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Different archviz techniques can help convey the functionality, aesthetics, and creative spirit of your designs

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Best 3D Visuals Created by ArchiCGI in 2023

The end of the year is the time to look back on previous accomplishments and plan new ones. In 2023, our 3D visualization studio completed a number of noteworthy projects. So, we're taking a moment to review our CG visuals that enabled architects, designers, and real estate professionals to realize their visions and showcase them to clients and stakeholders over the past year. We can say that the ArchiCGI team has a reason to be proud of our work – and, of course, to strive for new heights in the future. Now, without further ado, let's take a look at our 7 best 3D visuals of 2023!

#1. Aerial Animation for Real Estate in California

This flythrough is for a real estate project commissioned to us by the award-winning Compass agents. It was created using a technique called camera tracking, which involves combining drone footage with CG-made assets. This is one of the best approaches to save both time and money.

Here, we didn't have to build the entire surrounding area from scratch. We only had to model and texture the buildings in 3D and seamlessly integrate them with the drone footage clients provided. In addition to the animation, we also delivered still 3D property renderings for interiors and exteriors within this project.

Reflecting the best features of the luxury modern style the real estate agency offers, our 3D visuals became a valuable asset for their marketing.

#2. Autumn-themed 3D Visuals for Hyatt's Glamping Lodges

We made this render for the extension project of Hyatt's glamping complex in New York State. The extension included three new lodges and a poolhouse, which Hyatt wanted to present in the best way to their future guests using CGI.

The client provided us with drawings and models of the

buildings, as well as the footage of the surrounding area. Based on the references, we created 3D visuals where modern upscale designs blend organically into the picturesque forest. Warm autumn colors in the 3D visuals emphasize the cozy vibes of a lovely getaway in the nature. You can also check out other glamping lodges CGI we made for Hyatt within this project.

#3. Aerial 3D Visuals for an Urban Redevelopment Project in Tokyo

The next on our list of the best 3D visuals of the year is a hero shot of the Izaka Hills complex. Here, you can view the complex from above in the real location in Tokyo where it will be built, with its two main towers taking center stage.

This image was made using the photo matching technique. Our client provided us with photos of the location and the model of the architectural design, and we made sure to create the best photorealistic representation of the concept. The aerial shot emphasizes the grandeur of the complex and shows how harmonically it integrates with the environment. We also made numerous renders of the towers, their interior spaces, and the surrounding gardens of the Izaka Hills complex. You can view these urban redevelopment renderings in our case study.

#4. Exterior 3D Visuals for a Luxurious Mansion in Connecticut

This image was made for Mark Shattuck, an architect and CEO of US-based Dream Home studio. He is ArchiCGI's

long-term client and friend, who commissioned us this time to create 3D visuals for a classical mansion with a garden

in Connecticut. Our team was provided with architectural drawings, site and landscaping plans, photos of the location, as well as style references. In all, we created seven 3D architectural visuals and animation.

This render showcases the exterior of a mansion and its amenities at eye level. The gentle day lighting best reveals the details and materials of the design. And the well-kept green garden emphasizes the feeling of classical luxury and entices the viewer into exploring the premises further. The architect was happy with the results. He used the 3D visuals for a marketing piece in a magazine and shared them on his social media.

#5. Snowy 3D Visuals for a Colorado Residence

The fifth piece on our list of best 3D visuals of 2023 was commissioned by Colorado-based Narcis Tudor Architects. The studio needed 3D renderings to get their design of a private residence near iconic Dallas Peak approved by a client. We were asked to create 4 visuals in 4K resolutions. This aerial view, catching both the

exterior and the surroundings, is one of them.

Based on the references our client provided, our artist accurately recreated the design in 3D. He also consulted the photos of the location to choose the right 3D models for the trees and bushes growing in the Colorado mountains. On top of that, the artist added warm lighting inside the house. This way, he added a striking contrast against the snowy landscape outside. That also contributed to a sense of cozy seclusion within the atmospheric winter setting. You can see more residence 3D views of this project in our case study.

#6. Interior 3D Visuals with a Magic Feel
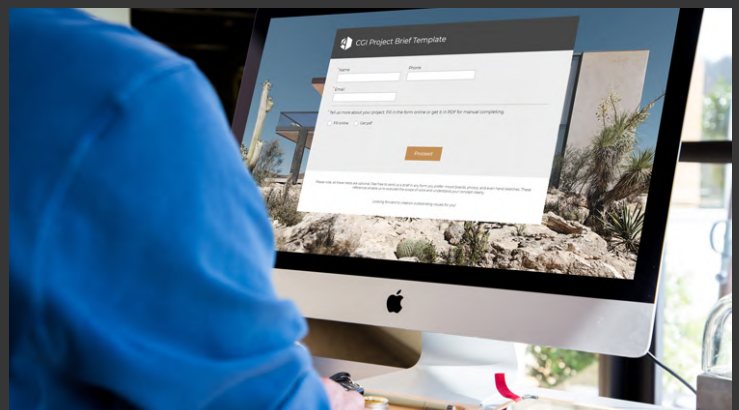
The client for this one, M. Ziemke Architecture

Studio, commissioned us to create a photorealistic rendering for a New York residence. We were asked to deliver visuals for the kitchen and the living room. Highly detailed and carefully textured, the rendering can't be distinguished from a high-quality professional photo.

What makes this project unique is the atmosphere. Without making the visuals any less realistic, we added a touch of a fairy tale mood.

