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CGI keeps a client's interest and increases their motivation to cooperate with an architect on every step of their journey

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5 Innovative Types of Architectural 3D Rendering

CGI is an indispensable tool for architects and has been for a while. However 3D rendering technologies are ever-changing and developing. Even if you use 3D visualization in your work, there's a good chance you might have fallen behind on the recent trends that could make your presentations, portfolio, or social media even more eye-catching and attractive for potential clients.

Our architectural rendering studio is always up-to-date on what's hot in archviz, and today we're going to share with you the innovative types of 3D rendering every architect should be aware of. Let's take a look!

#1. Dollhouse 3D Rendering

Dollhouse 3D rendering presents architectural decisions as a realistic section view. This approach offers viewers an opportunity to explore the building or interior space as if they were peering into a real-life, three-dimensional dollhouse.

The major benefit is that one can use this technique to demonstrate various aspects of their design in just one image. In such types of rendering, one can showcase both the general layout and the smaller details, such as furniture arrangements and interior decor.

#2. Cutaway 3D Rendering

The next on our list of innovative 3D rendering types serves as a bridge between architectural designs and the surrounding urban landscape. These renderings offer a view into the interconnection of the proposed concept with the existing structures, both at the ground level and below.

For instance, cutaway 3D rendering can be used to showcase a building's integration with transport and pedestrian infrastructure. By presenting the design this way, architects and urban planners can reveal how a structure will interact with roads, bridges, tunnels, sidewalks, and public transportation systems.
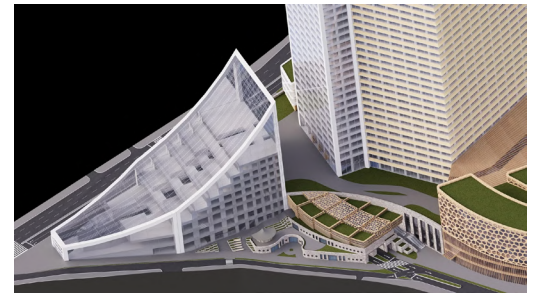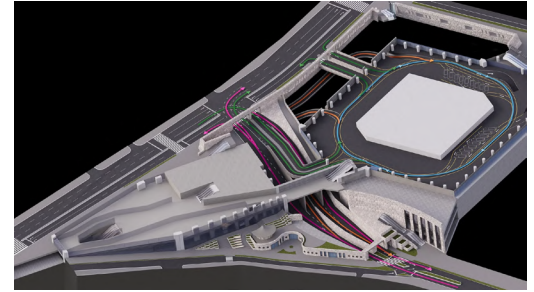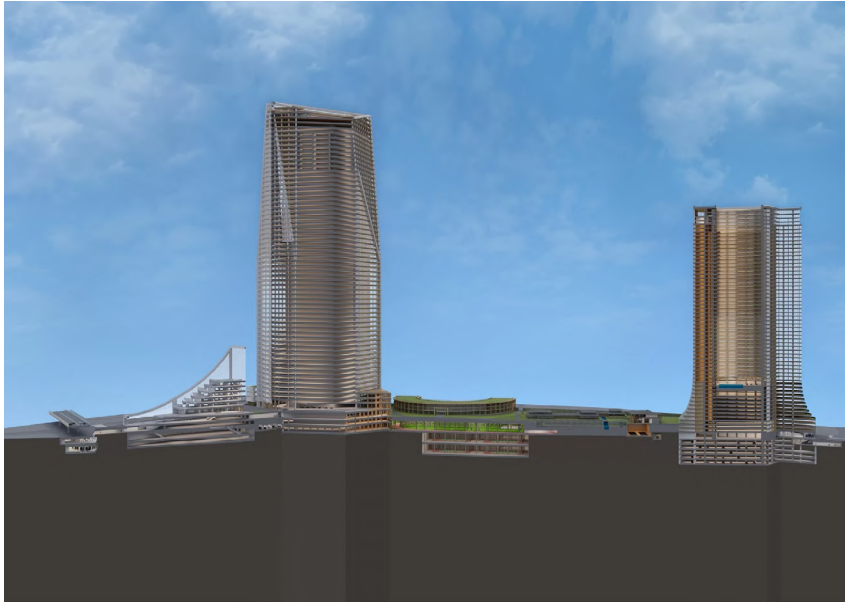
This allows them to emphasize the safety, accessibility, and

functionality of their concept.

#3. Cinemagraphs

Cinemagraphs are one of the most visually compelling and innovative types of 3D rendering.

They blend still images we're used to with animated visual effects. Namely, these

renderings include dynamic elements that bring the images to life with subtle, continuous motion.

For example, a 3D artist can add the movement of grass and trees in the wind, gentle flickers of the fire, or lighting changes that come with the sun moving across the sky. This approach creates a captivating visual experience without distracting viewers from the design itself. That makes cinemagraphs a powerful tool for showcasing projects in a more interesting and engaging way.

#4. Pixel Streaming

Pixel Streaming is an innovative technology that allows users to view and interact with a 3D rendering in real time using a regular web browser without any additional apps. This technology is used for large projects in the real estate industry and offers a lot of benefits. It allows users to explore properties from different angles and viewpoints, and with various weather, lighting, and decoration options. This way, Pixel Streaming enhances communication between project stakeholders. Furthermore, it provides a more immersive and informative experience, making it easier for clients to envision the final result and for architects to communicate their vision effectively.

