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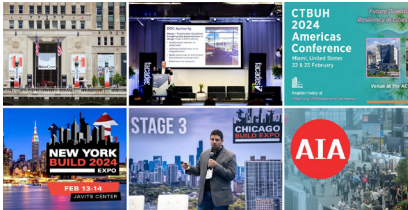
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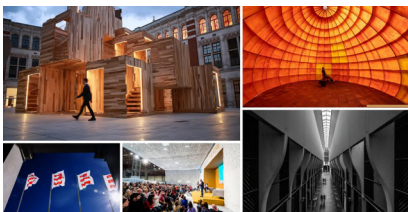
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12 Interior Rendering Options You Can Get with a Discount

Interior 3D visualization is a fantastic tool for presentations and marketing. However, it is vital to choose the right perspective options when using it. Thankfully, designers don't have to limit themselves to only a couple of CG views. There are many different interior rendering options to choose from, each serving specific goals.

And the good news is that our [3D rendering studio](#) can provide those additional views at a much lower price than the first one. That's because they will be produced using the already created 3D scene. All the CG artist will need to do is make some minor tweaks and render new images.

In the rendering above, you can see a typical main visual for an interior design presentation. The daylight from the windows and a wider camera angle provide a comprehensive view of the space, so every detail is clearly visible. However, there are other interesting options our CG studio has to offer. Let's take a look at 12

additional views for the interior 3D visualization you can get at a discount!

#1. Ratio Change

First on the list of alternative options is changing the aspect ratio of the rendering. Here, the camera angle stays the same as in the main 3D picture, but the proportions of the image are changed from horizontal to vertical. Such imagery is perfect for social media platforms like Instagram or for mobile versions of the designer's portfolio.



#2. Camera Angle Change

With the whole interior scene already built in 3D,

a CG artist can easily move the camera to render a new image.

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The subtle shift in perspective shown in the picture above ensures that three walls of the room are visible at once. As a result, this rendering provides a viewer with a clearer idea of how different details of the interior design come together to create a cohesive and comfortable living space.



#3. Opposite View

Moving the camera in the opposite direction can give viewers an even deeper understanding of the interior layout. Combined with the initial CG picture, these rendering options will demonstrate the proportions of the whole space and convey the essence of the project.



#4. Alternative Layout

Next on the list of interior rendering options is the room layout variation. Here, the camera position is the same as in the main view but the furniture and decor are rearranged. This rendering can help demonstrate how different interior setups would look.



#5. Zoom Out

A slight zoom-out gives a wider viewing angle to the rendering. These visualization options can help showcase a larger portion of the interior. As a result, they can provide a better grasp of the spatial relationships of design elements in the room.



#6. Zoom In

Besides backing away, a camera can be positioned closer to a particular area of the 3D scene. Utilizing this zoom feature results in a rendering that focuses on a certain part of the interior, providing a closer look at design elements, textures, and materials.



#7. Furniture Change

It's also possible to replace the furniture models with different ones. This option gives the ability to experiment with various design concepts and ideas that can be implemented in the interior. On top of that, it provides viewers with a better understanding of the functionality of the space. And it's very easy to create since our studio has its own library of 3D

furniture models from various brands.



#8. Decor Change

Similarly to the previous solution, the same can be done with the decor elements. As you can see in the [CGI for interior design](#) in this paragraph, pillows, lamps, and vases were swapped with other 3D assets. The additional interior rendering options with decor alternatives can demonstrate various customization variants to the

designer's clients.



#9. Color Change

The color palette of the design elements can be changed effortlessly as well. Different color options in the interior renderings perfectly showcase the flexibility of the design. It's important to keep in mind, though, that this additional view doesn't include altering the textures.



#10. Finishes Change

Up to 4 materials used in the interior rendering can be replaced by our client's request. Here, experimenting with different options allows designers to visualize how

various finishes contribute to the overall ambiance of the room. These alternative views can also be useful to illustrate the versatility of the interior.



#11. Lighting Change

Additionally, an interior designer can order renderings of their project shown under different lighting conditions. Switching to the evening light can be used to evoke a specific mood and ambiance, ensuring an emotional connection between the designs and the viewers. Besides, it can also help demonstrate how effective the



chosen interior lighting solutions work during the darker parts of the day.

Take your design presentation to a new level with interior rendering

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#12. Detail Shot

Close-up renders serve as an incredible tool to present a comprehensive view of a certain design element. These types of 3D pictures can be extremely beneficial if, for instance, a designer wants to showcase a

custom furniture item made for the interior. Close-ups let a viewer get a more detailed understanding of furniture or decor pieces, as though a person was looking at them in the physical space.



As you can see, our 3D rendering studio can provide designers with a wide variety of views beyond the main one. We hope that this list of 12 interior rendering options inspired you to explore and experiment with different

visualization options within your next CGI project.

Looking for professional [3D interior rendering services](#)? Contact ArchiCGI to bring your designs to life with breathtaking CG images!



7 Types of CGI for Hospitality Design Presentations

Hospitality designs, such as restaurants and hotels, demand an exceptionally meticulous and impactful presentation. This is because clients and investors in these kinds of projects are very discerning and not easily impressed. So it is crucial to convey all aspects of the design, from functionality to layout to atmosphere. CGI can significantly enhance the presentation of such

projects. To amplify the impact, designers should find the 3D visualization solutions that will suit their goals best. So, what types of hospitality design 3D rendering to consider?