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The artistic lighting, the glowing candles, and an open book make the place look cozy, inviting, and even somewhat magical. The image's overall warm tones further enhance this ambiance.

#7. Luxurious Hotel Lobby 3D Rendering

This render was created as part of an inner competition for 3D artists at ArchiCGI. It not only blew our minds but also became a winner of the Viz Pro of the Week award on CGarchitect!

The image showcases a modern hotel lobby in luxury style. What immediately draws attention here is a glowing chandelier with unique design. The angle emphasizes this statement piece and gives the whole image a sense of grandeur. In turn, the winter landscape outside the window offsets the colors of the interior and emphasizes the warm white and yellow glow of the lighting fixtures inside. The attention to detail, sophisticated lighting, mirror reflections, a glimpse of the outside scenery, and an overall gorgeous setting make this render a worthy entry to our best 3D visuals list.

Creating photorealistic 3D visuals requires technical skills, artistic vision, and years of experience. At ArchiCGI, our 3D artists have it all.

These best renderings of 2023 are solid proof of that. Next year, we will be happy to continue creating such amazing visuals for you.

5 Benefits of Unreal Engine for Architects and Real Estate Experts

Originally, Unreal Engine emerged as a robust game development tool. It has been continually pushing the boundaries of what is possible in virtual environments. Because of that, its use naturally moved beyond gamedev into other industries, including AEC. But what are the benefits of using Unreal Engine in architecture and real estate?

At our 3D visualization studio, we already make use of those benefits. UE helps us transform how we visualize architecture. It offers our clients the most innovative and engaging presentation solutions. So, what sets Unreal Engine apart from other CGI creation tools? And what benefits can it bring to the table for your projects specifically? Let's find out!

#1. Using Unreal Engine for the Efficient Creation of Still Renders

There's no one-size-fits-all solution with 3D software. Depending on your project, you might find Unreal Engine or other rendering engines like V-Ray or Corona more suitable. So, what's the difference and when to capitalize on Unreal Engine's benefits?

On the one hand, compared to UE, creating a scene in V-Ray or Corona will cost you approximately 2.7 less. And imagery made using those engines might turn out to be more photorealistic. But Unreal Engine also delivers quite realistic results. And what's important, it allows you to produce many images way quicker than classical engines.
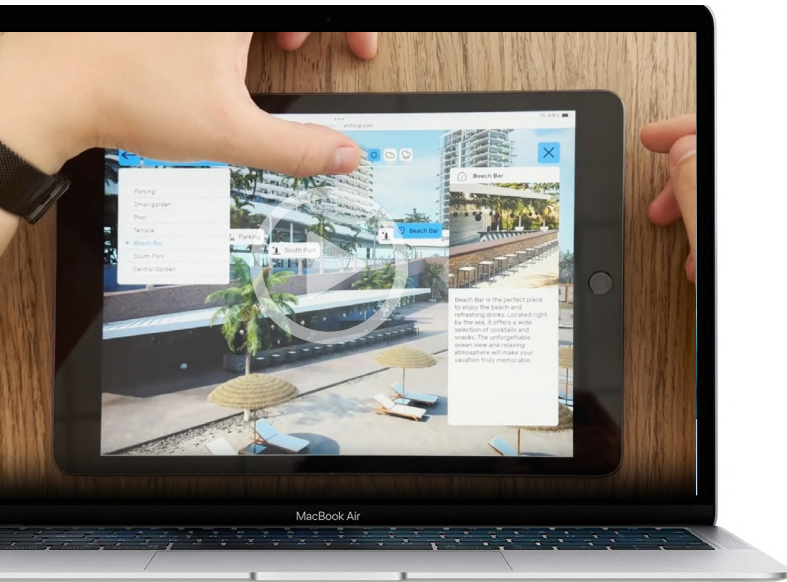
So, if you want just a couple of renderings of exceptionally high quality, V-Ray or Corona might be a better choice. But what if you need a lot of decently realistic images as quickly as possible? In this case, the benefits of using Unreal Engine in architecture and real estate projects will outweigh the costs.

#2. Using Unreal Engine for Interactive Immersive 3D Tours

Among all the other benefits, Unreal Engine offers a groundbreaking solution — immersive 3D tours based on

Pixel streaming. This technology enables rendering interactive graphics in real time. It can be streamed directly to end-user devices. This way, Unreal Engine allows users to

access and explore immersive property tours. It can be done from any gadget with an internet connection. With this technology, architects and real estate professionals can showcase their projects with striking realism and detail.

What's more, Unreal Engine's Pixel streaming ensures that viewers can interact with environments. They can 'walk' around the virtual territory, examine amenities, select apartments, and modify interiors. Also, they can change the weather and time of the day. Such benefits significantly improve collaboration and decision-making processes.

#3. Unreal Engine Enables VR Experiences

Using Unreal Engine allows one to streamline the creation of VR for real estate and architecture. That's because Unreal Engine offers pre-built VR templates and blueprints. They are ready-made pieces of code that offer a swift starting point for virtual reality projects.