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#5. Aerial CG Animation with Drone Footage

Of all the innovative types of 3D rendering, this one brings [photo matching](#) techniques to a new level. It allows for creating an impeccably accurate view of a project in its actual surroundings. By using drones equipped with high-quality cameras, one can capture aerial footage of a project site that shows the location with its topography and neighboring structures. This real-world footage forms the foundation of the animation. Then the 3D model of the building is digitally added to the video, with the result looking perfectly seamless. This allows one to effectively show how the building will fit into the existing location.

Immerse clients into your design projects with a 3D animation

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Innovative types of 3D rendering emerge to make architectural CGI an even more valuable tool for architects and designers. They allow the potential clients and stakeholders to immerse themselves in future projects and interact with them in completely new ways.

Looking for [architectural rendering services](#) that will allow you to leverage innovative types of CGI in your work? Contact us at ArchiCGI and get a free personal consultation!

How the Project Time Frame Impacts Exterior CGI Quality

When it comes to professional 3D exterior rendering, getting the results you'll be happy with hinges upon striking a balance between the desired quality and the time constraints. In our architectural 3D rendering studio, we have two quality tiers: Standard and Advanced. The choice between them largely depends on your project's time limits. If you're on a tighter deadline, you'll most likely go for the Standard option.

However, with the Advanced solution, which requires more time to complete, a 3D artist puts additional work into details, lighting, and post-production. This gives the resulting CG visuals a more photorealistic feel. So, if you're trying to impress discerning investors or a competition jury, you'll probably want to go for this option.

What are the specifics of these

tiers of quality? And how long does creating professional 3D exterior rendering take for each of them? Let's take a look.

#1. Standard Exterior 3D Visualization

The Standard quality level serves as a pragmatic solution for time-sensitive tasks. It offers time efficiency without compromising on visual appeal. Created in an average of 40 hours of a 3D artist's work, this type of professional 3D exterior visualization has the following features.

• Though not as intricate as with the Advanced level, Standard quality renders still represent **high-quality materials** that ensure a polished look.

• Depending on your goals, **realistic lighting** can include natural or artificial sources or a combination of both.

• You can expect a **basic realistic environment** without too many details.

• The buildings' **windows are dark or show reflections** of the surroundings.

• To ensure quicker workflow, **the number of secondary elements is limited**, and the image focuses solely on the exterior.

• The work includes **basic CGI post-production**, which most often means slight color correction.

As you can see from our example above, this type of 3D image looks realistic and compelling. It can be effectively used for client presentations and other purposes.

#2. Advanced Exterior 3D Visualization

For projects demanding an elevated visual impact, the Advanced tier comes in. To achieve this quality level, a professional 3D artist will need to spend about 70 hours working on a piece. So, if you know that's what you need, make sure your CGI team has enough time before your deadline.

In comparison to the previous type, professional 3D exterior images of this level boast the following.

- **Photorealistic materials**. Here, you truly can't say it's a rendering and not a professional photo of an actual building's exterior.

- **Lighting gets ultra-realistic, sophisticated, and layered**, requiring additional work on materials. This process is quite time-consuming.

- The surrounding **environment is highly detailed**. For example, you'll see more street signs, shop windows, plants, and so on. These details make a 3D picture exceptionally lifelike.

- **Windows show interior spaces** to maximize the depth and storytelling in the render. It takes some time to harmonize the interior scenes with the exterior though.

- **Vehicles and people** are present to add a touch of storytelling and give a sense of scale.

- Post-processing goes beyond basic corrections. It introduces **weather effects** such as mist or a rainbow for a more immersive visual experience.

- The same is true for additional **camera effects** such as bloom,

glare, glow, and motion blur. These are used to add a cinematic touch and enhance the overall visual impression.

• Finally, in this type of 3D exterior image, an artist adds **surface imperfections**. Small details like creases, folds, and cracks in the materials make CGI less pristine and therefore more realistic.

Creating this type of exterior requires time, precision, and a commitment to excellence. As a result, it turns out ideal for presentations to major investors, competitive submissions, or advertisements, especially printed or large-scale. It also works great for all types of digital marketing channels.

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As you can see, making a professional 3D exterior image requires meticulous effort, skills, and, of course, time. Regardless of your specific deadline, our archviz studio will provide high-quality results. However, if you want to get Advanced level CGI, it'll be best to

plan our collaboration beforehand.

Need professional 3D rendering services? Contact us today to get mesmerizing images for your presentations and marketing materials!

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

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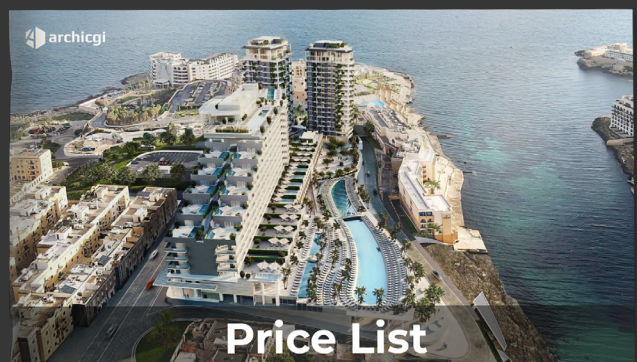
Top 5 Challenges Interior Designers Solve by Outsourcing CGI

In the world of interior design, CGI has become a necessity for bringing concepts to life. But it can be challenging for a designer to make the most of this technology without the help of specialists. Not all interior design experts are proficient at working with photorealistic CGI software.

