control and Revision Policies

Architectural rendering workflow is as vital as the technical and artistic skills of CG specialists. First of all, inquire about CRM and any other means of communication with the team that will be available to you. Next, discuss check-up points. Find out how and whether it will be possible to contact the project manager urgently, and

at what stages and time frames they will be updating you on the progress.

And, of course, make sure you understand the studio's revision policy. Revisions are often an inevitable part of the process if you want to achieve perfection. Make sure you know what number of revision rounds are included in the initial cost, what additional costs (if any) you will have to pay for the revisions at later stages, and so on.

#5. Ask about Guarantees and Discounts

Professional archviz contractors take data security, reliability, and timing of their work very seriously. So, signing an NDA to make sure your information is safe shouldn't be a big deal for an established studio.

They are also likely to provide you with some kind of guarantee your deadlines will be met. For

example, ArchiCGI has an "on time or for free" policy. That means a client gets a full refund if the work is delayed due to our side's fault.

A studio that is a good fit for long-term cooperation is also likely to offer some kind of discounts for clients who commission large projects on a regular basis. It might seem like a minor thing but it goes a long way to demonstrate the studio's goodwill.

#6. Assess the Possibility of the Long-term Partnership

Make sure from the very beginning that your values, mindset, and goals align with those of your contractor. Some 3D freelancers and even studios might perceive you as a side project to make a quick buck. And one should bear in mind that switching contractors too often will inevitably lead to delays, lost time and profit, and

overall disappointment. So, find out if the archviz studio you're planning to hire pays close attention to your company's goals, needs, and style. They should be able to allocate enough resources to meet your requirements and incorporate working with you into their long-term perspective.

Don'ts

#1. Choose Based Solely on Price

It might be tempting to go for the lowest bidder. However, more often than not it's a temptation you should resist.

Some archviz studios will set their prices below average. However, in most cases, it means they're trying to distract their prospective customers' attention from certain flaws. For instance, the team might be underqualified or ill-equipped, project management and workflow might be subpar, and so on. As a result, in trying to save money, you may end up sacrificing quality at best. And at worst, you may not be able to have the job done at all.

#2. Go for a Studio with Poor Client Communication

Even if you fell in love with the portfolio, make sure to gauge the studio's communication before making any decisions. While working on a project, 3D artists and managers of a studio communicate with their clients a lot, and this process should be efficient. A common criterion you can rely on is whether a studio has CRM. Usually, the usage of this tool is the easiest way to ensure a customer can easily

contact managers and artists, check up on the progress, ask for necessary corrections, or add some materials.

However, if you prefer any other channels of communication, such as Zoom, Slack, and so on, a truly client-oriented studio will meet you in the middle. They will respond promptly whenever and however you're trying to reach them.

#3. Give Automatic Preference to Small Contractors

There's nothing wrong with

small contractors per se. But you have to be sure they will be able to carry out your project in a timely manner. In a small studio, a sudden illness or excessive workload of a 3D artist might entail a delay. So, especially if the scope of your project is quite significant, make sure there are enough specialists to work on it

no matter what.

#4. Trust a Studio that Doesn't Ask for a Detailed Brief

The last tip: setting clear and precise goals from the very beginning is vital for productive cooperation. You might be unsure how to go about compiling a comprehensive brief, but project managers of a professional CGI company will gladly help you with that. Because it is essential to ensure both you and the archviz studio have a clear and documented understanding of what you're working towards. So, if you feel like the company doesn't take the time to ask you questions about the project, collect the references, and ensure you're on the same page, the high chance is that the rest of the collaboration won't go smoothly as well.

How to Smartly Promote Your Architectural Services with CGI

Any architecture company, no matter how successful and famous it is, needs to constantly advertise its services to stay in the game. Because today's market of architectural services is oversaturated with offers and advertising is aimed at getting a prospect's attention no matter what. Therefore, companies benefit greatly from shaping and maintaining a solid brand

identity. That helps to attract and retain clients who share the same values and are even ready to recommend the architecture firm if an opportunity presents itself.

Now, visual materials are, naturally, the most important part of communication in architecture advertising. Some projects take many months or even years to complete, so an architect's best friend, in this case, is 3D visualization. It allows to showcase the work without having to wait until construction or renovation is complete to take photos. It also provides stunning quality – when done by a professional 3D visualization studio, the images are incredibly photorealistic. And it leaves room for brand-oriented customization as well. So, let's now learn how to improve architecture advertising strategy with CGI!

#1. Create a Stunning Portfolio for Your Website

A website is a company's face. That's how most prospects get acquainted with it in the first place. Essentially, this is where architecture advertising happens organically. Therefore, a polished portfolio of

the best works is absolutely a must. And 3D visualization is the best way to present them. It allows to highlight all the important details of a project by showing it from any angle one can imagine. It is also possible to alter the surroundings of the main object to get a better view, to choose the season and weather to set the mood for the images, and to render them with day, sunset, or night lighting. For instance, a modern office building or a massive city bridge will look stunning with night lighting, while houses and residential complexes will look cozy and safe in warm sunlight. And, of course, several variations can be shown at once.

Finally, 3D visualization allows adding subtle visual effects and adjust the tone of the images so that it's consist across the whole portfolio. As a result, an firm can

curate a unique style for its portfolio using the advantages of CGI. Then, adding descriptions to tell every project's story helps to get the prospects interested in the firm's work. And to keep them engaged, it is useful to add 3D architecture animations and 360-degree views, which can easily be done by CGI specialists as well.

#2. Use Social Media to Amplify Your Reach

Some of the more seasoned architecture companies might overlook the possibilities that social media offers. However, it has long become a norm to create professional business profiles to reach wider audiences as a part of modern architecture advertising strategies. Facebook, LinkedIn and Instagram are usually the top choices. Then, there are more specialized platforms that architects love: Houzz, Archilovers, Ronenbekerman, Behance, Pinterest, etc. Here, 3D visualization allows to produce promo images that will stand out from competitors with that unique style. Which truly helps the case, because the average attention span online is just about eight seconds.

This is the chance to share a little bit more with potential clients, to inspire them with some storytelling. On social media platforms, an architecture firm can post 3D renders of its projects showing different angles and detailed closeups. It can tell about the design and construction process to entertain the audience and show its expertise in particular areas, which helps to establish trust and build brand awareness. For example, smart building technologies and sustainability have a passionate following nowadays, which makes the decisive factor for many potential clients.