But it's not just about speed. Unreal Engine visuals are known for their exceptional realism. This is especially vital when it comes to creating immersive lifelike VR
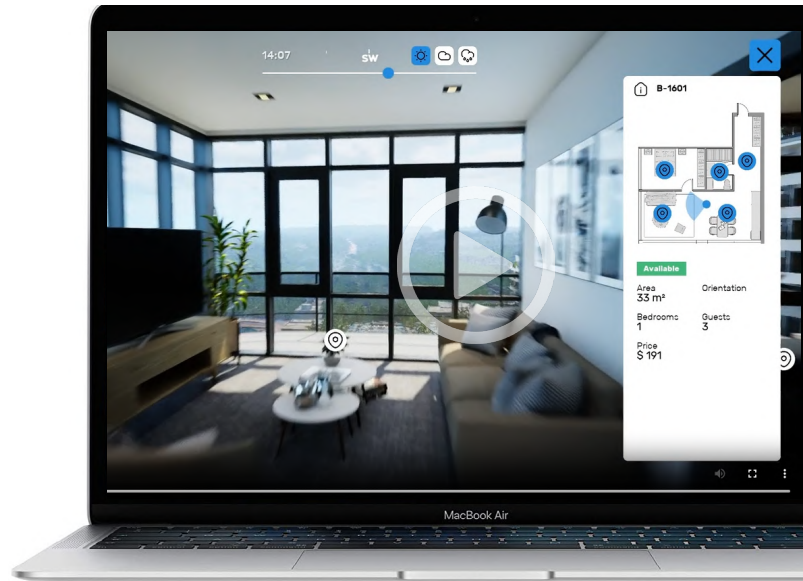
environments. The high quality of its visual output sets Unreal apart from other engines, such as Unity.
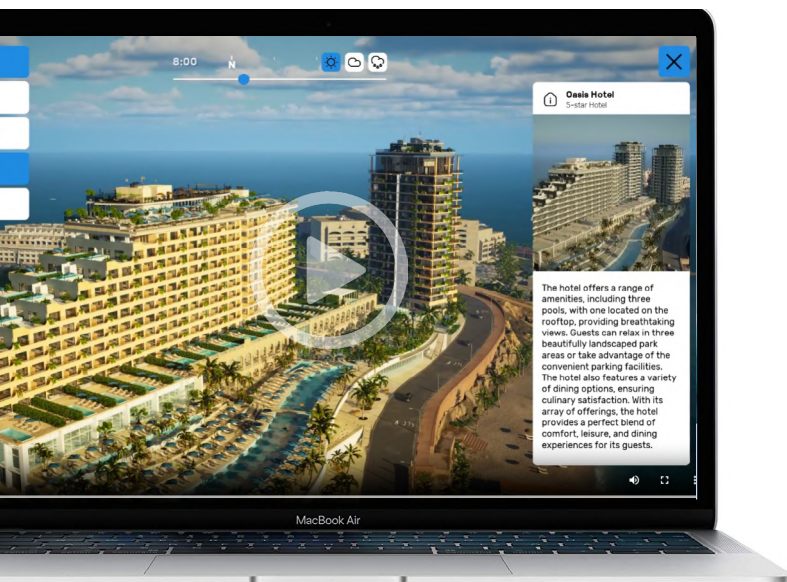
#4. UE Enables Multiple Uses of a Single Scene

One of the major benefits of using Unreal Engine in architecture is the possibility of using one scene to create various kinds of visuals. Let's say, at some point, you decide that static images made in UE are no longer enough for your marketing campaign. You want something more immersive and captivating. Then, there's no need to recreate the whole project again in UE. The existing Unreal Engine scene can serve as a base for creating Pixel streaming and VR experiences. This technical versatility makes using Unreal Engine in architecture very resource-efficient.

#5. Using Unreal Engine Boosts Real Estate Pre-Sales

There are many benefits to using Unreal Engine for property marketing. Firstly, Unreal Engine accelerates the generation of high-quality static images in large quantities. If your marketing campaign requires getting a lot of renders on a tight deadline, UE will work for you better than other engines. Using it, you can receive imagery quickly. It will make your campaign more flexible and fruitful.

Secondly, Unreal's capacity to deliver Pixel streaming and VR experiences ensures informative and engaging presentations. By using them, architecture and realty businesses can stand out in a crowded market. This helps cultivate interest from prospective customers. Showcasing designs in immersive virtual environments fosters a deeper understanding of the project and a viewer's emotional connection with it. So, pre-sales will go up.

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Finally, using such innovative tools enhances the businesses' reputation and status. The adoption of Unreal Engine signals a commitment to innovation. This positions businesses as forward-thinking and adaptable. And it potentially can make your architecture studio or real estate company more trustworthy and attractive to tech-savvy audiences. So, your marketing materials and brand image can only win from using Unreal Engine.

The benefits of using Unreal Engine in architecture and real estate are numerous. It can quicken the CGI production processes, as well as enable the use of the most immersive and interactive presentation techniques. So, using Unreal Engine can be a transformative step for your business.

Looking for architecture rendering services to see how the power of Unreal Engine can boost your marketing and sales? Contact us at ArchiCGI and get stellar visuals for all your needs!

7 Examples of Architectural 3D Rendering with Winter Setting

Do you wish to make your architectural presentations and portfolio items more diverse and memorable? Want your designs to stand out and ensure your marketing materials align with seasonal trends? Try immersing your projects in the beauty of snow-covered landscapes with winter 3D rendering.

At our architectural 3D visualization studio, we're dedicated to pushing the boundaries of visual storytelling. And we're excited to share how the winter aesthetic can elevate your project presentations to new heights. Let's check out 7 winter-themed renders made by our team!

#1. Winter's Charm Meets Modern Design

This winter 3D rendering was created for Narcis Tudor Architects firm. They needed it to demonstrate the design of a modern mansion in the Colorado mountains to their client. Working closely with the architect, our artist perfectly captured the mansion's sleek design and its snow-covered surroundings. The outcome was a set of photorealistic visualizations combining the tranquility of the winter setting and the stunning aesthetics of modern architecture.