Besides, professional rendering hardware might be an investment that doesn't meet the designer's budget. What to do in such cases? 3D visualization studio emerges as a fantastic solution to these and more issues. Find out about 5 challenges that outsourcing CGI for interior design helps solve!

#1. Inability to Produce Specific Types of CG Visuals

Creating 3D visualization is often a time-consuming endeavor. If interior designers undertake this task themselves, they may not have much time left to take on new projects or to improve their professional skills. By outsourcing CGI for interior design to a 3D rendering studio, they can focus on their career goals without worrying about where to get photorealistic visuals.

#2. Lack of Powerful Hardware or Limited Command of 3D Software

Crafting photoreal CGI and animations demands state-of-the-art hardware.

But many designers may lack the resources to acquire complex equipment like render farms. Here, outsourcing to professionals grants access to this and other cutting-edge technologies. It eliminates the need to spend fortunes on advanced computers.

What's more, interior designers may not necessarily have experience with 3D software for creating photoreal visuals, such as Unreal Engine or 3ds Max. Here's where professional CGI studios come to the rescue as well. The team of qualified experts will ensure that the interior designs are brought to life with stunning quality.

#3. Difficulty Finding the Right Materials and Textures

Even designers familiar with 3D visualization might face challenges finding the right furniture models, textures, or materials for their projects. Browsing online stocks can take too much valuable time. Outsourcing to a CGI studio helps with that by providing access to extensive libraries of pre-made 3D assets such as models of furniture from well-known brands. Besides, the 3D experts will help pick the appropriate assets in no time. This not only speeds up the creation of CGI for interior design but also enhances the quality and authenticity of the final visuals.
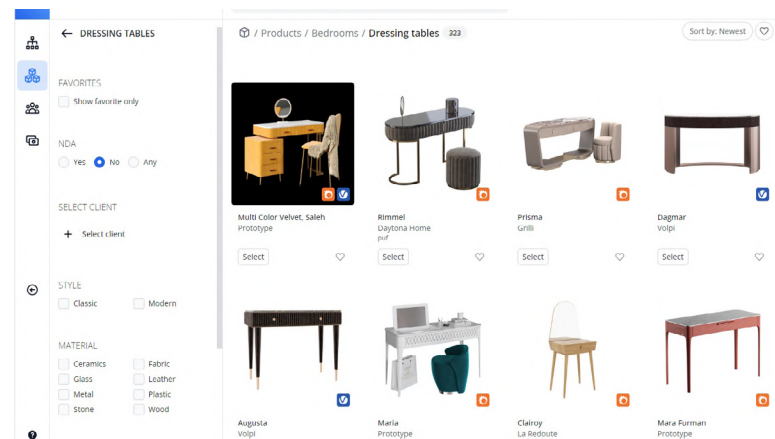
#4. Struggling to Convey the Intended Atmosphere

Many interior designers are proficient in modeling programs such as SketchUp or Revit. But this software cannot help with conveying a captivating atmosphere in CGI. Doing that requires expertise in setting photorealistic lighting and using various post-production tools. Outsourcing digital rendering for interior design to skilled professionals ensures that the intended ambiance is accurately captured.

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#5. Lack of Time to Achieve 100% Photorealism

The pursuit of photorealism demands a significant investment of time. This is a luxury that not every design expert can afford. From communicating with clients to managing projects, they already have a lot on their plate. Using professional 3D visualization services ensures that the project deadlines are met without compromising on the quality of renders.

All in all, the challenges posed by creating CGI for interior design on your own can be solved by outsourcing it. This way, designers can save time to focus on business growth, enhance the efficiency of their workflow, and always have high-quality visualizations of their designs ready on time.

Looking for interior 3D rendering services? Contact us at ArchiCGI and get breathtaking photoreal visuals for your designs at a reasonable price.

Take your design presentation to a new level with interior rendering

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5 Ways Architectural CGI Improves Client's Experience

The success of an architect's endeavor depends on closing the communication gap between them and their customer. Which is often a tough thing to do, since they speak very different languages. The clients of an architecture expert most often cannot read drawings and therefore cannot visualize the outcome of construction. Which

can make their communication with an architect complicated and slow down the work progress.

For the dialog with house owners to be effective, architecture specialists need the right visual tools. And here is where photorealistic architectural visualization comes in. CGI helps to

bridge the communication gap and improve customer experience drastically. It also benefits the architecture experts, allowing them to convey their ideas clearly and get more profit. How so? Join us and learn about 5 ways CGI helps architects and homeowners get the most out of their work together!

#1. Architectural rendering enables the homeowners to participate in the design process

The owners of the property that the architect works with need to be active participants of the project from the very beginning. The house belongs to them, and they are the ones who will be living there. Therefore, the outcome must be in perfect line with their tastes and needs. Also, the involvement of the clients from the beginning can ultimately save their time and money. That is because if everything is done according to customers' wishes from the start, there will be no expensive and time-consuming changes after the works are completed. 3D architectural visualization comes in handy in this scenario, because it allows the client to participate in the project from the earliest stages of work.

