

The key to creating a mesmerizing 3D render is to add perfect imperfections to it.



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Interview with Veronika Ukrainets, ArchiCGI's Senior 3D Artist

In the archviz world, the role of a Senior 3D artist extends beyond creating stunning visuals. Seniors are also team leaders who guide and inspire beginner and middle 3D specialists. Veronika Ukrainets, a key member of the ArchiCGI team with more than six years of experience in the industry, does exactly that. She is known for her outstanding CGI skills as well as for friendly, open communication style with both clients and colleagues. Veronika has

completed hundreds of impressive visualization projects and is now mentoring more than 40 artists.

In our interview, besides discussing Veronika's career, we talk about the quality and types of CGI, an effective brief, the feasibility of getting top-notch renders within tight deadlines, and the impact of AI on the [architectural 3D visualization](#) industry. So, let's get started!

Veronika, how did you enter the field of architectural visualization?

I studied architecture at the university in Kharkiv, Ukraine. As part of our curriculum, we needed to study various design software, and that's where my journey started — with ArchiCAD. It was my ArchiCAD tutor who first introduced me to Autodesk 3ds Max. She showed

me her projects made in this software, and I was immediately captivated. It looked so much more realistic and fascinating! So, I took a specialized course to study 3ds Max. It happened about six years ago, and that was a pivotal moment for me.



At the beginning of my career, I was mostly involved in small and mid-size interior

How fast did you grow to a Senior 3D artist level?

design 3D visualization tasks. Things started to shift about six months after I'd started working. That's when I began collaborating with a major client from the UK. With him, I got the chance to work on larger-scale projects. It was a game-changer. So, within a year and a half of starting out, I found myself in a mentorship role, guiding other 3D artists.

Why did you prefer joining a large CGI studio over freelancing?

Working as a freelancer means dedicating a lot of time to client communication

and setting up processes. At ArchiCGI, it isn't my primary responsibility. Most of the time, I

do creative work or mentor my team of artists. I'm involved in initial online meetings to brief clients, and that's mostly it. However, with some, we've developed warm professional relationships, and I talk to them quite often, discussing work or proposing new ideas.

I enjoy communicating with clients, but typically, that's the job of client managers and project managers. This division of roles makes our work efficient, allowing everyone to focus on what they do best.

What countries do ArchiCGI's clients come from? Can you give us some names?

Our clients come from different parts of the world. The majority of them are from the United States, but we also have clients from Europe, like Germany, the UK, Sweden, Denmark, and plenty of other countries.

Let me give you a few examples. We've worked with some pretty big



names, like Zaha Hadid and Hyatt. Then there's SKB, an architecture firm licensed in over 20 states in the U.S. that has designed projects in over 100 countries.

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As I said, we've got plenty of designer and architect clients from all across the US. In Florida, we

have Marc Janecki Design. Marc is known for his exceptional and innovative designs, especially

in the residential sector. Sterling-Huddleson Architecture in California is another one of our clients. They're all about thoughtfully executed design solutions that inspire and enlighten

people's lives. Narrative Design Studio in San Francisco focuses on residential and boutique hospitality projects. They've got a great eye for storytelling through design.

“ *The majority of our clients are from the US, but we also have clients from Europe, like Germany, the UK, Sweden, and Denmark.* ”

Then there's Land Ark Homes, an award-winning Canadian company with a 30-year history in residential design and construction. Another partner of ours is Surface Developments, a premium real estate development company based in Ottawa.

Over in Switzerland, there's Studer Innen & Architektur, who specialize in hospitality. And then there's Tristan du Plessis from South Africa, a young

award-winning designer with a decade of experience in luxury hospitality design.

Honestly, these are just a few names. I could talk for hours about the incredible range of clients we work with at ArchiCGI. If you're curious to learn more about our clients, understand our workflow, and see the outcomes of our collaborative projects, check out our [case studies](#).

At what stage of a project should an architect involve a 3D artist?

There are two possible stages to reach out to 3D artists: during the concept phase and once there's a detailed project plan. When there's a clear plan,

the process is straightforward — creating visuals strictly according to the brief as the client envisions.



a cityscape. We can offer various methods to showcase this concept, like highlighting how the building integrates with or stands out from its environment. We can also advise on angles, lighting, and details to enhance the concept. This can be useful for advertising, competitions, or tenders — any situation needing a concept over a finished project.