Want to find out more about this project? Check out the details of creating these residence 3D views.

#2. A Rustic Retreat in the Woods

We created this 3D rendering for a barndominium

project in the wooded area of Kansas City. Here, the render's magical winter setting amplifies the rustic charm of this cozy retreat.

The client asked for a rendering to be set in the early morning after fresh snow and wanted to include Christmas decorations. Following these requests, our 3D artist created an exterior visualization that presents the residence in the most charming and inviting way.

#3. The Magic of Christmas

These winter 3D renderings transport us directly into a scene reminiscent of a Christmas postcard. Here, our client, an architectural designer from the USA, planned to present their project during the holiday season. So it was essential to set the right mood in the visuals. Our team just loved working on this holiday-themed CGI!

The exterior of the house is adorned with twinkling lights, wreaths, and a dusting of snow, instantly evoking a festive mood in a viewer. In the interior rendering, the holiday spirit unfolds even further. The room is full of thematic decor, from the beautiful Christmas tree to the figurines on the fireplace mantel. This project is a perfect demonstration of how seasonal marketing can work for architects and designers.

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#4. Nordic Elegance

Next on the list is an exterior visualization of a Nordic residence. The rendering introduces us to a scene where sleek modern architecture meets the ethereal beauty of a Swedish winter. Simple materials, clean lines, expansive windows, and a minimalistic facade blend with the surrounding landscape flawlessly. It's worth mentioning that besides conveying the visual appeal of the house itself, the 3D artist did a fantastic job capturing the beauty of the harsh northern nature.

#5. Magnificent Ski Resort in the Alps

This winter 3D rendering was commissioned to us by M-Rad, an architectural firm based in LA. They needed a visualization for their stunning project for the Devil Peak ski resort in the Italian Alps.

The first thing in the rendering that captures viewers' attention is the design of the chalets. This hotel complex would be one of the few man-made structures on the trail, so the idea was for the buildings to seamlessly integrate with the natural surroundings. As you can see, our team has succeeded in accurately capturing the architect's concept.

Additionally, our client asked for an image of the resort in the summer setting. You can find it in our 3D visualization portfolio.

#6. Cozy Warmth against the Winter Chill

Here is a 3D rendering of a modern residence in the UK. This visualization paints a picture of simplicity and sophistication. The clean black lines of the architecture stand out in the snow-covered surroundings, with expansive glass walls allowing the light to flood out of the interior space. These transparent boundaries create a beautiful contrast between the coziness within the house and the wintry landscape outside. A Christmas tree in the middle of the living room adds a touch of festive charm to the rendering. All these

details combined result in the accurate depiction of the design in the magical atmosphere of the winter holidays.

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#7. Enchanting Real Estate in the Suburbs

And last on our list is a festive winter 3D rendering of a suburban home. It was created for a holiday marketing

campaign of a real estate agency. The visualization showcases the exterior in the evening with the sun beginning to set. This accentuates the tasteful Christmas decorations, resulting in the

inviting atmosphere of the winter holidays. With the help of our talented 3D artists, this real estate rendering was transformed into a magical scene, perfect for seasonal marketing materials.

As you can see, enhancing your architectural presentations with winter 3D rendering can be a fantastic idea, especially during the holiday season. We hope that our selection of winter-themed CG visuals inspired you to consider presenting your projects in a

charming wintry setting!

Looking for mesmerizing visualizations for your architectural projects? Use our 3D rendering services and get top-quality imagery that will help you win clients with ease!

5 Creative & Informative CGI Techniques to Show Your Projects

In architecture, interior design, and real estate, 3D visualization is indispensable. It provides high-quality visuals for portfolios, presentations, and marketing materials. One of the best things about CGI is its versatility. There are different architectural visualization techniques, each better suited for particular purposes such as conveying the practicalities, aesthetics, or creative spirit of design. So, what exactly can archviz bring to the table? And what type of it to choose for your project?

Our architectural rendering studio works with different techniques and styles. We help our clients flawlessly bring their visions

to life and stand out from their competitors. So, in this article, we'll cover five archviz techniques that

can make your project shine in different ways. Let's get into it!

#1. Realistic Renders

Renders of this kind are the gold standard in architectural visualization. They offer a practical and effective way to

present projects in a lifelike manner. Need to pitch a concept to stakeholders, showcase a

future look of your project under construction, or save money on complicated photoshoots of an existing building? Photorealistic renders can cover all the bases.

It's fair to say that achieving mastery in photorealism is no small feat. It demands a combination of artistic skill and technical know-how. At ArchiCGI, we specialize in this craft. Our team of 3D artists has more than 12 years of experience and excels in delivering realistic, detailed visualizations. The renders we create can provide your clients and stakeholders with a captivating, vivid, and true-to-life preview of architectural designs.

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

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#2. Stylized Visualizations

Among various architectural visualization techniques, this one has the most artistic flair. For example, watercolor renders can give presentations a unique feel if the project demands it. Let's consider some other options too.

These grayscale renders were made for one of our clients.

Grayscale rendering is typically used as an intermediate result in CGI projects. The client, however, approached it creatively. Upon his request, we made grayscale visualizations with a bit of a cartoonish feel to them (mostly due to blocky geometrical trees) and warm lighting. This approach significantly sped up the workflow compared to that of classical CGI-making techniques with texturing. And it ensured the renderings had a distinctive stylized look.

This is another example from our portfolio.