How so? First, the architectural specialist and the clients discuss the project thoroughly. Then, the architect contacts a 3D

visualization studio and orders photoreal 3D renders of the future design. After that, the architecture expert shows these CG images to the clients, so they can understand how the final result will look. If a client wants any changes made, they can give instruction at this point. This way, the homeowner is fully engaged in the architectural project from the very beginning and do not feel excluded from the process.

#2. Architectural visualization helps the customer understand the importance of the author's supervision

Oftentimes, homeowners only hire the architect to get the design made. When all the drawings and other construction documents are ready, they provide them to a construction team whose work is to bring the project to life. The customers don't see why architects should be involved in the implementation phase. After all, the construction team is also made up of professionals, as they conclude. What they usually don't understand is that being the author of the project, the architectural specialist has a thorough understanding of the design. In fact, the architect is the only person whose supervision can guarantee that the final result will conform to the initial plan.

So, how does 3D architectural visualization can convey this idea to the architect's customers? It can do it by showing the beauty and sophistication of the original plan in full splendor. With CG renderings, the customer can examine every detail of their future dwelling in photoreal quality. They will, for example, get to see the rationale behind the architect's choice of materials, unique and complicated facade architecture, the functionality of the smart layout. They will get the feel of that future space and will want it to be brought to life exactly as planned. And it will be easy for the client to imagine how the outcome can be botched by someone who doesn't understand the project to the full extent. This way, architectural CG visualization can convince customers of the necessity of an architect's supervision of works.

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#3. CGI ensures that the clients get the design they want and are happy with it

An architect has the weighty responsibility of making the customer's idea of a dream home come to life as accurately as possible. But sometimes what the client wants may not be practical, and it is the architect's job to put the whole process on the right track. It is better to sway the customer's decision before the impractical option is brought to life and disappoints the homeowners. Luckily, architectural visualization helps do this with ease. Let's see how.

With realistic 3D rendering, everything is clarified at the design stage. Let's say the customers want to use a particular type of material for roofing, but the architectural specialist understands that this would botch the look of the building. In such a case, the expert can order CG renders that will show the clients the consequences of implementing their suggestion. This way, they will be able to change their mind before it's too late. Or, if they happen to like what they see, their idea can be brought to life. But in this case, there will be no risk that they will blame the architect for an unsatisfying result because they've known the outcome in advance.

#4. Architectural visualization clarifies the impact of different design options

Due to the experience, architects can easily visualize different variants of the building design. While homeowners are rarely experienced enough to do so. So, they can hesitate what design option or material to choose for their home — which slows down the work progress. What's more, even when they make the final choice, they can regret it after the works are complete and wish they could return to the past and select another option. This is where architectural visualization comes

in to prevent such a situation.

For this, the architect should request a CGI studio to prepare several photoreal renderings, each showing one of the options that are under consideration. By seeing CG images with all the variants, the clients will get a clear picture of how each version would impact the look and functions of their home. While examining the various possible designs, they will easily identify which works best for them. These comparisons make the decision making process move faster. The beauty with this approach is that once the works are completed, the clients won't regret their choice because they have seen all the possible variants before the construction.

#5. CG floor plans help customers to work with the architect on space layout

A 3D floor plan shows a room or the entire house in section from a bird's eye view. Such a rendering allows one to examine the layout thoroughly. With this type of CG visualization, architects and clients can work together to create a home that perfectly fits all the client's needs. They will be able to discuss and plan such important things as the relative position of rooms, the arrangement of transitional areas, and even some aspects of interior design, such as placing furniture and decor.

To enhance the experience, an architect can also order other products of architectural visualization — still 3D images,

CG animations, 3D virtual tours. These materials will help homeowners evaluate not just functionality but also the

aesthetics and atmosphere of the space. For instance, 3D images can show the beautiful bedroom with large windows opening a magnificent view of the seashore. The audience is bound to be impressed with such beauty.

All in all, architectural visualization is a true boon for both architects and their clients. CGI allows homeowners to become active participants of the designing process from the start, understand

the importance of the author's supervision, and make sure they get exactly that home they've been dreaming about. Also, 3D visualization helps to see and compare different design options and plan the layout carefully. All the above-mentioned significantly improves the customer experience of working with an architecture expert. So, making use of 3D visualization is highly recommended for any architect.

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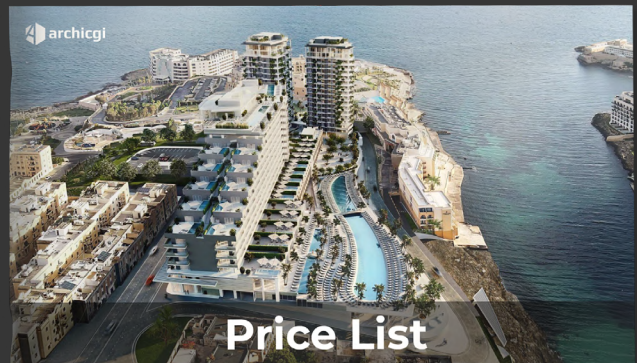
Want your clients to have only the best experience when working with you on architectural projects? Contact a professional

3D rendering company, and we will provide you with stunning CG visuals to achieve it!

How to Leverage Real Estate Seasonal Marketing with CGI and More

In some ways, real estate sales follow the natural ebbs and flows of the seasons. Most families move during the summer break. Winter is a slower time with fewer listings and fewer potential buyers. But those who are looking for property in cold months are often more likely to be serious about closing the deal than summertime browsers. Also, in wintertime, with your competitors going into a bit of a hibernation

of their own, your content has a better chance of reaching your potential buyers organically. But your real estate seasonal marketing visuals need to be up-to-date. For instance, in countries where January is the coldest time of the year, trying to sell a house in this month using images focusing on green gardens and swimming pools might fail.