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

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#3. Improve Your Online Advertising Results

It is probably safe to say that most architecture companies run online marketing campaigns on a regular basis. But the results of those are not always satisfactory. With architecture advertising, visual materials matter the most. First of all, they should only ever feature the company's own work. Generic stock photos can instantly kill any campaign, as well as images

overloaded with text. In this case, high-quality 3D renders help to immediately capture the target audience's attention. They can be used to create still and animated banners for pay-per-click ads on websites, and commercials for video platforms like YouTube and Vimeo.

Furthermore, the leads generated with online ads should regularly be reminded about the services that the architecture firm offers. Naturally, no-one chooses that at first sight. And while prospects deliberate, they often forget, lose interest, and change their minds. Sure, retargeting does its job to a point, but a more personalized approach can have much better results. So, a monthly newsletter is a good option here. Using photorealistic architectural visualization, one can easily compile breathtaking emails that will make the viewers visit the website again. And that improves the chances that, ultimately, they will commission a project with that firm.

#4. Get Featured In Professional Media Outlets

Here is another way of doing architecture advertising – by building a reputation. In order to partner with professional media outlets, an architecture company must have a portfolio that is not just visually impressive, but also ready to be used in both digital and printed formats. This is where 3D visualization saves the day again. The renders will look equally great in a printed architectural magazine, a professional blog article, or a video interview.

When working with top outlets like Architectural Digest, Arch20 and Dezeen, one must also be ready to make adjustments. And CGI is the best for that. For instance, if the resolution of the images is not high enough for a magazine spread or an additional animation is needed for a video on an online architectural platform, such extra materials can be made quickly by the same CGI studio that made the original ones. Because when there is a ready 3D model of an object, it can be used for rendering 2D visuals over and over again.

It can be extremely useful when an architecture company is participating in a specialized event like an architectural award show, where large printed banners, catalogs and other merch are a must. All these activities give companies and individual architects an instant boost of visibility and recognition in the professional field and among potential clients. And with 3D visuals, they are always prepared for the next featuring opportunity.

#5. Invest Into Your Prospect's First Impressions

This is where architecture advertising gets the closest to potential clients. Before choosing an architecture firm, they often visit multiple ones to see their presentations and hear what they can offer. Normally, there is a short standard presentation about the firm followed by a showcase of previous works similar to what the prospects have in mind. Here, 3D visuals don't only serve the aesthetic purpose. Being highly accurate and detailed, they allow to better understand the intricacies and specifics of different kinds of architectural design. Apart from that, a well-organized digital catalog will make it easy to quickly find and show relevant projects to potential clients, enhancing customer experience.

And if that's not enough yet, CGI has more in store for up-close architecture advertising.

To absolutely dazzle its prospects, and architecture ompany can provide an AR or VR experience for them.

Those visuals, especially the ones for VR, take a little longer to produce, but the result is absolutely worth it. They turn the whole experience into an interactive exploration, a game if you like. That doesn't only entertain potential clients, it reduces the level of stress they feel in the process of making such a big decision. This is the kind of attitude that can improve future partnerships tremendously, all thanks to 3D visualization.

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

LEARN MORE

Well, those were the 5 ways to up one's architecture advertising game with 3D visualization. Some of those activities might be familiar to architecture companies, some not. But the main purpose of this article was to tell what CGI can bring to the table. And it can bring a lot. It helps to simplify internal processes, improve customer experience, and create a brand's own recognizable aesthetic. Furthermore, it allows to create beautiful visuals for architecture advertising to better reach target audiences, find clients, and form long-term, mutually beneficial partnerships.

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CGI for Construction Materials: Steni Projects

Using 3D rendering for construction materials is the smartest way to market these products. Let's see why! When new building materials are launched, the brand naturally has no visual examples of their real-life usage yet. Due to long planning and building circles, it can often take 2-3 years from developing a new material until seeing it on an actual building. Does it mean the brands have to use plain photos of panels, stones, or bricks for product promo? Absolutely not. With CGI, it is possible to get photorealistic images of new

materials incorporated in any architectural design — even before someone actually buys and applies them. That's exactly why Jan Terje Nielsen, the brand officer of Steni, contacted our architectural rendering company.

At that time, Steni, a manufacturer of sustainable stone composite facade panels with sales companies in Norway, Sweden, Denmark, and Finland, has just launched a new collection. The brand needed some top-class visuals to promote those stylish stone- and glass-covered panels in the markets of Europe, the United States, and Canada. And they decided to try 3D rendering services. They chose ArchiCGI for

Jan Terje Nielsen

the job because they liked the quality of our renders, as well as competitive pricing, fast delivery, and a handy CRM system.

As for now, we've done different types of CG visuals for Steni's products. In total, our team has completed more than 30 CG visualization tasks for the

company. Now, they use CGI not just or marketing, but also for internal training and motivating their sales teams.

Above you can see the preview of the renderings we created for this project.

Read on to learn how the project unfolded and see results in full resolution.

#1. The Scope of Work

The Steni brand needed 3D rendering to showcase how the panels would work in the context of different architectural designs. We were asked to show the construction products as organic parts of luxury villas, offices, schools, and apartment buildings.

All of the visualizations must be in 4K resolution. Some of the designs needed to be rendered in both daytime and nighttime views to show how construction materials would look at different times of the day.

At the end of this article, we'll show you the results of all the above-mentioned tasks. As a bonus, you'll see silo and close-up renderings as well as the 3D animation we've done for Steni.

And now, we'll introduce you to our typical workflow of creating 3D rendering for construction materials on the example of an **apartment building CG design**.

Get your project estimated in just 1 hour – fill out this brief!