Though the image is photorealistic in nature, the creative lighting, warm hue, and subtle details, such as burning candles and an open book, give it an almost magical feel. As you can see, here slight stylization allowed us to set a dreamlike, fairy-tale atmosphere.

#3. Creative/Futuristic Visualization

Such renders serve as a playground for architects and designers. Using this type of CGI, they can visualize their boldest ideas. Often, such concepts may not be brought to life in the foreseeable future (for example, due to technical limitations). But they are definitely worthy of attention.

A visualization like that can become a powerful asset for social media marketing. It can also serve as a conceptual architectural illustration for competitions. Such renderings instantly capture the jury's and the audience's imagination. And most importantly, they convey the creator's artistic vision in full splendor.

Take a look at the example. This rendering was created for an internal competition at ArchiCGI, in which our artists had full creative freedom.

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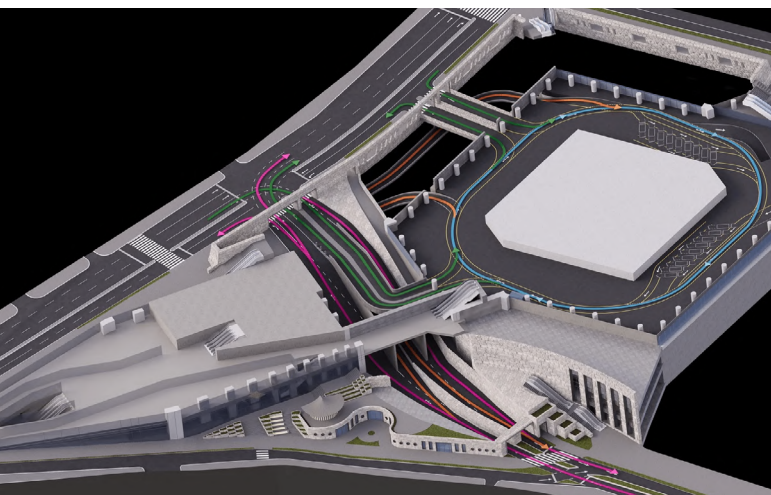
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The image reminds us of sci-fi designs and the forest cities of Tolkien's elves at the same time.

This way, it catches the eye and makes you want to explore the concept more!

#4. Cutaway Renderings

Imagery made using these types of architectural visualization techniques works great for conveying technical intricacies and spatial layouts. It offers a nuanced glimpse into the bones of a design. There are different purposes these renderings can serve.

First of all, cutaways can showcase the integration of a new building with the existing infrastructure.

in one image.

Finally, 3D floor plan visualization elevates traditional blueprints to new heights. It shows designs in section from above, combining informativity with a photoreal look.

Road junctions, underground parking lots, and communications can be visualized this way.

The techniques of dollhouse rendering for architecture allow one to dissect the structure, exposing its inner workings.

It's a unique way to showcase surroundings, exterior, and interior
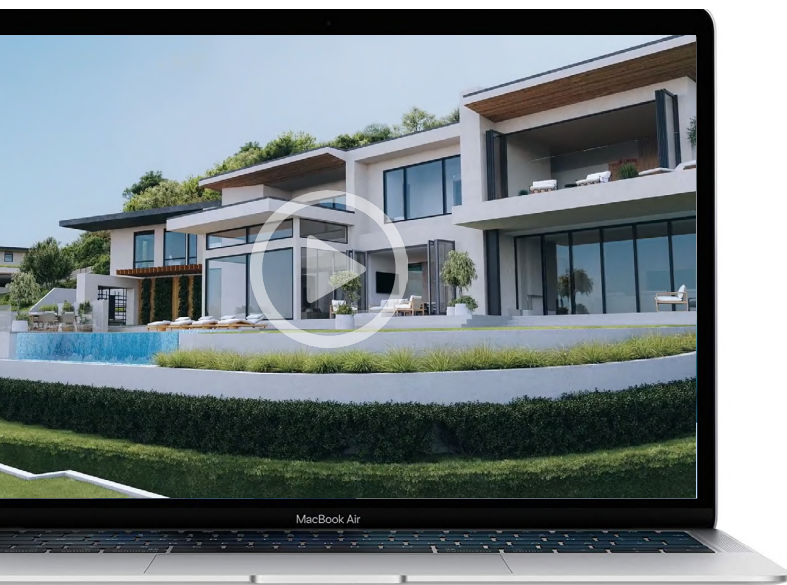

Among other visualization techniques, this one is probably the most useful for communicating both functional and aesthetic aspects of interiors.

#5. Dynamic Visualizations

Last but not least on our list of architectural visualization techniques are motion-based ones.
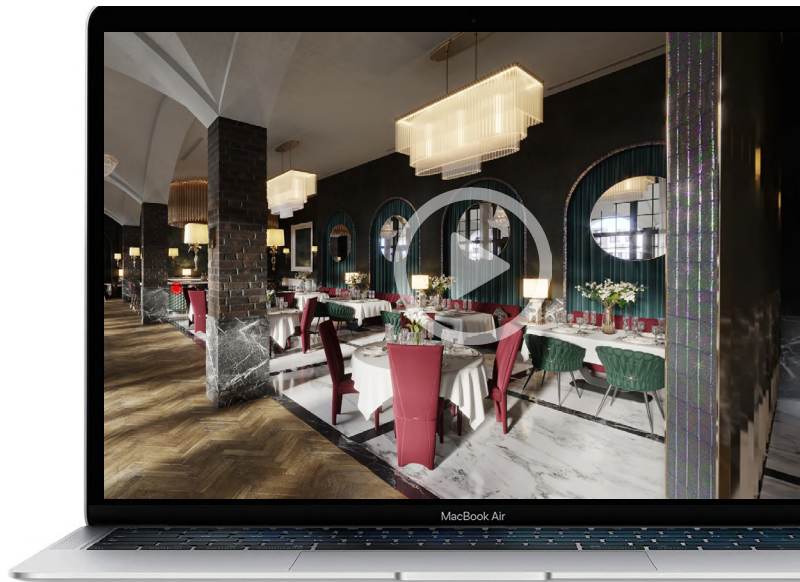
The simplest animation can be multipurpose in its goals. Need to showcase the subtle light changes in a room during the day? Want to uncover spatial or technical details without showing a pile of static images? Animation can do it all.