Our [3D visualization studio](#) creates various CG visuals for all kinds of hospitality projects. We know exactly how 3D renders can boost the effectiveness of your

presentation. Let's get into the types of CGI that might come in

handy for presenting hospitality architecture design!

#1. Exterior 3D Rendering

Exterior rendering serves as the visual gateway to



hospitality projects. It provides a comprehensive view of both the functionality and aesthetics

of the architectural design. First and foremost, this type of rendering allows designers to showcase the facade. However, the usage of exterior CGI is not necessarily limited to a static frontal shot. One can use multiple perspectives, for example, eye-level side angles, bird's eye views, etc. These can help stakeholders appreciate the project's scale, design intricacies, and its relationships with the surroundings. Whether the building stands out or tastefully blends in, a well-made exterior rendering can convey it.

#2. Interior 3D Rendering

This type of hospitality design 3D rendering allows the viewers to take a sneak peek inside the very heart of the project. It helps them examine all the details of the designed spaces. Whether a designer wants to showcase cozy suites, inviting lobbies, posh restaurants, atmospheric bars,



or other essential areas, interior rendering comes in handy. A well-thought-out 3D render can

convey the layout, style, and atmosphere of a place.

#3. Amenities 3D Rendering

For hospitality projects especially, amenities play a crucial role. Therefore, it's essential to showcase them in their full splendor. Renderings focusing on pools, bars, gyms, etc., can provide a detailed look at these facilities and the comfort they offer. This way, amenities renderings contribute to the project's overall appeal for

stakeholders.



#4. Close-Up Views

Close-up renders focus mostly on the interior and more rarely on exterior elements. In any case, they show textures and

fine details. Such renderings are great for emphasizing specific design elements. This way, they highlight the uniqueness of the presented hospitality concept.



A close-up hospitality design 3D rendering is also crucial for conveying the atmosphere of the space. With a render like that, it's almost like a viewer can touch and feel the surfaces and objects even before the depicted place actually exists.

#5. CG Animation

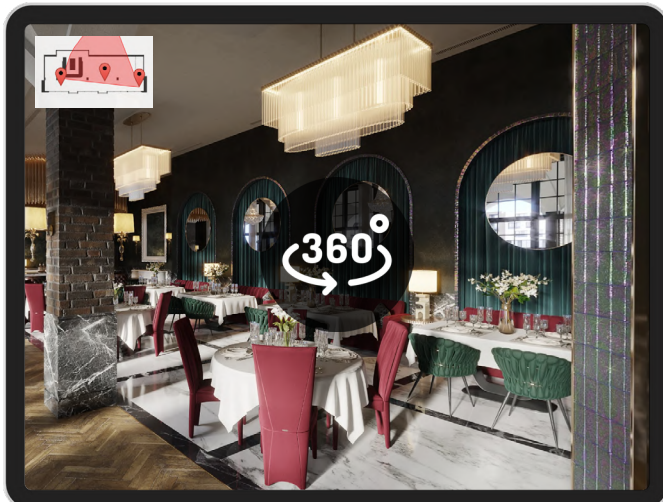
Animation can bring to life any hospitality design concept. This CG tool can be used in various ways. For example, it can show the transition between daytime and nighttime to give a full understanding of a hotel or cafe's exterior lighting. Or, the camera can glide over fancy tableware and decor items on restaurant tables, conveying the mood of the place. It's also possible to enchant the viewer with the gentle movement of water in the pool and the leaves of the trees in the garden of a future resort. With smooth transitions, visual effects, music,

and voiceovers, the possibilities to create a dynamic and engaging 3D video presentation are endless.



#6. Virtual 3D Tours

This is one of the most cutting-edge approaches to

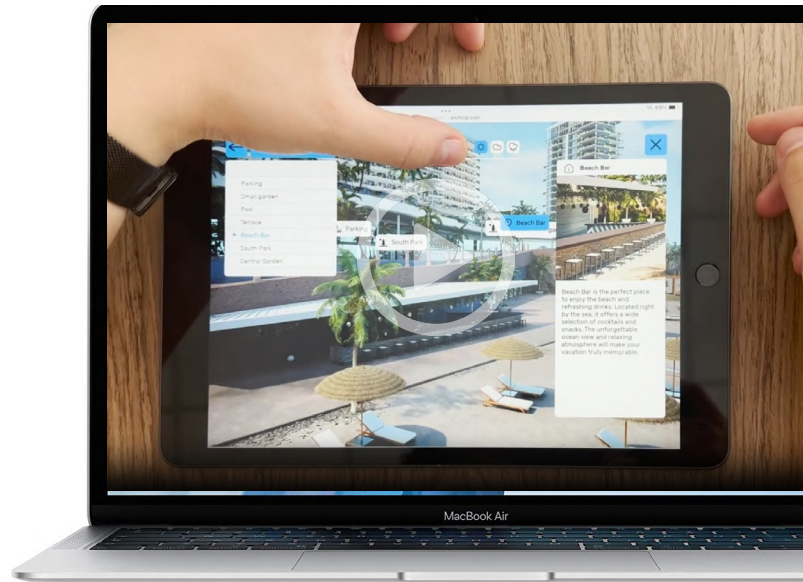


hospitality design 3D rendering. Virtual tours allow viewers to explore every nook and cranny of space in an interactive way. Using a mouse or touchpad, stakeholders and potential clients can 'walk' through the future place almost like in real life. They can change the viewing angle and zoom in and out. This allows them to uniquely and firsthand experience the ambiance and understand the design.