So, in different seasons, selling properties requires different approaches. Having collected the market statistics and with 10+ years of experience working for real estate specialists, our 3D rendering studio knows what works best at each time of the year. Let's dive into real estate seasonal marketing!

#1. Spring

In spring, the real estate market experiences a notable uptick in activity. According to Zillow's data, homes listed from mid-March to May sell the fastest – and at a higher price. So, this season is statistically favorable for property transactions, as buyers tend to become more active with the warming weather. However, this also means that's a time of increased competition.

One of the best methods to boost your seasonal marketing in spring is to host or participate in outdoor local community events. After wintry days, people are ready to get out. So, such events are a great way to network, have your name on the banners, or give away your flyers.

Spring months are also the

perfect time to boost a property's curb appeal. This way, you will not only present it in the best possible light but will also potentially sell it at a higher price. So, update your listings, especially if the last photos were taken during the winter. Fresh flowers and sunbeams will make any home look more inviting.

If the properties you're selling are not finished yet, make the most of high-quality CGI, emphasizing the landscaping and outdoor

amenities. Aside from listings, you can use these visuals to set up a newsletter or a whole email drip

campaign to prime your potential buyers for the summer.

#2. Summer

Home buyers are very active in summer. Because of the school break, you're likely to get a seasonal uptick in both sellers and buyers with kids who didn't want to move during the school year. However, you're also likely to get quite a lot of browsers who are not yet ready to commit to a purchase. That means you're going to have busy schedules

but not necessarily a high percentage of closed deals.

Depending on your location, throwing a seasonal community event might once again be highly beneficial. Word-of-mouth marketing in real estate goes a long way, so you need to establish yourself as a trustworthy expert among the locals.

When it comes to digital real estate seasonal marketing, consider creating a summer-themed landing page. Focus on visuals that catch the eye. If the house you're selling has a beautiful garden, a pool, or a green rooftop terrace, it's high time to showcase them in full splendor.

Real estate rendering will come in handy if the property is under construction. Ask your 3D visualization contractor to create renders with a summer vibe and a focus on the outdoor amenities of the future house.

#3. Fall

In fall, families with children settle for the school year. The busy summer buying season starts slowing down. So, what should real estate marketers do to stay afloat?

Keep getting involved in community events. You can jump on the bandwagon of seasonal harvest festivals, corn mazes, and other similar activities. Here, sponsoring or volunteering is a surefire way to get your name out there and boost your real estate seasonal marketing efforts. Don't forget to take some nice photos at any notable events you participate in and post them on your business's social media accounts. As videos keep getting even higher engagement, try to shoot them as well whenever possible.

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Overall, there are fewer properties and fewer buyers in autumn, so focus on educating them about the upcoming market trends and opportunities. As shooting new promo materials might get increasingly challenging due to the weather conditions, consider making the most out of CGI to ensure all your marketing visuals are high-quality and captivating.

In general, focus on sharing your expertise. You might write a newsletter or conduct a free webinar. Even if you won't close any deals immediately, it will warm up your audience for the future.

#4. Winter

It takes twice as long to sell real estate during winter compared to summer. On average, in summer you'll need about 30 days, while in winter it's up to 75. In December, people are too busy with holidays to look for real estate or to prepare their homes for selling. Shorter light days and bad weather also discourage quite a lot of prospects from attending house showings. However, those who do look for real estate in winter, tend to be more serious about getting the deal closed.

Most of the winter potential buyers are looking for their second homes. So it makes sense to focus on marketing cozy places away from bustling city life. Leveraging CGI can be quite important

here as a lot of people will rely on 3D tours and other kinds of visual presentations instead of commuting, at least to get the first feel of the place.

Winter is a great time for drip email campaigns. Even if you don't sell real estate immediately, you will gauge the interest, understand your leads better, and get ready for the high season.

#5. Holidays

Regardless of the seasonal changes, it's always a good idea to capitalize on the holiday trends. It's especially vital

for social media real estate marketing. If you do it right, your lovely Halloween-themed picture is way more likely to reach new audiences organically. And, who knows, maybe your fairy lights-filled real estate pic will be soon trending on Pinterest.

With holiday marketing, visuals are everything. Fortunately, there's no need to redo photoshoots for every holiday. CGI offers the opportunity to integrate thematic seasonal decor into marketing images easier and quicker than ever. Whether it's Halloween, Christmas, or Thanksgiving, renders can showcase housing with relevant decorations that will add a touch of festivity to your listings, resonating with the audience.

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Real estate seasonal marketing follows the cycle of the year, and each season comes with its unique challenges for industry players. In any season though, your visuals of housing on sale need to be high-quality, relevant, and captivating.

Looking for ways to ensure you always have top-notch imagery? Get in touch with us at ArchiCGI and see how a reliable and experienced 3D rendering services provider can contribute to your real estate business success!

How 3D Renders Help Architects Influence Prospects and Win Clients

To run a successful business, architects have to know how to engage clients on all stages of their customer journey — from the awareness stage to the project approval. And to do that, they need powerful visual tools. Traditional means such as drawings, sketches, and photographs are of little help here. Even the most skilled and talented architecture expert would find it hard to keep their prospects' attention and win their loyalty with blueprints.