DOWNLOAD THE BRIEF
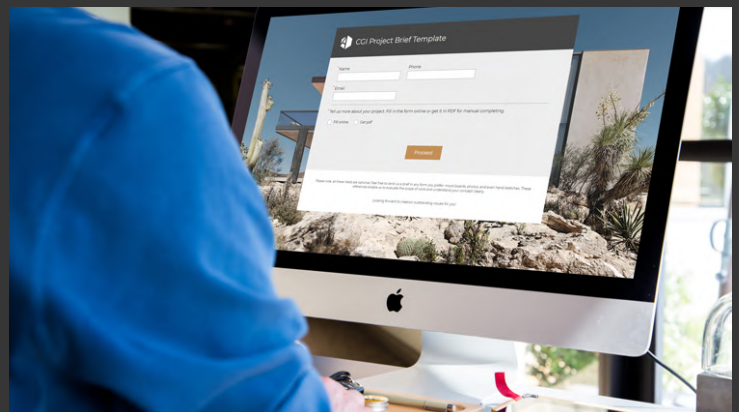
#2. The Workflow

The working process of making CGI for construction materials consists of several stages. These include creating textures, building a 3D scene and applying those textures to it, making corrections, rendering the images, and finalizing them with post-production. Let's see how it all happens.

#2.1 Making textures for photoreal 3D visualization

To produce CG rendering of panels, we needed to recreate their surfaces in 3D first. In order to help us with that, the Steni representatives provided us with plenty of visual references. Namely, we received:

• close-up photos of the products;
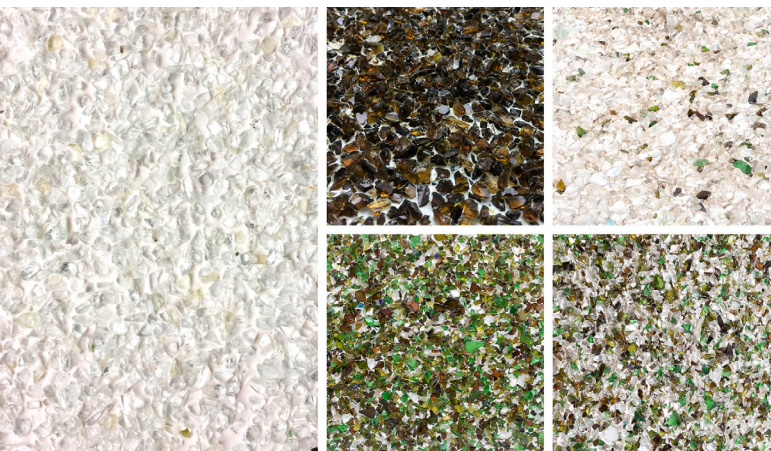
• physical samples of the construction materials. The Steni

managers kindly sent us them by post right from Norway!

With such an abundance of references, our 3D specialist had no trouble recreating all the surfaces in 3Ds Max with 100% accuracy. You can see the results below.

Dansk_Sand | Larvikitt | Glass_Medium | Glass_light
Olivin | Brown_glass | Glass_Heavy | Clear_glass

These textures of construction materials were ready to be used for photorealistic architectural rendering.

#2.2 Specifying the 3D scene details

Jan Terje sent us visual references for every type of construction to be depicted in renders. Below are the images he provided as inspiration for an apartment building design.
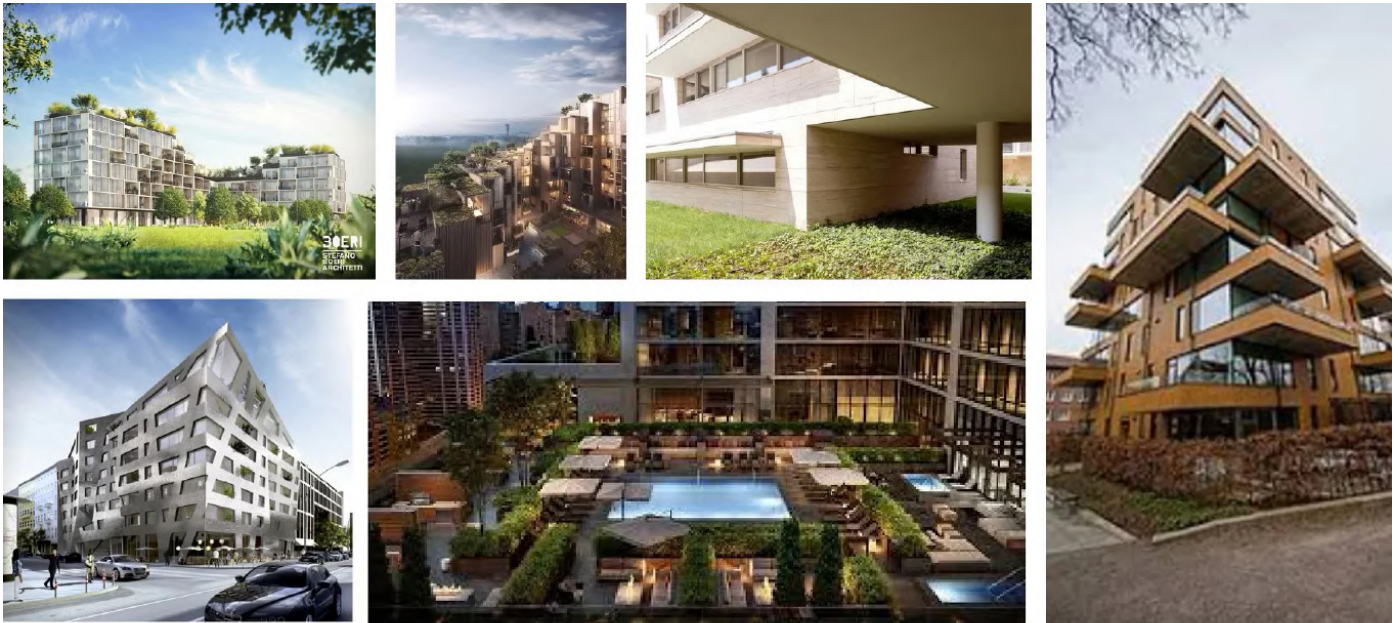
Domestic apartment building
Green sorroundings – roof top garden – green terraces – interesting backyards or frontyards

As you can see, it had to be a modern multi-apartment residential building with a rooftop garden. The facades didn't have to be heavily glazed because the Steni construction materials must be seen clearly on most parts of the structure. As for the lighting, Jan Terje opted for a sunset setting. He also asked to choose a camera angle that would provide a good view of the rooftop terrace.

After receiving the instructions, our architectural visualizer immediately got to work. She built a scene in 3Ds max, rendered the required view in grayscale, and showed it to the client.

#2.3 Correcting the intermediate results

The 3D visualizer sent Jan Terje this grayscale render to let him check the camera angle, composition, geometry, and proportions.