During the concept stage, a 3D artist's help is essential for architects and real estate firms who have a vision but no clear plan on how to convey it. For instance, they might have an idea to depict their building as a green oasis in

“

A 3D artist's help is essential for architects and real estate firms who have a vision but no clear plan on how to convey it.

How to compose a brief that efficiently conveys the project vision to an artist?

It's fantastic when clients start with what I call a 'Look and Feel' mood board before diving into the specifics of the brief. Such a mood board might include images not directly related to the project but conveying how the client 'feels' about it. It could be a picture of a space, an atmospheric nature shot, or even just close-ups of preferred colors and fabrics. Such visuals help artists understand what resonates most with the client. For instance,



they might instantly highlight a focus on cozy fabric materials or a dreamy mood.

“ *If you are unsure about what you want at the start of the project, it's very helpful to at least specify what you definitely don't want.* ”

Another tip is to be specific with references. Let's say you attach a picture of a cityscape. Then it's helpful to point out what exactly is important to you in that image. Is it the architectural style, the lighting, the weather, or some other aspect?

One more piece of advice: if you are unsure about what you want at the start of the project, it's very helpful to at least specify what you definitely don't want. For example, saying 'I don't want any clouds in the renders' will save time for both you and us.

What type of 3D visualization do your clients order the most often?

In most cases, clients would need beautiful imagery where everything is clearly visible, with sunny summer weather, and attractive colors. It's a common approach to commercial architectural visualizations that suits the majority. For standard presentations and marketing

images, such commercial renders work just fine. That's an ideal sales picture.

However, sometimes, clients need something more creative. That can be moodier images, with atypical, dramatic lighting, weather effects, and unusual angles.



In case a client wants something unusual and more artistic, they should be prepared for it to take a bit longer. That is because we

will need to dedicate more time to virtually every object in the 3D scene.

How can an architect make the most of the ideal sales pictures you mentioned?

In reality, when something is built and then photographed, people usually aim for perfection, like flawless corners and spotless surfaces. But in 3D, everything starts off unrealistically perfect. So we need to add some “perfect imperfections” to renders to make them feel more lifelike. These details might be barely noticeable, like slightly varied table positions, signs of

movement, or natural wear on object corners. The idea is to create a sense of life and realism.

“ We need to add some “perfect imperfections” to renders to make them feel more lifelike.

It's also vital to know how to set highlights with lighting. Just look how light shapes the perception in the rendering below.

The atmosphere is another key; for instance, a French restaurant meant for evening dates should be shown in evening light, not morning.

Then, it's essential to decide on the placement of objects and decorations to enhance [3D storytelling](#) and convey the resident's lifestyle or a business's values.

Also, you'll probably need to give your artist a bit more time, because fine-tuning the lighting and small



details often takes more hours than building the entire 3D scene itself.

For instance, here's an image that can be created in roughly 10 hours.



And here's what can be achieved within 25 hours.



Can you feel the difference?

In short, the right details and atmosphere can make sales pictures more effective and engaging. To use this potential to the fullest, you'll need an

experienced artist. That's because knowing all the above-mentioned aspects requires a lot of practice and continuous learning. We have many such senior-level 3D specialists on our team.

What are the specifics of using more creative, artistic renders?

Not every project, or rather its goals, requires an artistic render. One of the main aspects of creating such a rendering is the specific composition of the frame. If you look at real photos

of restaurants or hotels, the shots are not super informative. They're more atmospheric, designed to convey an emotion and make people want to visit.



However, if the project's goal is to approve a design, then an atmospheric render isn't necessary. It's more important to have a frame that shows as much of the space as possible and is primarily informative. For instance, it should confirm that the wall color works well with the sofa and curtain colors. In this case, artistic renders might only serve as additional,

bonus visuals.

Artistic renders might be needed for architectural competitions, tenders, portfolios, or collaborations — for instance, to create PR articles with intriguing imagery. They work perfectly in cases where one needs visuals that would catch the eye, amaze, and be memorized.

“ *Artistic renders might be needed for architectural competitions, tenders, portfolios, or collaborations.* ”

Is it possible to get impressive high-quality CGI within a tight deadline and on a budget?

Yes, under certain conditions. For instance, we can do that if we're already familiar with the client's specific needs. Oftentimes, a client might need renders of fairly similar structures with typical materials, showcased in a uniform setting. In such cases, we can model the new building, put it inside a scene we've already created for this client, and make slight modifications to it – tweak the lighting and surroundings. This way, we can produce a new beautiful image promptly.