#7. Immersive 3D Tours

Immersive tours, powered by Unreal Engine and Pixel streaming, take hospitality design 3D rendering to the next level. With such an asset, viewers can examine amenities, explore various rooms, and even manipulate weather and time of day as well as tweak the interior design solutions. Being on top of the list of [innovative types of 3D rendering](#), immersive tours provide an unprecedented level of detail and customization. Now, stakeholders are not only passive viewers. They can

interact with what they see and revise it in real-time.



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When it comes to hospitality design, the use of diverse 3D rendering techniques ensures that every project aspect is presented impeccably. Embracing CGI technologies allows designers to communicate their vision best and elevate design presentations. This enables them to close hospitality deals more quickly and on better

terms by making a genuine impression on stakeholders during pitches.

Want to see how CGI can enhance your hospitality project's success? Contact us to get professional [3D rendering services](#) that will bring your presentation to new heights!



11 Exterior Rendering Options You Can Get with a Discount

What do you imagine when thinking of exterior rendering? Probably, something similar to this article's cover image. An eye-level frontal daytime view is arguably the most popular choice to showcase buildings. Yet, for different platforms and presentation purposes, you might need a bit more than that. Various exterior rendering options come

in handy when you want to show all aspects of the project. And we believe you'd be glad to know many additional rendering options come at a discount. The thing is, CG images of the same building are made using the same 3D scene. It does not have to be built from scratch every time. Often, it takes just a few minor adjustments to create a new rendering. This doesn't

require much time and effort — and thus costs less.

Our [3D rendering studio](#) is always happy to create visuals

that represent your project from all possible angles. So, what additional rendering options can you get at a discount? Let's see!

#1. Slight Camera Angle Change

It resembles the frontal eye-level view quite a lot. Still, it offers a slightly different perspective both literally and figuratively. Even a subtle shift in the camera angle can enhance the presentation's informativity. By offering a new perspective, it gives a fuller understanding of the design and surroundings. This option makes the presentation more engaging

and insightful.



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

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#2. Side View

This angle is used to showcase the building's profile. Presenting a house from the side helps to reveal the details and proportions that might

be obscured in frontal views. It helps to better assess the project's overall aesthetic and functionality.



#3. Rear View

Thanks to such exterior rendering options, the viewers can get valuable insights into the outdoor space, landscaping, and potential amenities. For example, you can easily show gardens or outdoor entertainment areas. With a view like this one, clients can start discussing the backyard design



and usage right away.

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#4. Zoom Out

Widening the angle to cover more surroundings helps to better show the building within its context. This view highlights the property while providing information about the neighboring structures, streetscapes, and green spaces. Overall, a zoom-out rendering offers a comprehensive portrayal of the project's surroundings.



#5. Zoom In

It is one of the [best angles for architectural exterior rendering](#). Zoomed-in options enable a detailed examination of materials, textures, and design elements. They enhance the viewer's understanding and appreciation of specific features and details.



#6. Time of the Day Change

Presenting different lighting and time of the day options adds versatility and realism to your pitch. Want to show the warm hues of sunrise or the atmospheric glow of twilight? Easy.

Varying lighting conditions evoke different moods and emphasize different architectural features. For example, a night

view enables the demonstration of exterior lighting solutions. So,



renders featuring different times of the day can help enhance the

viewer's understanding of the presented concept.

#7. Ratio Change

This rendering shows the same frontal exterior angle as the original one. But it has different proportions. Why use it? For example, you might need a square picture for an Instagram post and a vertical one for Stories. Adapting the image ratio ensures optimal presentation and engagement across various online channels. This enhances the visualization's effectiveness in reaching target audiences on different platforms.



#8. Color Change

Changing colors while retaining textures allows your clients to explore different color schemes. With such CGI, you can showcase variations without altering the overall design. This option is invaluable for considering color palettes and experimenting with concepts.



#9. Finishes Change

Switching out materials enables clients to compare finishes and surface treatment options. This helps with making decisions on aesthetic preferences and material suitability. One can, for example, explore different cladding types.

The usage of these exterior

rendering options streamlines the design refinement process.

It also ensures alignment with project objectives.



#10. Architectural Elements Change

Making minor adjustments to architectural elements, particularly the facade, allows for experimentation with design variations and detailing. One can play around with proportions, alter window patterns, or experiment with facade treatments. These CGI options offer valuable insights into design possibilities.



#11. Landscape Change

Showing various landscaping options helps clients visualize different outdoor environments and design scenarios. From lush gardens to minimalist

courtyards, exterior rendering can showcase different approaches to the building's immediate surroundings.



By using a diverse range of exterior rendering options, architects and real estate professionals can enrich their presentations, cater to varying client preferences, and facilitate their decision-making processes. All the discussed options serve different purposes. And a truly

powerful presentation will combine at least a couple of them.

Ready to explore exterior rendering options? Contact us for [architectural rendering services](#) of impeccable quality at a discounted price!



Why Prefer Large CGI Studios for Hospitality Projects?

In the competitive niche of hospitality architecture, 3D rendering has become indispensable. Whether for marketing or presentations, the demand for immersive and realistic visualizations continues to soar. And oftentimes, it becomes impossible to produce a sufficient number of high-quality renderings in-house. In

this case, architects face the choice between engaging a CGI studio or freelancers. So, what to opt for when commissioning a hospitality architectural 3D rendering?