Jan Terje was happy with the image and approved it without any corrections. At this point, he specified the two types of panels to be used in this 3D rendering:
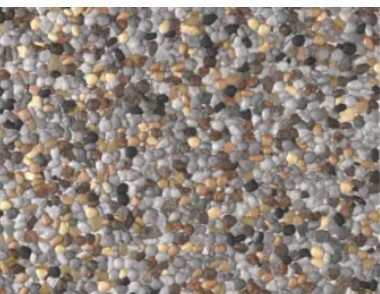
1 Dansk Sand   2 Larvikitt

The CG visualizer took the requirements into account and got back to work. First of all, she slightly adjusted the camera angle to ensure a better view of the garden. Then, she added more buildings in the background and made them taller. This way, the 3D artist imparted more realism and aerial perspective to the rendering.

The next steps were applying textures to both front and background buildings and adding greenery and lights in the windows and on the terrace. After doing that, the artist rendered the image and showed it to Jan Terje.

The client said the rendering looked great and there was only one thing to change. Namely, the stone aggregate seemed to consist of lighter bits than in reality. So, we were asked to make it look more like real-life samples. Our CG visualizer did it, and the work on this 3D rendering for construction materials was almost complete. There were only a few final touches left to add.

#2.4 Post-production

During the post-production, our artist introduced a couple of small yet meaningful changes to the image using 3Ds Max and Photoshop. Here's what she did to fine-tune the rendering:

• made the lighting on the terrace brighter and warmer to ensure a cozier feel;
• slightly decreased the amount of greenery in the front to provide a more detailed view of the rooftop space;
• enlivened the scene by adding 3D models of people. She took those from our company's large stock of CG assets.

After that, the CG visualizer rendered the image in 4K resolution and presented it to Jan Terje.

Our client loved this finalized 3D rendering for construction materials and approved it right away. So, the work on this image was over. And now, let's take a look at the results of other tasks we've done for Steni.

#3. The entire range of CG visual materilas done by ArchiCGI for Steni

We begin our overview of visuals with lifestyle 3D renderings. These are the images presenting construction materials in different types of architectural designs. Above, you've already seen how we showed the panels as parts of an apartment building. And below you will find some more examples showcasing other types of buildings with the Steni panels used in them.

#3.1 Lifestyle 3D visualization for construction materials

Here are 3D renderings showing different types of Steni construction materials in the design of a **school**.

Here, you can see the materials shown in the design of an **office building**.

The two CG renders below show panels in the design of a **luxury villa**.

And this CG rendering demonstrates how materials would look in the construction of a **multi-story apartment complex**.

We've made daytime and nighttime views to showcase how materials would look in different lighting.

#3.2 CG modeling and silo rendering of construction materials

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Apart from showing building products in various contexts, our client wanted to demonstrate them separately in silo renderings. So, our specialist made 3D models of all the panels and textured them, ensuring the surfaces look 100% similar to the real ones. Then, the artist rendered the models on neutral white and black backgrounds.

Each panel was shown from 3 angles. Here are some of the resulting images.

The 3D models were used not only in silo renderings that you can see above. They also came in handy for making the close-up lifestyle renderings of panels. By "covering" the structures with 3D modeled panels instead of flat textures, our artists imparted an additional volume and realism to the construction materials in images. You will see them in the paragraph below.
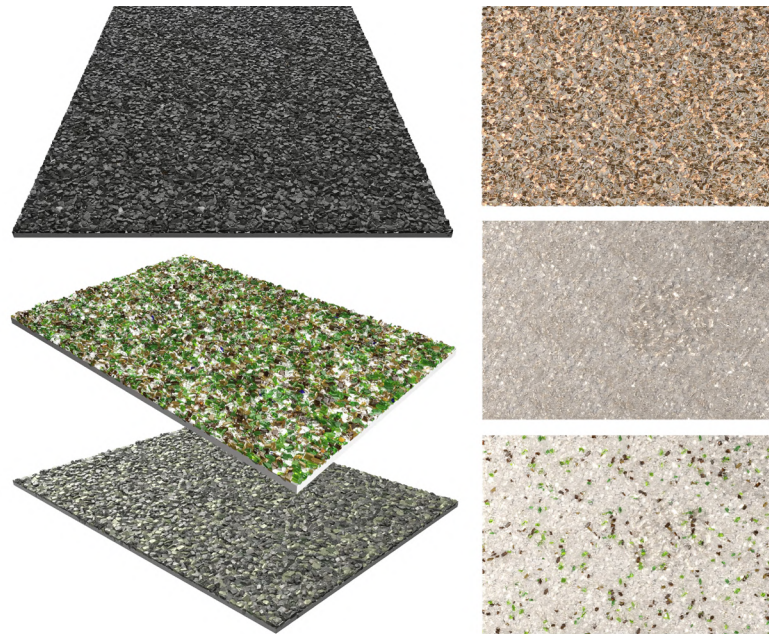
#3.3 Lifestyle close-up views of building products

Close-up 3D renders let the viewers examine the surfaces of construction materials in detail. In this case, the images show panels in real-life usage scenarios, ensuring exceptional believability. Take a look.

Last but not least, we've made a 3D video for Steni's construction materials. Let's check it out.

#3.4 CG animation for construction materials

The digital video we've made for Steni explains the installation process of their wall panels called Terra. In the 3D animation, one can also learn about the benefits Terra provides to houses and cottages on stilts.

This animation was used as marketing material on the company's YouTube channel and website.

The ArchiCGI team thanks Steni company for fruitful cooperation and the opportunity to write this case study. Also, we are very grateful to Jan Terje for appreciating the results of our work. Below, you can see some warm feedback he has left in our CRM system.

We are looking forward to working on more of Steni's projects soon!

Hopefully, it was useful for you to learn about the types of 3D renderings a professional archviz studio can offer to manufacturers of building products. And we are sure that knowledge of the inner workings of the 3D visualization workflow will help you in your future CGI projects.

Need top-quality 3D rendering for construction materials or architectural designs? Contact us for 3D visualization services and get results that exceed your expectations!

3D Tours for a Luxury Condo in Quebec

3D Real estate virtual tours make powerful tools for preselling luxury properties. Their visual impact and immersiveness turn visitors into buyers and increase sales considerably. So from both experience and business standpoint, 3D tours rock! And our tech-savvy client, George Pamel from Presti Demeures et Développements, knows that.