So yes, it's possible, but not from the first project. To be very fast,



we need to build a base of scenes, lighting scenarios, materials, and models for that client first. Once we have that foundation, we can quickly produce renders by combining pre-existing settings and elements. This approach can often cut the costs and time in half.

“ To be very fast, we need to build a base of scenes, lighting scenarios, materials, and models for that client first.

Tell us about the impact of AI on your workflow.

I just love ChatGPT. Oftentimes, I ask it for advice on how we can better assist our clients or what we can additionally offer them. Also, for instance, if a client sends me a file in a format I'm not familiar with, instead of spending time googling, I just ask ChatGPT how to open it in 3ds Max. And it provides me with a step-by-step guide.

Another thing I've found useful, more as a 3D artist than a Mentor, is asking ChatGPT to create training programs for me. I told it I wanted to learn how to make animations of a certain style and asked for a detailed plan with steps and information resources. It gave me exactly what I needed, which was incredibly helpful.

What about visual AI tools like Midjourney?

I often find myself in situations where I have several images that I want to use as references for a task, imagining a mix of them in my head. But it can be challenging for another 3D artist to understand exactly what I've envisioned. That's

where Midjourney comes in. It can make these images into one with its "blend" command.

For example, I liked certain aspects of two different interiors that matched a client's style. Here they are.

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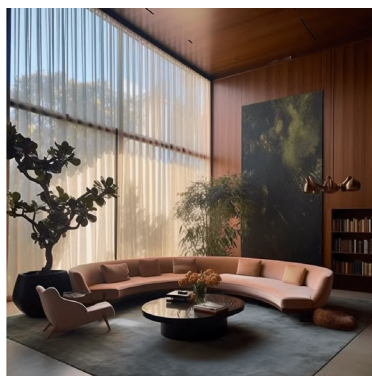
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I blended these images in Midjourney, and it created perfect

references for my 3D artist. Just take a look.



Also, AI is a great tool to help create references from scratch, though it's not a very fast process. With Midjourney, to get close to a specific picture that I imagine, I need to spend a lot of time selecting prompts. In essence, I could create the same image in 3ds Max during that time. But using

Midjourney is easier for me; it takes fewer resources, and the result is just as good.

I'm also planning to explore Stable Diffusion. Firstly, it allows working with video, and secondly, it has a feature for enhancing 3D people in renders. This is

something we really need. Some of our CG specialists have already

started using it.

Do you worry that AI might replace 3D artists?

I was concerned until I started using AI myself. Then I realized that it could only really do some basic tasks. It's like with programmers: AI can write code based on existing codes. So, we'll need more people who can find new solutions, while those who just repeat learned tasks will be less in demand.

Overall, I can say that AI is suitable for creating references and rough concepts faster than in 3D programs. But for executing detailed briefs and large-scale orders requiring high

precision and quality, it's still far off. So, 3D artists don't have much to fear in the near future.

“ AI is suitable for creating references and rough concepts faster than in 3D programs.”

The latest innovations, such as OpenAI's Sora, don't scare me either. I've seen the promo videos and consider it as a tool for us, not a threat. For example, this program could help us create references for animations.

A big thank you Veronika for your valuable insights!

We hope that Veronika's expertise in 3D visualization, along with tips on CGI quality and workflow, will be useful for you in your projects with us.

Looking for [3D rendering services](#) that blend artistic vision with technical prowess? Contact ArchiCGI to experience a service where quality, efficiency, and creativity come together to bring your visions to life!



Interior 3D Rendering Workflow Stages

Interior designers need to present their projects and services in the best light, and 3D rendering is the perfect tool for that. This advanced technology can provide them with any type of captivating visuals. However, keeping an in-house team of CGI specialists may be impractical for interior design companies. That's why key industry players often outsource 3D services to an [architectural visualization](#)

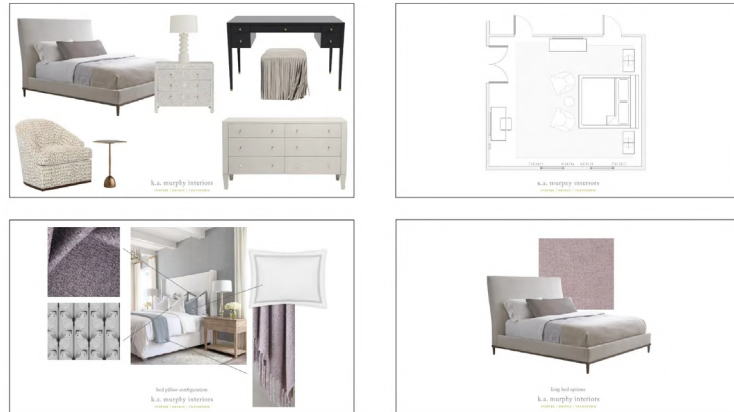
[studio](#). One of them is our partners from [k.a. murphy interiors](#) — a full-service interior design firm from the state of New York. In this article, using the example of a recent project we completed for them, we will guide you through our interior 3D rendering workflow. You'll see the process step by step from submitting the brief to receiving the final images. So, let's dive into it!