Our [architectural rendering studio](#) works with many hospitality architects and designers, providing them with high-quality CGI. Many

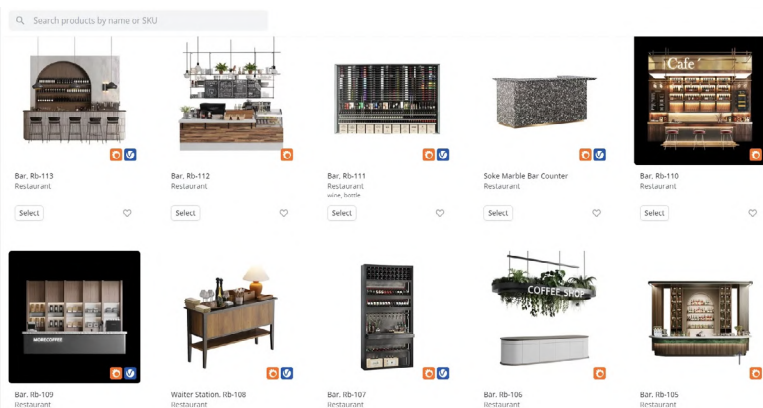
of them came to us after having worked with freelance artists. So we know the specifics of both options. And we can make a strong case for choosing a

large studio over freelancers for hospitality 3D rendering commissions. What are the benefits of this choice? Let's find out!

#1. Extensive Library of Materials and Models

One of the key factors in choosing a studio over freelance artists for hospitality

architectural 3D rendering is the access to a library of CG assets. Any large 3D visualization company has an extensive library of materials and models, including those of furniture and décor from renowned brands. In contrast, freelancers often lack such comprehensive resources. This leads to prolonged timelines as they need to search for suitable elements in online stocks.



#2. Consistent On-Brand Visuals

Managing large projects, like 3D visualization of a hotel complex or a luxury restaurant, is a daunting task for one freelancer. That's because the scope of work might include numerous renderings: for the exterior, lobby, bar, amenities, and so on. Furthermore, there might be a need for not only still renders but also animations or

virtual tours.



When numerous tasks must be done in parallel, hiring multiple freelance artists may seem a workable solution. However, this approach introduces certain challenges. Freelancers may deliver CG images of varying quality and style because they do not work in a

team and have no communication with each other. In contrast, a large CGI company can ensure on-brand consistency across all aspects of visuals. That's because a project will be assigned to a well-organized team.

#3. Centralized Project Management

Coordinating different freelancers poses a



significant challenge when it comes to hospitality architectural 3D rendering.

It requires a lot of time and energy as freelance artists might have varying working hours, delivery times, and often even time zones. Ideally, a single expert should be aware of all the requirements and oversee the project's execution. This is exactly what project managers in CGI studios do. With a dedicated PM, communication inside the team of 3D artists is streamlined. As a result, the progress is aligned with a client's vision, ensuring a smooth workflow and effective realization of design goals.

#4. Accessibility and Timeliness

Freelancers usually cannot be available 24/7. More often than not, they wouldn't work on weekends. And sometimes, their workload wouldn't allow them to carry out urgent requests.

But in the dynamic field of hospitality design, quick turnarounds can be essential. The good news is that large architectural 3D rendering studios

with a scalable team of professionals can efficiently deal

with time-sensitive tasks.



#5. High Quality and Impeccable Photorealism

Hospitality architectural 3D rendering demands the highest level of quality and realism. This is because clients who can afford to invest in hotels and restaurants are quite hard to impress. A low-quality, cartoonish 3D rendering will look unprofessional in their eyes.

Freelancers may not always meet the standards, potentially delivering results that fall short of the desired realism. While CGI studios, with their well-coordinated

teams and vast technological resources, can guarantee the required quality. Just take a look at our article on [hotel rendering](#) and see for yourself.



#6. Streamlined Collaboration and Full-Service Capability

The constant search for new 3D rendering contractors complicates project management. So, the

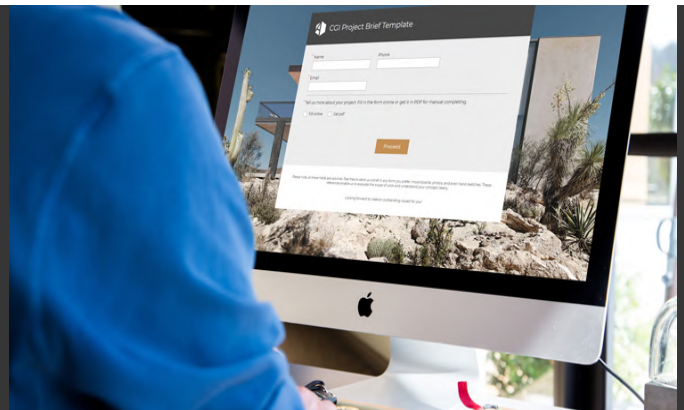
ideal scenario for hospitality architects is to find a reliable partner capable of covering all visualization needs — from renders to drawings to Revit models.

Large architectural rendering companies offer a comprehensive solution. They provide a one-stop shop for all architectural rendering requests. This not only simplifies their clients' workflow but also ensures a consistent and high-quality output.



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A professional architectural rendering studio is not just a service provider. It can be a trusted partner invested in elevating your success to new heights. Quick delivery, consistent quality, and easy management are what distinguish collaboration with CGI studios from working

with freelance 3D artists when it comes to hospitality architectural 3D rendering.

Need [architectural rendering services](#) to boost your hospitality project presentations? Contact us at ArchiCGI to get stellar visuals for a reasonable price!