That's why George Pamel contacted our CGI rendering company on Aug 27, 2021. This was our third project already.

Initially, George heard about us from John Mongeau, Head of Strategic Accounts at Signifly, our dear friend and partner.

The task for 3D Real Estate Virtual Tours

George needed CGI for preselling luxury apartments in Montreal, Canada. We were to create still imagery and virtual tours for townhomes and condominiums. In this article, we will talk exclusively about 3D virtual tours for apartments of the Robertson condominium.

The building will be constructed on the **Golden Square Mile**, a cultural center of Montreal. The location is an ultimate luxury. The lucky owners of residences will live next to museums, elegant hotels, restaurants, and McGill University, and see the picturesque Mount Royal from their windows.

The quality of the housing is amazing, too. To appreciate it, it's important to know that Presti is a member of the Novoclimat Program and builds energy-efficient real estate properties. The insulation and ventilation are top-notch and certified by the Canadian government. Furthermore, Presti has been the nominee of the International Award DOMUS 7 times and won it 6 times! All that innovative experience and high standards will be used for building the condominiums.

An exciting 3D rendering project, isn't it? Wait till you see the design! Now, let's examine the details and results of virtual walkthrough creation for every apartment.

3D Real Estate Virtual Tours Production Process

During the project, we created 3D virtual tours and visualizations for 5 luxurious residences in the Robertson building. The tasks ran simultaneously, with one often depending on the other for CGI assets and material references. The briefs were very detailed and well-written, and so was the feedback for results. The common features of the tours were the 8K quality and 150 height for cameras. Here's how the pipeline worked.

3D Virtual Tour for Unit 101 Called "Curry"

This apartment will be located on the top of the building, on the east side. It will have 893 sq. ft. and boast a wireless Lutron lighting system and top-quality finishes.

Brief

The brief for the task contained the following files:

• a floor plan with hotspots for the camera;
• elevations;
• materials and furniture. Many of these had to be taken from the CGI project for the Percy condo we had previously worked on, so the client sent us our 3D renders of these apartments;
• 3D models of furniture and other interior products selected by the client from our CGI library.

Advice from Tanya, a Senior Project Manager at ArchiCGI

Try to use 3D models of real products. This way, you may decrease the 3D virtual tour cost. You can download the 3D models on the manufacturers' sites or ask your CGI studio if they have a base of 3D models. For instance, ArchiCGI has a 3D library with 70 905 product models, many of them from brands like Electrolux, Ashley Furniture, Dorel, Havenly, Samsung, etc.

Stage 1: Recreating and Approving the Design

The CGI team reviewed the materials, asked a few questions, and got to work. The 3D artists modeled the interior, filled it with furniture, and then set the lighting in the scene and textured everything. The first intermediate results were in the form of low-resolution 3D visualizations.

Review Round 1

The client viewed the geometry, materials, furniture, lighting, and decorative elements. He asked us to:

• include the coffered ceilings from the updated plans

• remove the fruit on the island and the Face artwork on the wall

• adjust the 3 window sizes behind the couch as per the plan

• change the stools at the island to the 3D model attached from our CGI library. The stools need to be light gray or beige

• change the lighting fixtures in the bedroom, over the kitchen bar, and in the entrance hall to the items selected from our CGI Library

The 3D visualizer worked on these updates and delivered a new series of low-resolution renders.

Review Round 2

Here is what George wrote upon viewing 3D renderings for

the future 3D real estate virtual tour.

George Pamel

Love love love it ! Can I see a quick view of the entrance hall to see the chandelier?
Also for the master bathroom, let's lower the mirror a bit in height. Let's make it to the top of the shower glass

❤ 1

Also, we were to add a TV to the wall in the living room, next to the sofa. The 3D artist swiftly made the required updates and sent the new pre-renders.

George approved the interior design and the 3D apartment scene, too. Then, it was time to pre-render the interior for the first of the 3D real virtual estate tours for the Robertson condo in Montreal. With that task done, the 3D visualizer moved on to the next step — creating high-res panoramas.

Stage 2: Sending Panoramas for Preview and Assembly

The 3D artist rendered the results in 4K and submitted them for approval. George viewed them on https://renderstuff.com/tools/360-panorama-web-viewer/ to get a taste of what the 3D virtual tour will look like.

George asked us to replace the flooring with the one he had seen on the stills. Once the 3D visualizer fixed it, she submitted the new panoramas and George approved them.

Result

The artist then proceeded to render the panoramas for the "Curry" unit 3D real estate virtual tour in Full HD. Below, you can see the final result.

The virtual tour was then published on the condo's listing, along with a few stills. And we are happy to say that it looks gorgeous there!

3D Real Estate Tour for Unit 102, Fafard

The Fafard apartment will be 734 sq. ft. large, have 9 feet high ceilings, and a wireless Lutron lighting system. It will be a perfect home for people with high standards for comfort, aesthetics and eco-friendliness.

Brief

The brief for this 3D real estate tour included the following files:

• the space plan;
• kitchen and wardrobe drawings;

• elevation drawings of the windows;
• flooring and materials references.

Stage 1: Building the Interior Scene for the 3D Tour

As with all the 3D real estate virtual tours in this project, we started work by building the scene and approving the interior concept. The 3D artist delivered the first results in the form of low-resolution 3D visualizations.


Review Round 2

George viewed the preliminary renders and asked us to:

• remove the gray sofa and make the beige one a bit smaller;

• make the coffee table a bit smaller;

• replace the bookshelf with a Murphy bed 3D model;

• make the ceiling coffered;

• replace the chandelier at the entrance with a different model;

• remove a window in the kitchen;

• adjust the size of the two big kitchen windows;

• add this small table and put two chairs between the coffee table and the Murphy bed
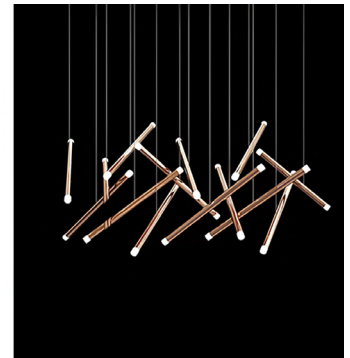
Before rendering preliminary images for the 3D real estate 3D tour, the CGI specialist needed to clarify if the Murphy bed needs to be folded or unfolded in the frame. So he made two screenshots, and the client chose the first one.