Photography can help but its power is limited. Using photos of the designs as marketing or

presentation materials makes sense if the project is already complete. But what if the best works are still under construction or even exist only on drawings at the moment?

This is where architectural 3D visualization comes in. Digital renderings of designs can help architects communicate with prospective clients effectively. CGI allows for keeping their interest and increasing motivation to cooperate with an architecture professional on every step of their journey. How so? Let's explore 5 ways 3D renders help architecs get leads and turn them into grateful clients!

#1. Digital renderings allow for grabbing the attention of prospects with catchy ads

At the earliest stage of the journey, the potential clients do not know about the services of a particular architect. Maybe, they haven't even searched for one yet. But they have an issue they are starting to think about — for example, remodeling their home or having a new one built on the land they have just bought. That's the time when the architecture professional needs to draw their attention with the catchy ads.

Digital renderings can be of great help here. CGI is a perfect option to get visuals for any kind of advertisement. Show-stopping photoreal 3D renderings of the architecture designs can serve as great content for professional social media profiles and a landing page. They can also be used to create

stunning offline ads in print media like brochures and magazines, for city banners, flyers, and so on. Photoreal digital renderings allow to display finished properties as well as the expected results of projects that are still in the development and planning stage. Such advertisement materials help cement the brand in the minds of prospects and significantly improve business opportunities for an architecture expert.

#2. Digital visualization illustrates professional skills

Now, when the prospects are already aware of the

architect's services, they proceed to the evaluation stage. They want to know as much as possible about the expert and their competence. So, after a prospective client has seen the catchy ads and got interested, the next thing they would do is visiting the professional's website to check their portfolio. And digital renderings can help impress them at this stage.

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A well-rounded portfolio needs to give a comprehensive understanding of the architect's skills and areas of expertise. If the clients, for example, look for a professional that can masterfully design a traditional farmhouse or a Tudor-style home, they would want to see works in a similar style that an architect has created before. But it can happen that an architecture expert is working on a project of the required type that is not finished yet. Digital imagery can prove an expert's skills in such a case. It allows an architecture professional to fill their portfolio with CG renderings that show the expected results of all the projects they specialize in even if they are currently not finished. So, the prospect will see that this expert is the true master of their craft.

#3. Digital 3D renderings aid in the project development stage

After the prospective customer makes sure that the architecture expert is a seasoned professional, they want to see what he or she can offer them for their project specifically. And if an architect presents the offer with the help of blueprints, no one can guarantee that the clients will get the idea. Sketches and drawings cannot be easily understood by people with no architectural background. So, with these materials, the prospects can end up ultimately rejecting the idea and deciding to consider other offers. Which means that the architect loses out on a vital business opportunity.

Digital 3D renderings can help

prevent this outcome. They allow an architect to showcase all ideas clearly in CG images and videos that look completely life-like. So, with CGI, the customer will be able to see and easily understand every aspect of the project. Digital renderings display every feature of the exterior or interior design clearly so that the client will not miss a single selling point of the future house.

#4. CGI is effective in resolving disputes

After an architecture expert showcases the offer, it's time to proceed to the negotiation stage. Now that the client has seen what the property will look like, they may have some objections about the solutions that have been offered, the budget, and other terms of

the agreement. Coming to a satisfactory conclusion between the customer and architect can be a challenge at this stage. But digital renderings make it much easier, helping architect address all the client's objections and solve misunderstandings. How so? Let's see.

It happens that a homeowner has certain requirements that will definitely not work out well and insists that they have to be brought to life. But once the building is ready and the owner sees the consequences of their decision, they will be quick to blame the architect for disappointment. To prevent that, an expert can show them digital photoreal renderings of the expected result in advance so that they could change their mind before it's too late.

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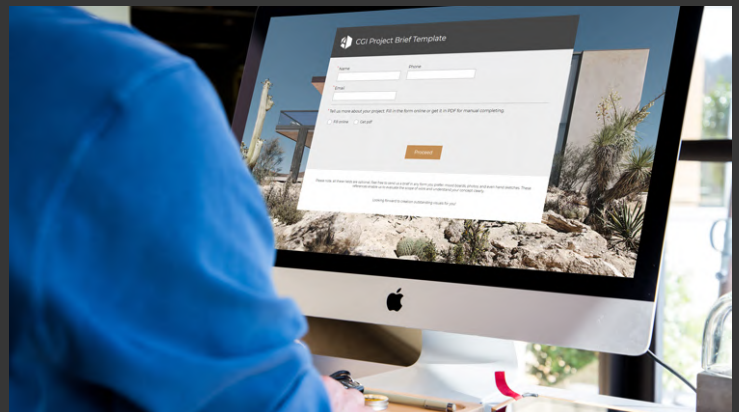
Another case is when a customer is hesitant about choosing an architectural solution, which slows down the work progress. In this situation, the architecture specialist can show them digital CGI with multiple design options. This makes it easy for the client to select the best one. That is how digital 3D rendering helps solve disputes arising in the course of project development.

#5. Photoreal 3D renderings strengthen the final project presentation

Presenting the finished design is an essential step here. To make it a success, an architecture professional can

order digital renderings that display the upcoming house in all its splendor. CGI allows showcasing the future residence from various POVs, like close-ups, panoramic shots, and bird's-eye views. Apart from this, a presentation can feature a digital animation demonstrating the project's exterior in different seasons and times of the day. On top of that, it can include an interactive virtual tour to showcase every aspect of the interior design. So, even a

picky customer is bound to be impressed with a project that is exhibited through well-made digital visuals.