CTBUH 2024 Americas Conference

Miami, United States
22 & 23 February

Future Downtown: Density and Resiliency in Cities Across the Americas



Venue at the AC Hotel Miami Brickell

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ctbuh.org/2024AmericasConference



Top 6 Events for Architects in the USA in 2024

Every year, there are numerous events for architects in the USA: conferences, expos, and so on. All of them offer unique opportunities for professional growth and establishing new connections — and it is important to not miss out on those. In a field as quickly developing and innovation-driven as architecture, any specialist should keep up with the newest trends, constantly learn from the industry stars, and share valuable insights and experiences with peers. Learning, meeting new clients

and partners, showcasing your achievements, and catching up with fellow architects – the bustling creative atmosphere of professional events can surely become a rich source of inspiration for your work.

As a [3D rendering company](#) working closely with many architecture experts worldwide, we always keep track of interesting industry gatherings. Read on to learn about the most noteworthy events for architects in the USA in 2024!

#1. New York Build 2024



image source: [NewYorkBuildExpo](#)

When: February 13-14, 2024
Where: New York City, USA
Website: newyorkbuildexpo.com

New York Build will feature speeches from more than 500 speakers across 15 conference tracks, items from 400+ exhibitors, and AIA/CES-approved workshops. The topics covered will include The Future of Construction, Architecture, Digital Construction, Real

Estate, Facilities Management, Sustainability, and others. Workshops will be dedicated to Building Solutions & Materials, Marketing, Digital Construction, Government, Architecture & Design, and many more topics. Attending them will be a great opportunity to earn your yearly credits while focusing on the subjects you're passionate about.

Architect's Hub will allow you to see the most innovative designs presented by New York's best firms using [3D modeling](#). Informal events will include Women and Diversity in Construction meetings, as well as plenty of other interesting networking meetups.

Supported by the Mayor of NYC, New York Build is a free-to-attend show. The number of free tickets is limited, however, so hurry up and book yours.

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#2. CTBUH 2024 Americas Conference



image source: [CTBUH](https://www.ctbuh.org)

When: February 22-23, 2024

Where: Miami, Florida, USA

Website: my.ctbuh.org

The Council on Tall Buildings and Urban Habitat (CTBUH) will host its 2024 Americas Conference in Miami. This year, they will explore the theme of

density and resiliency in cities across the Americas. The event will feature talks and panels on urban development across South and North America, focusing on social changes, environment, and sustainability. Conference attendees will also have the ability to go on off-site building tours of the brand-new urban developments. Those tours are included in the tickets but are reserved on a first-come, first-served basis, so register now to secure your spot.

Overall, the CTBUH conference is an incredible event for architects who want to deepen their knowledge of sustainable urban development.

#3. Facades+ Dallas



image source: [Facades+](https://www.facadesplus.com)

When: February 23, 2024

Where: Dallas, Texas, USA

Website: facadesplus.com/dallas/

With the 12th anniversary of the Facades+, this series of events will be held in a total of 13 cities across the USA. The first one of those has already kicked off the year in San Francisco on

January 25, and the next conference is coming to Dallas, Texas, in February. It will feature a day of exciting events such as presentations from renowned architects examining the innovations in the field of facade technology. The visitors will also be able to attend the Methods+Materials Expo — the exhibition that will allow architects to expand their

building material knowledge and discover new products from industry leaders.

If you don't catch Facades+ in Dallas, don't worry. You'll still have the opportunity to visit the events in Washington DC, New York, Boston, and many other cities. For more information, visit the Facades+ website.

#4. AIA Conference on Architecture 2024



image source: [InsideLighting](#)

When: June 5-8, 2024

Where: Washington, D.C., USA

Website:

[conferenceonarchitecture.com](https://www.conferenceonarchitecture.com)

In 2024, one of the most iconic events for architects in the USA will take place in Washington DC. This year, AIA is broadening the scope of the conference to include AEC professionals from every career stage. Attendees can look forward to a variety of seminars and workshops, along with networking parties where they can mingle with architects and designers in a relaxed setting. And, as always, the AIA Conference will be a great opportunity to expand your knowledge and earn your yearly HSW, GBCI, RIBA, and AIA LU credits. On the AIA's website, you can sign up to receive updates.

#5. NeoCon 2024



image source: [NeoCon](#)

When: June 10-12, 2024
Where: Chicago, Illinois, USA
Website: neocon.com

NeoCon has been one of the largest annual events for commercial interior design in the USA since 1969. It focuses on the most innovative and technology-driven solutions. According to NeoCon's philosophy, the cornerstone of quality design

is human well-being. So, the event reflects and promotes the newest trends in sustainability, accessibility, and inclusivity.

With nearly 1 million square feet of exhibition space, NeoCon 2024 will feature innovative products and services for healthcare, retail, government, institutional, and residential interiors from more than 700 showrooms and exhibitors.

NeoCon will offer various accredited seminars and special programs, as well as networking opportunities. This is definitely a must-visit for commercial designers and architects! The detailed program and events schedule are yet to be announced, so follow the updates on the official website or social media.

#6. Chicago Build Expo 2024

When: October 22-23, 2024
Where: Chicago, Illinois, USA
Website: chicagobuildexpo.com

Chicago Build Expo is one of the largest events for architects in the USA. It annually attracts a steady

flow of architects, developers, civil engineers, and other AEC industry professionals from all over the country and the Midwest in particular.

In 2024, CBE will host 250+ exhibitors and 400+ high-profile



image source: [ChicagoBuildExpo](#)

speakers across 12 conference tracks. It will also offer AIA/CES-approved workshops, which provide a great opportunity to expand your knowledge in the areas of Sustainability, Health

& Safety, Digital Construction, Building Solutions & Materials, Architecture & Design, as well as earn yearly education credits.