Next, the CGI specialist delivered the low-resolution CG renders of the required areas of the apartment. George

approved them, and the 3D artist proceeded to the next step of a 3D real estate virtual tour production.

Stage 2: Rendering and Assembling the Panoramic Images

Then, the 3D specialist made the panoramic renders from which the 3D virtual tour will be made.

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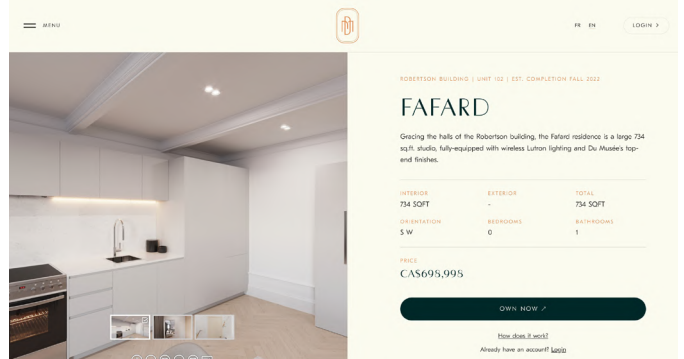
Result

The panoramic renders were approved, and the 3D specialist assembled a new 3D real estate virtual tour for the Robertson condominium 102 in Montreal.

Isn't the apartment a dream come true? It looks sensational on the real estate listing, too.

CG Real Estate Virtual Tour for Apartment 201, César

César unit will occupy the main floor of the building. It will have with 2 bedrooms, 2.5 baths, and a spacious open kitchen combined with a living room. The 11-ft ceilings and large bay windows will ensure that the space is permeated with light and air.

Brief

The brief for the 3D apartment tour production contained:

• Space plan for hotspots;
• Elevations;
• Reference imagery for flooring, moldings, baseboards, materials, etc;
• Reference interior visualizations for furniture.

Stage 1: Modeling the Interior Scene

The CGI artist viewed the files and sent preliminary renderings. The clients needed to examine the following aspects:

• the geometry of the space;
• placement of the items;
• 3D models;
• textures;
• interior design details.

Review Round 1

George Pamel viewed the results, wrote that everything looks good, and asked for several updates:

• all doors should have frames around them, as in the images from one of our previous projects

• the door handles should be in chrome finish

• the secondary bathroom should have the same finishes as in the reference renderings

• the ceiling should be coffered.

The 3D artist made the changes and sent the updated imagery. To speed up the process, she sent them in the form of raw renders and without post-production.

Review Round 2

The client looked at the images and asked for 3 corrections:

• the mirror in the secondary bathroom should be above the vanity and not exceed it;
• the window's dimensions should be changed as per the elevations;
• ceramic in the bathroom should go up onto the bath side wall, with the same tile cladding;
• an artwork selected from our 3D library to the wall next to the kitchen.

The 3D artist made the changes, sent the results, and the client approved them. This way, the design, and the overall scene were ready.

Stage 2: Making and Assembling Panoramas for 360-degree Tour

Then, the 3D artist created panoramic images which the client can use to see the render in the future tour on an online panorama viewer.

The client checked the images and sent the following feedback.

George Pamel

Hi Tanya, these are AMAZING! I jsut went through them all. Approved for final rendering!

After the client's approval, the 3D artist created a beautiful 3D tour.

Result

Advice from Kate, Sales Manager

When creating 3D real estate virtual tours, every detail matters. What really helps create an accurate and atmospheric image is knowing what materials there will be. So please send your CGI team all the links to the materials and reference images that you have. It will speed up the project and help you get sensational results.

Just look at the materials below. Don't they look hyperrealistic? That's what the viewer will see when exploring the virtual walkthrough and zooming in on the details.

And this is what our 3D virtual tour looks like on the real estate listing.

MENU

FR EN   LOGIN ›

ROBERTSON BUILDING | UNIT 201 | EST. COMPLETION FALL 2022

CÉSAR

Occupying the main floor of the Robertson building, César Residence simultaneously overlooks the front entrace of Du Musée, and the hidden gardens of its interior courtyard. Residents of this 2 bdr, 2.5 bath unit can enjoy large bay windows, as natural light floods the 11-ft ceilings and open-kitchen and living space. The beamed ceilings and large baseboards are an elegant contrast to the modern Poliform kitchen. With the semi-private resident elevator taking you directly into your unit, the walk to and from your car has never been easier.

INTERIOR	EXTERIOR	TOTAL
1548 SQFT	-	1548 SQFT
ORIENTATION	BEDROOMS	BATHROOMS
E S W	2	2.5

PRICE
CA$2,789,998

OWN NOW ↗

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Live chat

3D Virtual Tour for Léger, a Luxury Apartment in Robertson Building, 301

Léger is the only apartment in the Roberston building with a private balcony in the master suite. It has a 9.5 feet-high ceiling, more than 1800 sq. ft. of living space, and an utterly sophisticated interior. What a real estate gem the apartment is going to be!

Brief

The brief for 3D virtual tour production included the following:

• Floor plan;
• ceiling plan

• CAD plan and elevations;
• drawings for kitchen and wardrobes;
• furniture references
• references for flooring, moldings, baseboards, materials, etc.

Stage 1: Approving the Interior Design for the 3D Real Estate Tour

Based on this technical assignment, the 3D visualizer built the scene, applied textures, set the light, and sent low-resolution images. The client needed to check the geometry of the space, the materials, furniture, lighting, and decorative elements.
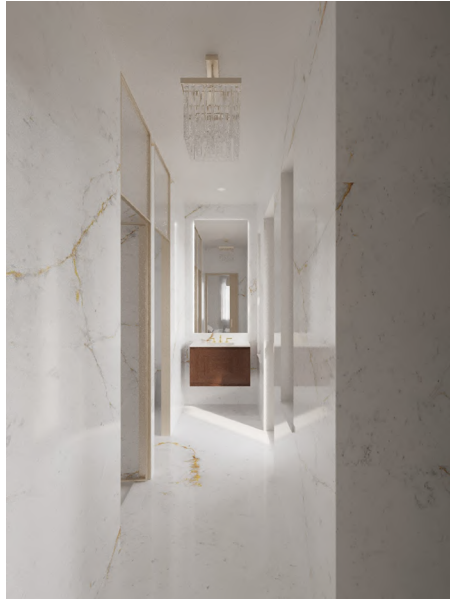
Review Round 1

George checked the low-res renders and sent us the visual comments below.