#1. Assessing the Scope of Work and References

This time, the company's design director, Liudmila Tapia, contacted us in July 2023 to get a set of renderings for a remodeling project. It required renders for different residential spaces. To understand how our interior 3D rendering workflow is organized, let's take a closer look at the bedroom visualization task, breaking it down into steps.

Any project at our studio begins with our client submitting the brief. It usually contains the requirements for the visuals and various references. For this task, we had to create two views of the bedroom, both in 4K, 300 dpi quality.

The pack of references, some



of which you can see above, included:

- interior drawings in the DWG format;
- a PDF file with elevations;
- a mood board of preferred furniture, decorations, and materials with links to each item.

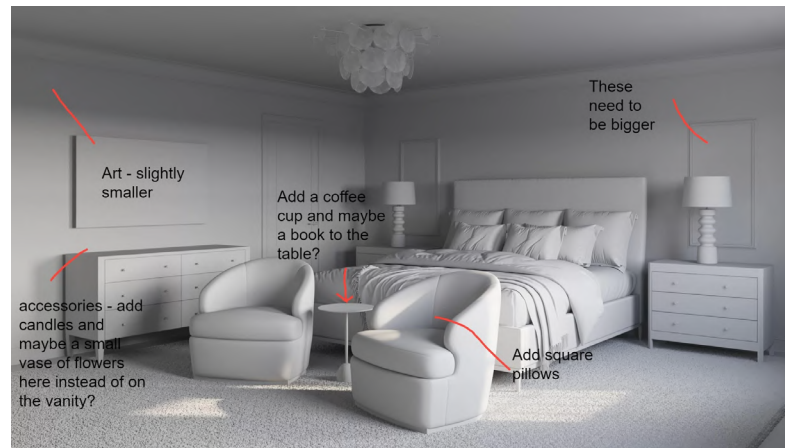
Our manager approved the cost and the deadline with the client. And then, after thoroughly researching the brief, our CG artist began working on the visuals.

#2. Creating Grayscale Renders



The next step in our workflow is the production of grayscale images, also called clay renders. These are preliminary results that don't have any textures or colors yet. Their purpose is

to approve the dimensions, furniture layouts, and camera perspective with the client. Above you can see the results of this interior 3D rendering workflow stage.



Our client was pleased with the grayscales and just wanted to correct some minor details. First of all, Liudmila asked us to resize some of the 3D models to reflect the real proportions of the items.

She also wanted to add extra decorations throughout the interior to make the rendering look more lived-in. Lastly, the client asked us to adjust the perspective in the first image to make both chairs visible.



Our CG artist reviewed all the comments and adjusted the grayscale renders accordingly. After confirming that the images met

the requirements, the specialist was ready to move on to the next step in our workflow.

#3. Applying Textures and Materials



Following the approval of the grayscale renders comes the third stage of our interior 3D rendering workflow. Here, our artist applies the textures and colors to the renders. It's important to note that before the final rendering, the images are typically provided to clients in 2K resolution. Here, we ask if

any corrections need to be made and if not — we proceed to render the CGI in final quality.

After receiving the colored images, Liudmila had some minor comments for us. Namely, there were some adjustments to the decor and materials that you can see below.



Our 3D artist did a fantastic job adjusting all the details, so the client had no further comments after this round of corrections. Now,

it was time for the last stage of the workflow — creating the final images.

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#4. Delivering Final Images

The artist rendered the visuals in high resolution and then fine-tuned them by adjusting the contrast, color balance, and lighting. As it was stated in the requirements, these [CGI for](#)

[interior design](#) results had to come in 4K. However, a client can always choose a lower or higher resolution according to their needs.



Results of Other Projects We Completed for k.a. murphy interiors

We've been working with Liudmila for a while now and created plenty of 3D visuals for her team's projects. Here you can see some of the results of our collaboration.