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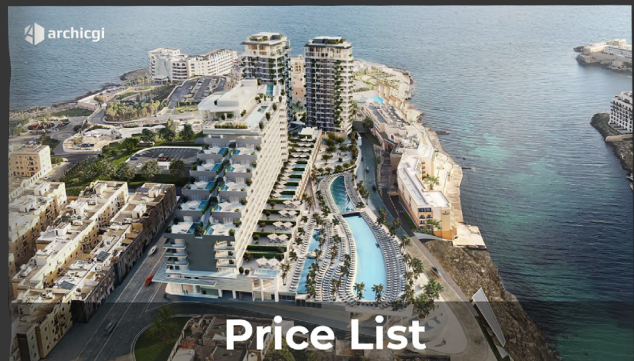
3D renderings are the optimal tool to win over clients and influence prospects. Digital renders help create attention-grabbing marketing materials, demonstrate the architect's expertise, and easily convey design ideas to the homeowners. 3D renderings are also useful in resolving disputes related to the project. On top of that, digital visuals help make a

breathtaking final presentation of the design.

Want to get new leads and turn them into clients of your architecture firm easier than before? Contact ArchiCGI for professional architectural rendering services and we'll help you achieve just that!

Creating Exterior and Interior 3D Renders for Hyatt

If you are interested in the hospitality industry, you must have heard of the Unbound Collection by Hyatt. It includes a variety of upper-upscale and luxury properties around the world, offering travelers unique, captivating experiences. Recently, our 3D architectural visualization studio has worked on renders for this

collection's new marvel. We are excited to share the details of creating glamping lodges CGI for Hyatt with you.

Robert Mallia, the Head of Architecture & Construction at Dream Hotels, Hyatt Division, contacted us in September 2023. He told us that the company was planning to extend the charming Chatwal Lodge hotel by the Catskills Mountains in New York State. The extension project included constructing three new modern lodges and a poolhouse on the territory of the existing complex. These new buildings were designed by Andreas Wenning, the architect at Baumraum.

To help future guests choose and book cozy glamping lodges in advance, Hyatt needed photorealistic CGI that would showcase the soon-to-be-built properties' expected look. So, we were asked to create interior and exterior renders for the project.

Wonder how the work went and how the results turned out? Keep on reading!

#1. Tasks and References

The scope of work included the creation of:

- 3 exterior renders: an aerial and a close-up view of the

lodges as well as a front view of the poolhouse;

• 5 renderings showcasing the main bedroom and living room designs of the lodges and also the poolhouse interior.

All the CGI had to be in 4K resolution.

The client provided the following references to help us complete the tasks:

• drawings of the designs and a site plan of the location;
• a building model in the IFC format;

• eye-level and aerial photos of the Chatwal Lodge's beautiful surroundings;
• pictures of the already existing part of the hotel complex;
• a detailed guide on flooring materials and wood;
• moodboard with references for furniture, accessories, and materials. Planned as an organic extension of the existing hotel, the new lodges were designed with traditional materials, yet modern furnishings and decor;
• pictures of the lodges with similar designs that have already been built in Germany.
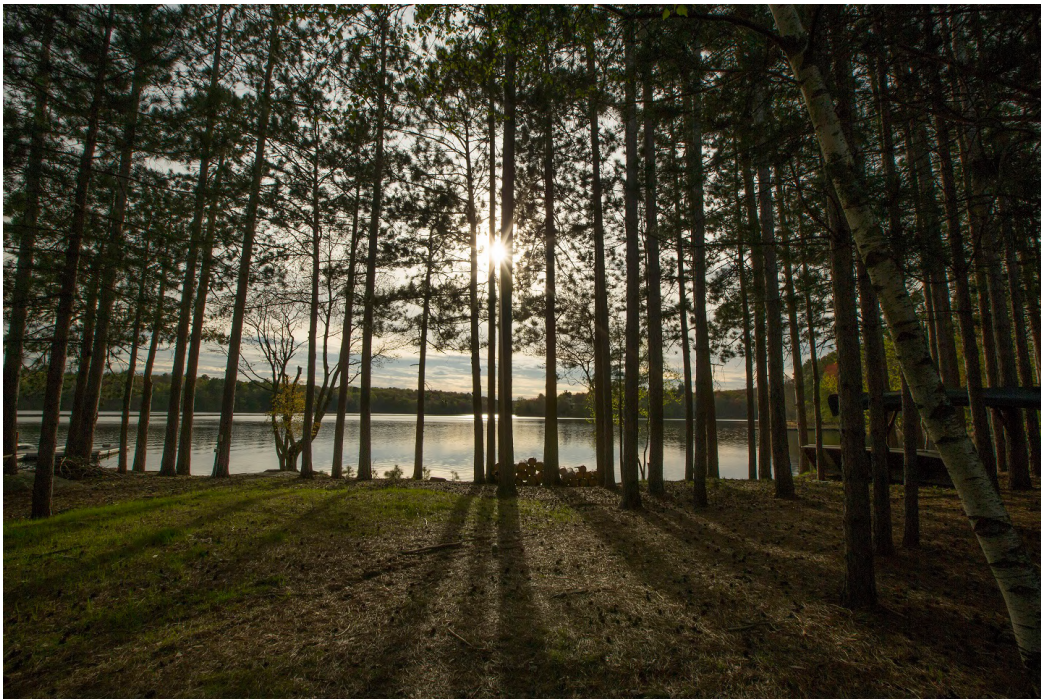
Through 3D renderings, staying in the Hyatt glamping

lodges had to promise an unforgettable, ultra-comfortable

getaway in the embrace of nature. Photorealistic architectural visualization needed to make it easy for a viewer to imagine themselves sitting on the terrace of one of the lodges, having a deep conversation with loved ones, sipping fine whiskey, and enjoying the heat from a bonfire. To emphasize this mood, it was decided to showcase the glamping lodges in the warm colors of the fall.