What's more, thanks to its

dynamic, immersive nature, it will immediately grab the viewer's attention on your social media or website.

Virtual tours take the immersive experience a step further.

Such a tour enables viewers to navigate a future space as if they were physically present inside. This fosters a deeper emotional response and understanding of the design.

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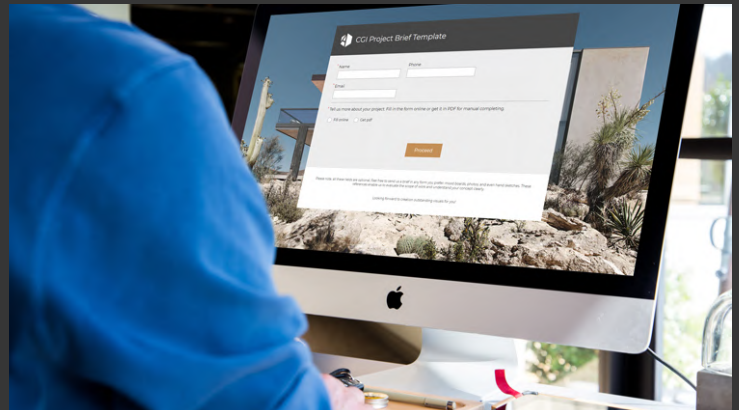**Available for projects started before the end of December.**

Each of the described architectural visualization techniques has its unique strengths. They cater to diverse needs in architecture and real estate projects. And as technology advances, CGI offers more and more possibilities. You can use it in many forms to empower all your marketing and presentation materials.

Looking for a professional 3D visualization services provider? Contact us at ArchiCGI to get stellar images in any of the techniques we've covered for a reasonable price!

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How the Project Timing Affects Interior CGI Quality

There are many factors at play that impact the 3D interior renderings quality. One of the most important of those is project timing. The thing is, setting impeccably photorealistic lighting and doing detailed post-production takes quite a lot of time, while a more simplified approach to CGI creation ensures quicker results. For this reason, our architectural 3D rendering studio has two quality tiers for renderings: Standard and Advanced. If you have a tight deadline to meet, the urgency will require us to go for the Standard tier. However, if you

contact us beforehand, you can get Advanced renderings, which in many cases will better suit your needs.

Wondering how long delivering interior renderings of each quality tier takes and what that entails? Read on to find out!

#1. Standard Interior Rendering

Choosing the Standard quality is a practical solution if your project is strictly time-limited. It will provide you with results faster without compromising on the quality of renderings. You would get the imagery in approximately 10 hours. With the Standard quality tier, you can expect the following features.

- **Realistic** representation of **materials**.

- **Realistic lighting simulation** from both natural and artificial light sources.

- **A basic selection of furniture and decor**. Intricate details and custom models would require more time to create and render.

- **A minimal variation in 3D assets**. Many items will be cloned to ensure faster results. For instance, if you look closely at the render above, you can see the bottles on the shelves are identical.

Such high-quality 3D renders still look quite impressive. They can be successfully used for promo materials and project demonstrations.

#2. Advanced Interior Rendering

If you need exceptionally stunning visual materials, it would be wise to opt for Advanced 3D interior renderings quality. Keep in mind that the production of this type of visuals can take up to 25 hours. Here are the specific features of Advanced interior visualizations.

- **Photorealistic materials** that make renderings indistinguishable from real photos.

- **Nuanced hyperrealistic lighting**, setting which is a complex process that requires extra work from a 3D artist.

- **Creative variety in interior decor** selection. The items vary in color, shape, and size so they look more natural and visually interesting. For example, each table has a different setup.

- **Advanced CGI post-production**, which makes the visuals more lifelike. It involves adjusting color balance, contrast, and brightness.

- **Adding small imperfections** like creases, folds, and cracks on materials to make them look more realistic.

- **Incorporating various camera effects**, such as bloom, glare, glow, and motion blur. This provides a sophisticated cinematic look to the renderings.

Achieving the Advanced tier of 3D interior renderings quality requires time and precision. But, as a result, you'll get fantastic visuals. They'll work great for competitions, presentations for high-end investors, or captivating ads.

Take your design presentation to a new level with interior rendering

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Whether you prioritize getting quick results or mind-blowing CG masterpieces, our 3D rendering studio is always ready to take on your task. Either way, you can expect to get materials of exceptional quality within your specific deadline.

Need captivating CG renders for your designs? Use our 3D interior rendering services to get breathtaking imagery for your projects!

5 Tricks to Make Your Listing Look Irresistible in CGI

I mpressive visuals are indispensable for promoting and selling a property. But if it hasn't been built yet, you might lack the proper imagery for starting a marketing campaign. Technical drawings or photos of the construction site fail to convey how a finished project would look. They can confuse potential buyers and slow down their decision-making process. Here's where property rendering is a life-saver for real estate agencies and developers.