In addition, CBE will host a festival with live music, drinks, and other entertainment options. Just like the New York Expo, the Chicago Build will offer networking events dedicated to such important topics as Women and Diversity in Construction.

Officially supported by the Mayor of the hosting city, the expo is completely free to attend.

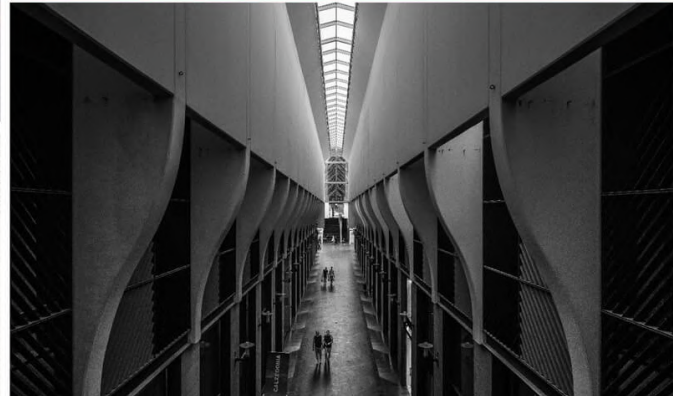
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Keeping in touch with the wider AEC community is one of the keys to building a successful career in this field. In 2024, there will be various amazing events for architects in the USA to learn, get inspired, and network. We hope our article will help you to choose the ones which attract you the most and will help boost

your career.

Want to shine at the best events for architects with your projects? Opt for [professional 3D rendering services](#) offered by ArchiCGI and get breathtaking CG visuals to showcase your work!



Top 6 Events for Architects in Europe in 2024

European architects work in a fast-paced competitive environment where it is vital to constantly keep growing as professionals. Participating in industry-specific events is a great way to do so. First of all, it helps architects to keep up with the trends and innovations. Also, they can evolve their skills through visiting presentations and workshops offered by the

stars of the architecture world. Last but not least, professional events allow architects to foster connections with like-minded peers and potential clients. Simply put, these gatherings provide the best networking opportunities. So, what events for architects in Europe should you visit in 2024?

Our [3D visualization studio](#) daily provides architects with

top-notch visuals for their portfolios, presentations, and social media. To be able to do that, we closely follow the industry's trends and news. And we are always glad to share what

we know.

Ready to learn about the top 7 events for architects in Europe that you should consider attending? Read on!

#1. Madrid Design Festival



image source: [Madrid Design Festival](#)

When: 8 February – 17 March 2024

Where: Madrid, Spain

Website: lafabrica.com

This year, Madrid will host the seventh edition of the fest. It will not be limited to one venue: during the festival's run, various events, exhibitions, showrooms, and more will take place all across the city.

One of the highlights of the 2024 rendition of the event will be the crafts of Castile La Mancha as an invited project.

Also, the famous Danish architectural studio BIG (BIG Bjarke Ingels) will participate in the MDF with the furniture brand Actiu to showcase their projects.

MadridDesignPro conferences are scheduled for February 14-17. They will bring together essential figures of design at the Madrid Free Education institution. The guests will participate in the event in various formats such as round tables and conversations.

Overall, the MDF is a great opportunity to boost your knowledge and get inspired in the city where Europe's classical architecture meets innovation. Many of the fest's events have specific dates that differ from the main ones. So, we recommend checking the program on the website to be sure you don't miss something you'd be truly interested in.

#2. Spain: Concéntrico 10



When: 25 April – 1 May 2024

Where: Logroño, Spain

Website: concentrico.es

One of the must-visit events for architects in Europe, Concéntrico, celebrates its 10th edition this year. Since 2015, this festival has brought together architects and designers from all over Europe to create 100+ installations with focus on the urban environment.

Concéntrico 10 will also

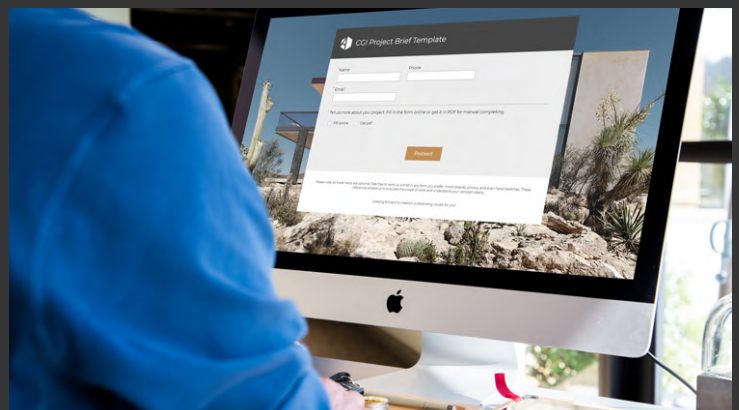
feature installations along with exhibitions, meetings, performances, and other activities across multiple locations in Logroño. This way, the festival will showcase international innovations in a unique local atmosphere.

The event's tenth edition introduces a new competition titled 'The Street in 10 Years'. In the first phase of the initiative, the jury received 82 applications with proposals on how to redesign an area of the city within a 10-year strategy. Five teams were selected to proceed to the second phase. The winning proposal will be chosen during Concéntrico 10.

More detailed programming is yet to be announced. So, don't forget to check out the event's webpage for updates.