#2. Glamping Lodges CGI for Hyatt: Project Results

Here is the exterior CGI of the glamping lodges and the poolhouse.

And here you can see the interior 3D views we've created.

Do you like the result? Our client was totally happy with it.

28 Sep 2023, 16:09

Robert Mallia

I have no doubt we will have more work together! Thank you!

♥ 2

Soon, this CGI will be used on the website of the hotel complex. It will help travelers to choose and pre-book the lodges for their one-of-a-kind glamping experience.

We are grateful to Robert Mallia for fruitful cooperation and can't wait to create more renders for stunning Hyatt designs!

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

DOWNLOAD THE BRIEF

Need photoreal CGI showing your project in the best light? Contact us for 3D visualization services and get a free consultation about your specific project needs!

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

Meet Our Partners

The ArchiCGI team is pleased to introduce our esteemed partners for your potential fruitful collaborations!

Based in San Francisco, Cottage is a startup building a first-of-its-kind platform for residential construction, starting with accessory dwelling units (ADUs). To date, Cottage has completed over 125 ADUs across California. They provide a streamlined approach that blends time and cost efficiency with top-notch customization and quality. Clients can expect a bespoke ADU design from Cottage while the company manages the permitting process and matches the client with a vetted local builder to bring their ADU to life.

Learn more about Cottage's partnership opportunities for contractors and architects.

MEET OUR PARTNERS

Learn more about Cottage

ARCHICGI TEAM

Now, we'd like to introduce you to some of our amazing 3D artists. You can see the entire team of CG experts on our website.

Igor Tsogla

Mentor & CGI Artist

Igor is an SoA Academy graduate and CGI expert with 11 years of experience. He says working in 3D is a mindset: one can always get creative, go beyond what's asked, and impress the client. In his free time, Igor is a mountain climber and a wine taster.

### Mariia Polchenko

Senior CGI Artist

Mariia is one of the most hardworking and joyful people we know. She used to work as an architect, but 6 years ago converted to CGI. She says 3D allows seeing the future and just loves to admire the design in different views, and weather conditions.

Iryna Bezpalaia

Senior CGI Artist

An artist by calling, Iryna dedicated her work and free time to serving CGI. What she loves most about it is the power to bring impossible things to life. To create grabbing visual stories, Iryna looks for inspiration and ideas in classic movies, and literature.
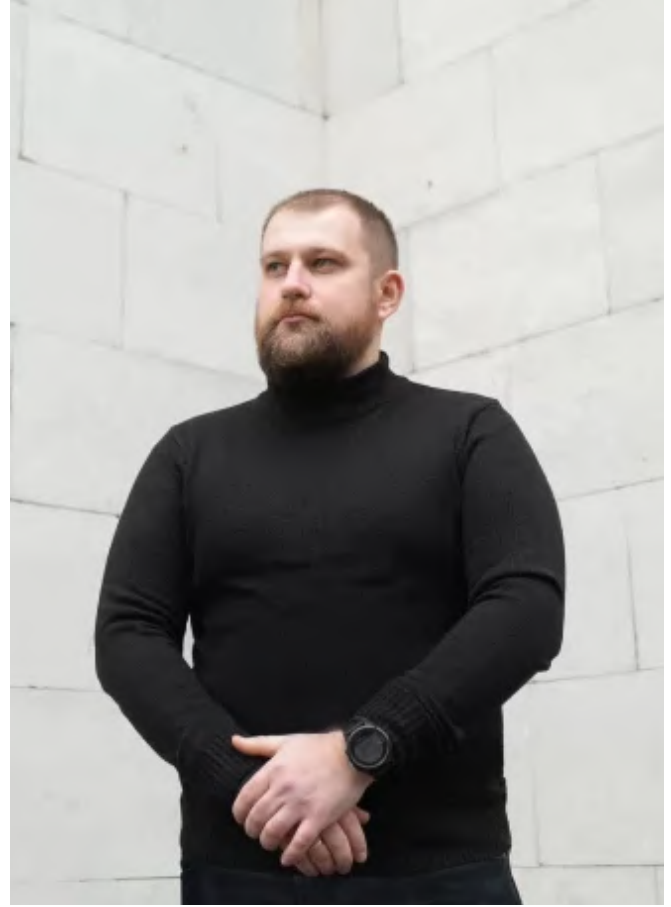
Ilya Mikhailenko

Mentor & CGI Artist

With 10 years of work in CGI and professional artistic training, Ilya is an ultimate authority on realism and design. His imagery is technically impeccable and insanely creative! As for hobbies, Ilya loves cycling and winning airsoft wars.

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