Review Round 2

The 3D visualizer made the required corrections to the scene of the future virtual tour, made new pre-renderings, and submitted them for review. In response, George sent a series of visual comments and asked the 3D specialist to add a painting to the wall next to the TV.

Review Round 3

The 3D artist added the abstract painting to the wall, changed the color of the chandelier, removed the lamps, and worked on the materials in the bathroom. The client approved the design, and we moved on to the next stage of 3D real estate virtual tours production.

Stage 2: Making Panoramic Images for Previewing

With the design, materials, and light approved, the 3D artist made the panoramic images for the future 360-degree tour. The client viewed them online in an interactive form and liked them. At that moment, we were ready to move on to assembling the virtual tour.

Result

The 3D artist took the panoramic images and assembled them into the virtual walkthrough using Pano2VR software

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George liked the result and placed it on the site. This way, the fourth out of five 3D real estate virtual tours started to sell the luxury apartments on the site!
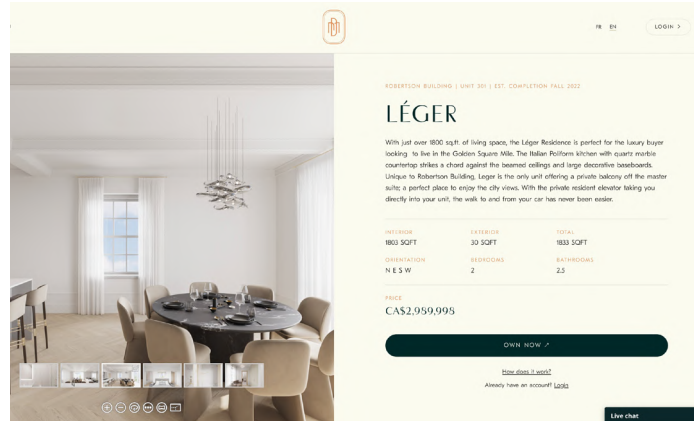
3D Virtual Walkthrough for Frink, Unit 401

The Frink residence will be the largest one in the Robertson building. It'll have 1824 sq. ft. and comprise two bedrooms, 2.5 bathrooms, and vast living spaces. Placed on the top floor, the apartment will have a unique architectural feature — an irregularly shaped ceiling due to the sloped roof. What a luxurious piece of real estate! The experience it offers is enhanced by a private elevator.

Brief

The brief for the 3D virtual tour production contained the following materials:

• space plan with hot spots for the camera
• CAD floor plan and elevations
• ceiling and lighting plans
• kitchen and wardrobe drawings
• reference renderings for flooring, materials for bathrooms, kitchens, etc
• elevation drawings to be used for the windows
• 3D models for the dining set attached from our library.

Stage 1: Approving the Design for the 3D Virtual Tour

Based on the brief and materials mentioned above, our 3D artist built the scene, applied materials, set the lighting, and delivered the first intermediate renders.

Review Round 1

George checked the pre-renderings and asked us to add a painting to the wall next to the TV. Also, he sent us a series of corrections through the images.

The 3D artist made the required updates and sent the results below. The images were approved, so it was time to move on to the virtual panorama creation.

Stage 2: Making Panoramas for a 3D Real Estate Virtual Tour

With the interior design and décor finalized, the 3D artist went on to create virtual panoramas of the scene. The client viewed and approved them.
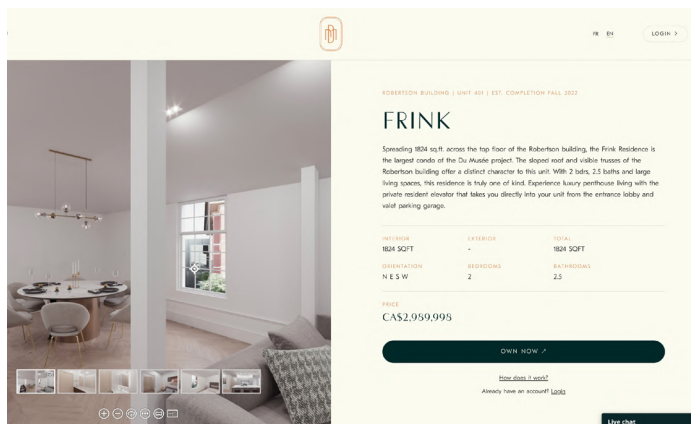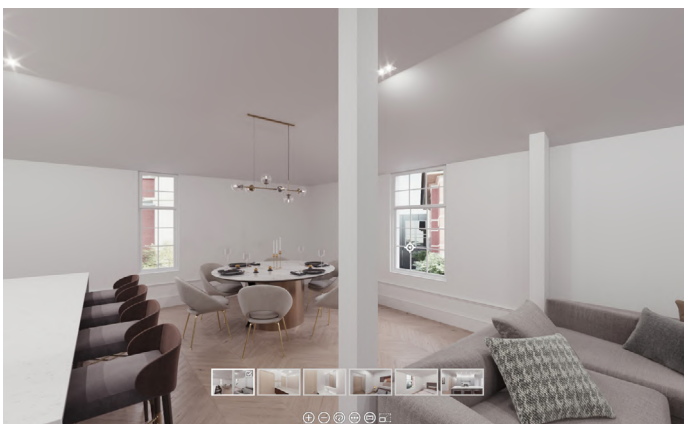
Stage 3: Virtual Walkthrough Assembly

Using Pano2VR, the 3D visualizer made the final one in this collection of 3D real estate virtual tours. The client was happy with the result and placed it on the listing, too.

Result

That task concluded the project. Did you like the results? We take great pride in how full of life and photorealistic they are. Also, we know that the tours will make great sales material.

Hardcore numbers back the benefits of 3D real estate virtual tours. They were proven to:

• increase the number of leads. According to research conducted by the National Association of Realtors, 54% of buyers will only consider a property if there is a virtual tour. Moreover, 50% of respondents said that 3D tours were instrumental for them in making a decision.

• increase the quality of leads. According to Property Week, virtual tours decrease the number of failed viewings by 40%.