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#3. Grand Designs Live London



image source: [Grand Designs Live](#)

When: 4 – 12 May 2024

Where: London, UK

Website: [granddesignslive.com](https://www.granddesignslive.com)

Grand Designs Live is a multi-award-winning home building and renovating show. Based on the successful TV series, this event has established itself as the UK's number one consumer exhibition show for home design. Grand Designs Live London 2024 will present new products and services across four project zones: Build, Kitchens & Bathrooms, Gardens, and Interiors. The event will be attended by more than 100,000 visitors and will host over 500 exhibitors across 9 days.

#4. Architecture Matters Conference

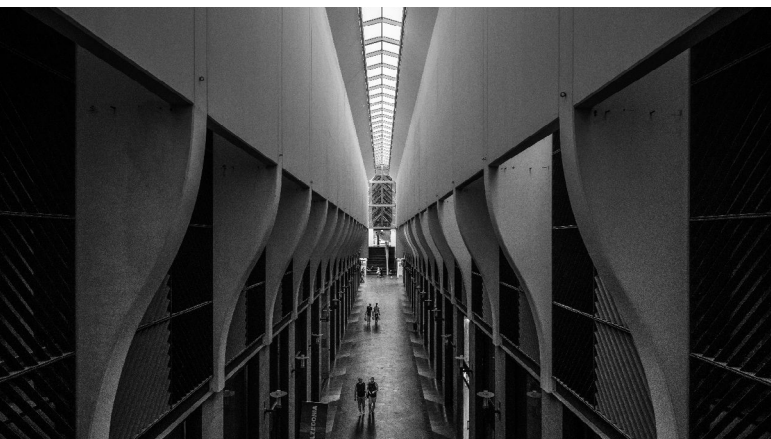


image source: [Architecture Matters](#)

When: 15 – 16 May 2024

Where: Munich, Germany

Website: [architecturematters.eu](https://www.architecturematters.eu)

Returning for its eighth edition, Architecture Matters is an international architectural and urbanistic conference that takes place in Munich. Launched in 2016, the event focuses on the future of architecture and cities and brings together architects, real estate professionals, and politicians. The theme for this year's edition is 'Crisis vs. Crisis', and it will feature numerous discussions, talks, and workshops on various topics such as housing affordability, climate protection, green transformation, and many

others. You can subscribe to the event's newsletter to stay

informed about the upcoming programming.

#5. Helsinki Design Week



image source: [HDW](#)

When: 6–15 September 2024

Where: Helsinki, Finland

Website: helsinkidesignweek.com

The largest design gathering in Northern Europe, Helsinki Design Week offers a variety

of offline and online events, including lectures, discussions, markets, showrooms, and exhibitions. More than 130 specialized events will be held for architects, designers, urban planners, and other industry professionals. The program also includes informal parties that can become a great opportunity to network with peers.

Both the specific theme and the program of 2024's HDW are yet to be announced. You can subscribe to the newsletter to get the festival's news. It's worth mentioning that most of the events at Helsinki DW are free to attend.

#6. London Design Festival

When: 14–22 September 2024

Where: London, the UK

Website: londondesignfestival.com

First launched in 2003, this festival is now one of the largest events for architects in

Europe. For instance, in 2019, it brought together 600,000 visitors from over 75 countries. LDF is not aimed at architects exclusively but also welcomes designers, educators, and professionals from related fields.



image source: [LDF](#)

However, its varied programming can surely give a new source of [inspiration for architecture](#) and freshen up your perspective.

The detailed program for this year's event is not yet available. You can subscribe to the weekly newsletter on the website to stay tuned.

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

[SEE OUR PRICING](#)

There is no better way to merge business and inspiration as smoothly as by attending events for architects in Europe. You can take part in educational workshops, exhibitions, discussions, and networking meetups while enjoying stays in some of the most architecture-rich cities. For architects from Europe and worldwide, it's a great opportunity to connect with peers, find new clients, and

then return to work with fresh eyes.

If you plan to present your firm or project at one of the events for architects in Europe or elsewhere, you will need first-class visuals. Looking for [3D rendering services](#) to ensure you have breathtaking visualizations for your goal? Contact us to get top-notch 3D imagery for a reasonable price!



CGI Case Study

Exterior CGI for an Oceanfront Estate in Carmel, California

[Sterling-Huddleson Architecture](#) is a diverse design firm dedicated to thoughtfully executed design solutions. They are based in California and have over twenty years of experience. Braden Sterling, the company's principal, first reached out to our [architectural visualization studio](#) in 2017 to commission a number of 3D renderings to further study architectural design and client



visualization. Since then, we've completed 14 projects together,

and are eager to continue our partnership.



In this case study, you will discover the details of our workflow and see the results of our latest 3D rendering project done for Sterling-Huddleson. It

involved creating marketing CGI for the most expensive home in Carmel, California. Want to know more? Let's dive in!

#1. Scope of Work and References

In the course of this collaboration with the architectural firm, we made exterior CGI for a luxurious residence off the coast of the Pacific Ocean. Our client needed real estate marketing CG visuals

showing the future look of the stunning property that was under construction at the time.

In total, we created 4 exterior 3D views:

- an eye-level rendering of the entry side of the building, as it would be seen from the driveway;
- a 3D rendering of the rooftop terrace with an ocean view;
- renders showing the rear and left sides of the estate.

The final resolution of the CG visuals had to be 5K, 300 dpi.

Braden provided us with an extensive package of references for the task:

- drawings in the DWG format;
- exterior materials references;
- inspiration pictures for the rooftop terrace;
- drone footage of the construction site;
- Google Maps location of the estate.