In this article, our [architectural rendering company](#) will share 5 tips for creating high-quality property visualizations that will capture your prospects' attention right away. Let's go!

#1. Focus on Benefits

Architectural visualization is not just about showcasing the structure. Property rendering should capture all the benefits of the future building. While preparing the visuals, make sure you choose perspectives that would make the property's best features stand out.

What's more, while renderings usually focus on the overall architectural design, you can also order separate CG images of amenities. These features, though secondary, are what make the properties unique and appealing.

Highlighting them would add a charming touch to the images of the real estate, and, as a result, increase the chances of pre-selling it.

#2. Convey the Atmosphere

Establishing an emotional connection between the prospect and the offered listing is what drives property sales. That's why a [real estate rendering](#) should evoke a specific atmosphere. Whether it's a warm coziness for a family home or a sleek and functional office space, visuals have to convey the lifestyle associated with the future property. That's where close-up renders come in. They focus on design details and

textures. Those are not usually that noticeable in wide-angle renderings but are vital for conveying the ambiance.

#3. Show Different Lighting and Weather Scenarios

One of the most important advantages of CGI is the power to show the property under different conditions. This way, your clients get the most comprehensive understanding of the project.

For example, you can use a sunny weather image to showcase the overall design of the property, because all the colors and materials will be clearly visible. On the other hand, a twilight setting would help highlight the exterior lighting of the house. Consider ordering a couple of property renderings in different settings to make your listings more informative.

#4. Tap into Holiday Marketing

How about ensuring an even deeper bond with the audience by leveraging holiday-themed CG visuals? A professional rendering studio can easily and quickly provide you with the imagery of a property tastefully decorated for a specific holiday. Such renderings have proven to be extremely useful for real estate businesses. The time of major holidays like Christmas or Thanksgiving is when people are most receptive to marketing campaigns due to the overall festive mood and breaks from
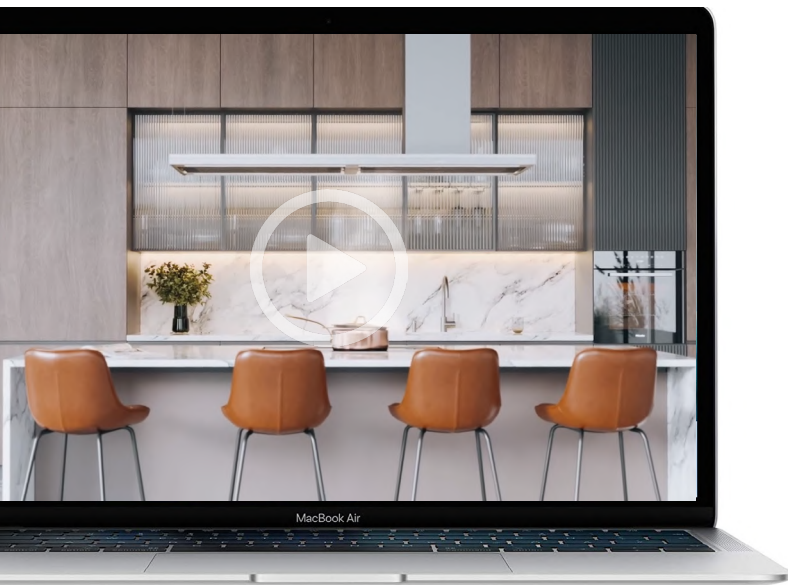

work. That's why it would be a wise move to use a holiday-themed property rendering for your advertisement materials.

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

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#5. Add Dynamism to Your Listings

Incorporating [3D virtual tours](#) in real estate listings is what will elevate them to the next level. This type of property rendering is much more informative than static imagery,

as it gives a better idea of what it would be like to be inside the building. These tours provide potential clients with the ability to virtually 'walk' around the property and look at every detail from every angle.

Furthermore, 3D animations, like the one above, can be a fantastic way to provide an immersive experience. The CG videos showcase not only the visual appeal of the property but also the functionality of the space. They allow viewers to understand how comfortable it would be to live there. For instance, interior CG videos can show how sliding doors or convertible furniture would work. 3D animations can also include soundtracks, voice-overs, and various visual effects. These elements enhance the emotional impact of the property presentation.

When preparing your next real estate listing, remember those 5 tricks for creating impressive CGI. As you can see, property rendering is a very versatile tool that can showcase all of the best features of your offer. By utilizing the described ideas, you would make your listings more impactful, which will help you win over potential buyers with ease.

Looking for high-quality CG visuals for your real estate marketing campaigns? Use our [3D rendering services](#) and get stellar imagery for property listings!

Creating Interior CGI for a Boutique Resort in California

Our partners from San Francisco-based Narrative Design Studio specialize in residential and boutique hospitality interiors. Their projects are renowned for the seamless integration of each location's environmental and historical context. This is one of many reasons why our 3D rendering company loves working on interior CGI for Narrative Design.

Shannon Niehenke, the principal at the studio, contacted us in the spring of 2021. Since then, we've completed 4 interior projects together. Most of them have already been brought to life. And the one we're going to tell you about is no exception.

In this case study, you'll find out how we work with Narrative Design Studio, see the interior renders we've made for their boutique resort project, and learn how the 3D visualizations were used for PR. Also, you'll be able to compare the initial CGI with the realized design. Let's go!