• improve Google's ranking of the listings. Realtor.com found that 3D real estate virtual tours get the website a whopping 87% more views. Moreover, these interactive assets make people spend 5 to 10 more time on a website and interact with it more. And the longer people examine a property with a 3D tour, the higher Google will rank it.

Best of all, real estate agents and developers can easily track the impact of 3D real estate virtual tours using Google Analytics. Their ROI is easy to calculate, too. Unlike other types of content, CGI tours give results in less than 4 weeks.

Would you like to enhance your real estate marketing with spectacular 3D virtual tours? Then contact us. We will create visual tools for you that will attract buyers and increase sales manifold.

Get your project estimated in just 1 hour – fill out this brief!

DOWNLOAD THE BRIEF
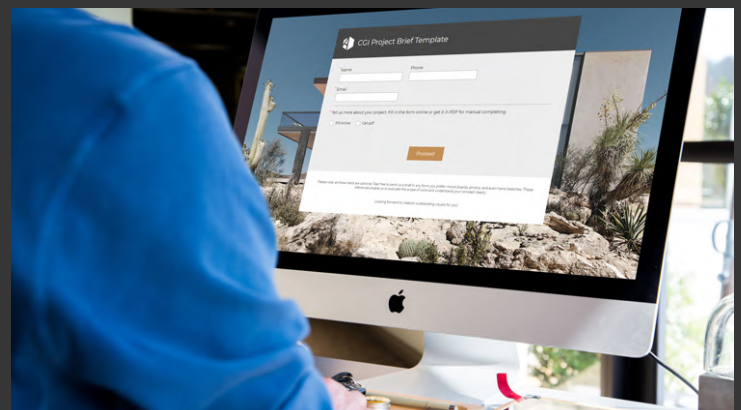
Check Out 3D Models of Furniture & Accessories

from the Latest Collections of the Best Brands for Your Projects

Are you looking to include the most trendy, beautiful, and functional furnishings and materials in your new interior design projects? Then check out the catalogs of ArchiCGI's long-term partners in the furniture and home accessories industries to find just what you need!

The 3D models of items from these catalogs are available in our library, so you're welcome to use them in your CGI projects with us.

BDI Furniture

Established in 1984 in the US, BDI designs and manufactures modern and innovative furniture for homes and offices. Their products are known for their sleek look and functional features, such as hidden wheels and integrated cable management. The company is also committed to sustainability and has won numerous awards for its products.

View BDI Furniture's latest collection catalog

SUNVILLA

SunVilla

SunVilla is an American company that specializes in creating high-quality outdoor furniture and accessories using premium materials and fabrics. Their products are designed to ensure durability and longevity.

SunVilla offers a wide range of stylish and comfortable patio sets, umbrellas, dining furniture, sectionals, and fire pits. The brand has been featured in well-known magazines such as Forbes and Taste of Home.

View SunVilla's latest collection catalog

Bella Cera Floors

Bella Cera Floors produces high-quality and sustainable hardwood flooring using old-world craftsmanship. They offer a variety of flooring options known for their durability, eco-friendliness, and stylish appearance. The company has won several awards, and its products are used in residential and commercial settings across North America.

View Bella Cera Floors' latest collection catalog

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.

Andrii Diachenko

Mentor & CGI Artist

Andrii is a methodical and goal-oriented 3D artist. And an expert problem solver — like Sherlock Holmes. He creates showstopping imagery and spends hours on Archdaily, Behance, Pinterest, etc. Otherwise, Andrii's hobbies are DIY and playing football.
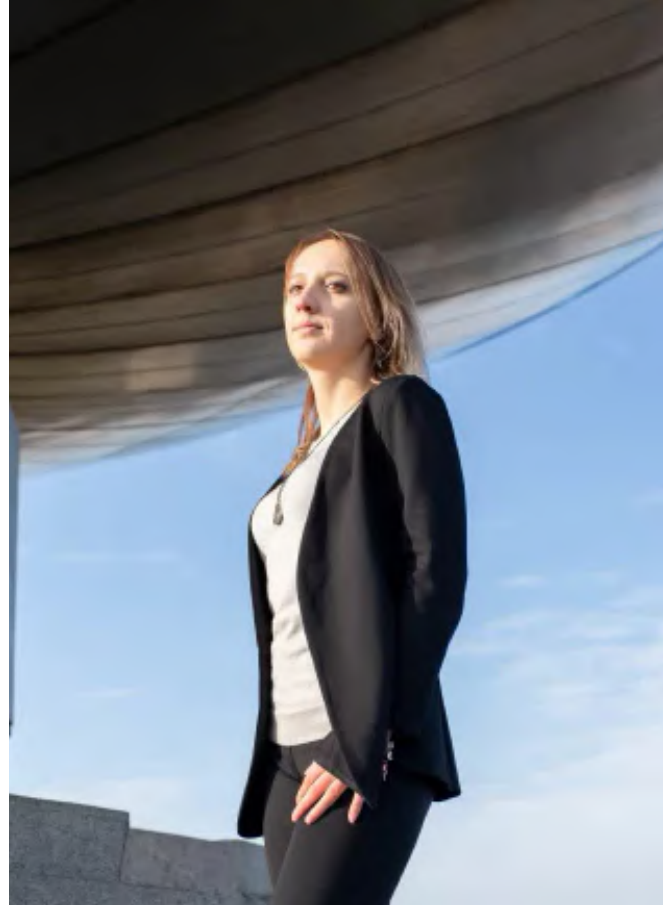
Violeta Paziura

Mentor & CGI Artist

Violeta's a sensational 3D artist and mentor. She knows how to inspire people to grow, and nudge them to discover new things. In her spare time, Violeta's into traveling, movies with a twisted plot, and binge-reading books by the same author.

Iryna Kovalenko

Senior CGI Artist

Iryna is a seasoned CGI expert and design connoisseur. She's into sophisticated color combos, layers of texture, warm sun, and soft shadows. In her spare time, Iryna likes climbing mountains and roasting marshmallows over the crackling fire.

Nikolai Stepanov

Senior CGI Artist

Nikolai is an artist and a software geek. He works in 3ds Max, ZBrush, Substance Painter, Blender, and is equally brilliant at creating stills and animations. Outside work, Nikolai is an amazing cook, Italian cuisine being his specialty.