All real estate visualizations, except for the entry side view, were



created using the [photo matching](#) technique. That means our CG artist combined a realistic 3D model of the property with drone photos of the construction site. This approach allowed us to save the client's time and reduce the cost of work, as there was no need to create a virtual environment around the property from scratch.

Let's take a look at the outcome!

DIGEST-50

Use promo-code to get \$50 for your projects.
Sign up to get more info from your personal manager.
Available for projects started before the end of January.



#2. Project Results

Here, you can see all the CGI made by our team

for marketing the gorgeous oceanfront estate.



In total, producing those renders took approximately 100 hours of the 3D artist's work.

Braden was delighted with the images. Here's the feedback he left in our CRM system after seeing the 3D rendering results.

Braden Sterling

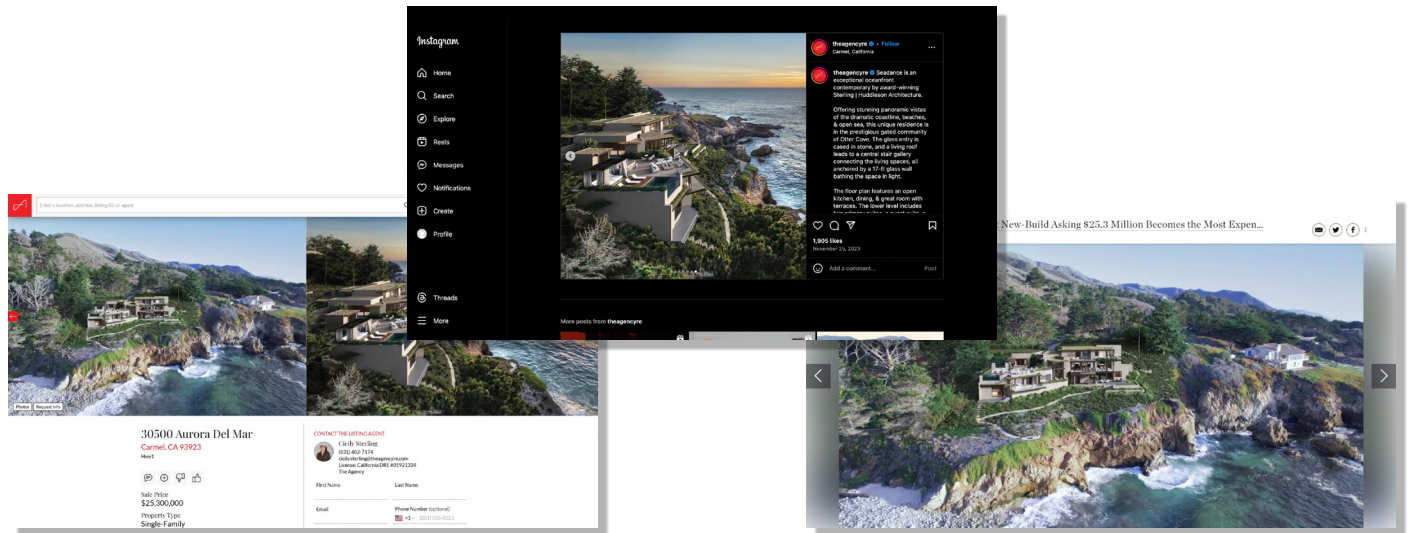


excellent, thank you!

#3. Usage of 3D Rendering for Real Estate Marketing

The CG visualizations have been extensively used to promote the splendid build on

various PR media channels and real estate marketing platforms.

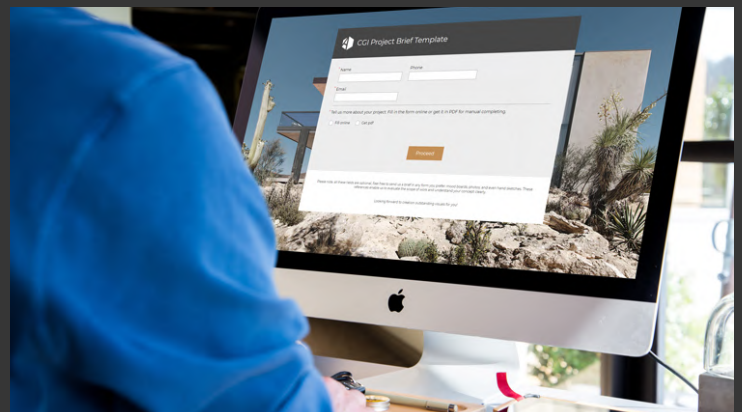


Our team was happy to be a part of this breathtaking project. We are grateful to Sterling-Huddleson Architecture for the

excellent collaboration and can't wait to do more 3D renderings for their gorgeous real estate designs!

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

[DOWNLOAD THE BRIEF](#)



Need outstanding 3D rendering for real estate marketing? Contact ArchiCGI

for professional [3D visualization services!](#)

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.





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](#).



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.



Veronika Skuratovich

Mentor & CGI Artist

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



Anna Shevtsova

Team Leader & CGI Artist

Anna is a Mentor, Art Director, and architectural design connoisseur. She is such a skilled 3D artist that we believe Anna had learned 3ds Max and Corona before she learned to write! Apart from CGI, Anna is into yoga and traveling.



Anastasiya Yegorenkova

Senior CGI Artist

Anastasiia loves CGI for the diversity of tasks and creative challenges it provides. She knows how to show the strengths of a design, and fill the image with a perfectly chosen story and mood. Outside work, Anastasiia is an accomplished painter.



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digest

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