#1. Tasks and References

In this project, we've worked on interior CGI for the design of a boutique resort in the famous California's Joshua Tree National Park. Namely, we had to create interior renderings for the

meeting room and clubhouse spaces. The Narrative Design team needed the CGI to get the project approved by their end client.

Shannon provided us with a comprehensive brief, which included:

- a Sketchup model;
- architectural drawings;
- furniture layouts;
- specifications for indoor and outdoor furniture, decor, and materials;
- photos of the environment and Google Maps location;
- camera angle preferences.

Take your design presentation to a new level with interior rendering

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The CGI had to not only showcase the stylish Mid-century modern interiors but also convey the magic atmosphere of desert-like Joshua Tree landscapes, emphasizing the indoor/outdoor connection. Let's take a look at how it turned out!

#2. Project Results

Here are the interior 3D views of the autocamp's clubhouse. The first version of each render includes people while the second one has none. This was the requirement from the end client: they wished to see both options.

DIGEST-50

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The same requirement was applied to the interior CGI of the meeting room.
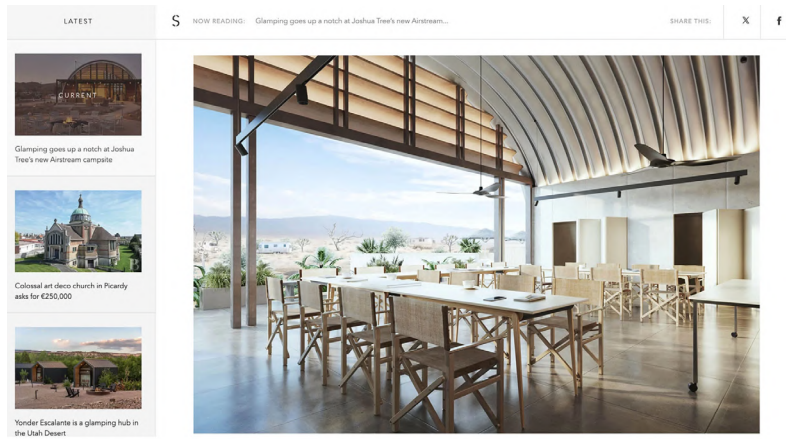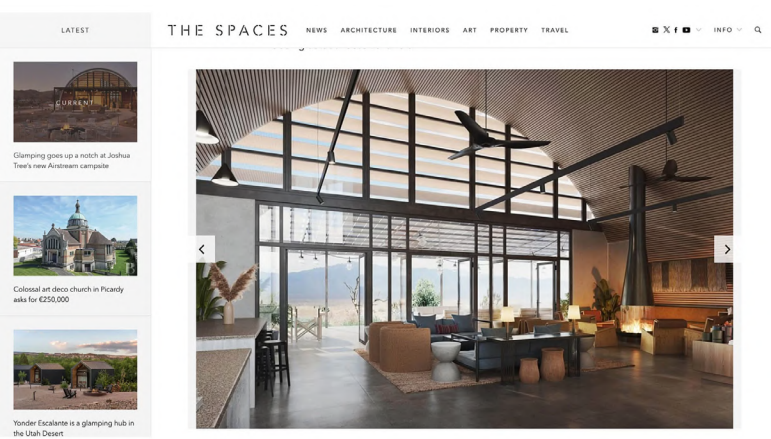
The client was happy with the resulting CGI. Now, let's see how they used the renders for PR!

#3. PR Use of Interior CGI

While the glamping site was under construction, the photorealistic 3D renders were extensively used for promoting it in various media channels. Here are some examples.

sources: travelandleisure, thespaces

These articles featuring detailed interior CGI helped to draw the attention of the autocamp's potential guests early on.

And finally, let's take a look at Autocamp Joshua Tree brought to life!

#4. Realized Project

Here is Autocamp Joshua Tree in reality after completion.

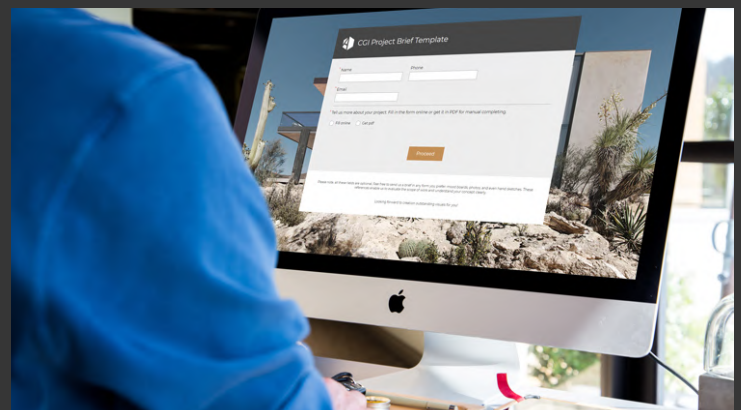Doesn't it look just like the photoreal CGI we created?

Our team is happy to have been a part of this beautiful project. We thank Shannon Niehenke and the Narrative Design Studio team for the fruitful collaboration and are eager to continue it!

Looking for professional interior rendering services to elevate your presentations and marketing campaigns? Contact ArchiCGI to schedule a free demo with our manager!

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

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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.

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**

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.

Ilina Abbazova

Team Leader & CGI Artist

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

Platon Morozov

Senior CGI Artist

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

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.

Tania Tkachenko

Senior CGI Artist

Tania is an accomplished CGI storytelling guru. Her renderings are always full of life, color, and emotion. In her free time, Tania has more creative pursuits than we can count: she's a pianist, a painter, a singer, and a snowboard lover.

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