And now, let's check out what our client had to say about our interior 3D rendering workflow.





A Talk with the Design Director of k.a. murphy interiors

We took a chance to talk to Liudmila and asked her a couple of questions about her company and her impression of our interior 3D rendering workflow. Here is what she said.

Liudmila, what kinds of projects does the k.a. murphy interiors team usually work on? What does your role as a Design Director encompass?

We mostly work on residential interior design remodeling. My role, as a Design Director, is to guide the team to success and contribute to the business development. I interact with clients, manage the team, and

oversee the projects from concept to completion. Besides that, I maintain quality standards and collaborate with internal and external stakeholders to ensure the project's success.

Does your company often use 3D visualization? What are the main challenges CGI helps you solve?

Yes, 3D renderings are a standard practice in our presentations. They help the clients fully visualize all the details of our interior designs.

Do you have an in-house team of 3D artists or do you outsource all your CGI tasks?

We outsource all our 3D work. It's a time-consuming job and our company is not big enough to have

an in-house CGI specialist for this purpose.

Why did you choose ArchiCGI?

A colleague of mine recommended it.

Why do you prefer working with our studio?

The team at ArchiCGI is amazing! They are open to any challenge and always deliver the results on time.

We are grateful for the opportunity to chat with Liudmila and for her warm feedback. Our team was delighted to work with k.a. murphy interiors and is looking forward to continuing our fruitful cooperation.

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That's it! Now you know all the steps of our standard interior 3D rendering workflow. This easy step-by-step process allows us to produce high-quality results for you in a very short time. Hopefully, this article demystified the 3D visualization process for you, and you won't hesitate to contact us for CGI services when you need them. We are ready to take on any task

you have in mind and to ensure a smooth workflow.

Looking for a way to get breathtaking CG images for your interior concepts? Use our professional [interior 3D rendering services](#) to get captivating photorealistic visuals for presentations and marketing materials!



5 Situations When Architects Benefit from Outsourcing CGI

Architectural 3D visualization has long since become an industry standard, and it's not surprising. This technological advancement allows the creation of beautiful visual materials that are perfect for design presentations. However, this approach calls for expensive state-of-the-art hardware and software, not to

mention that you need a team of skilled professionals to make the renderings. These are but a few reasons why it could be necessary to outsource 3D services.

As a professional [3D rendering studio](#), we can tell you all about why architecture professionals might need to utilize a third-party

3D services provider. In this article, we gathered 5 examples of situations in which architects can

outsource CGI and benefit from doing so. Let's get into it!

#1. Need for High-Quality Renders for an Urgent Presentation

One of the first situations that comes to mind is an urgent design presentation. An architect may have experience

working with 3D visuals. Yet, they might not have time to create good-looking imagery for a project presentation due in a couple of days. This issue can be easily solved by contacting a professional studio to outsource 3D services. For example, our company always has a free team of CG artists ready to take on your urgent tasks. They can also work overtime or on weekends if necessary, so you can be sure that you will get the results on time.



#2. Obtaining Construction Permits

If an architectural project is going to be located in the middle of a city, an architect would need visual materials showcasing how a building would fit in the surroundings. They are incredibly useful for acquiring construction permits from the city authorities. Here, it can be advantageous to outsource the creation of these visuals. To help architects out



in this situation, ArchiCGI has many innovative 3D services to ensure exceptional realism.

For example, architects can outsource 3D renders that utilize the technique called [photo-matching](#). This approach involves combining a 3D model of a structure with the real footage of the street. As a result, the visuals will be photorealistic and an artist wouldn't need to recreate the

surroundings in 3D. This would save the architect's money and time.

Another interesting solution to this issue is virtual 3D maps. This method allows a CG artist to incorporate a digital model into Google Maps street view. So, a viewer can examine the future building from every angle to get a better idea of how it would look in the context of the proposed location.

#3. Approving the Construction Materials

Besides approving the design in the context of the location, an architect might need to confirm the building materials with the client. In this situation, it would be incredibly beneficial to [outsource 3D visualization](#) services. A professional 3D rendering company can create photorealistic representations of different surfaces and finishes in various lighting conditions. This

way, an architect's client will get a detailed view of the materials in context.

What's more, our studio offers discounts for renders with different material options. So, an architect can get a set of images for a lower price. This can help a client with decision-making and ensure that the project results are in line with their preferences.



#4. Need for Practical Experience with Advanced 3D Software

Most of the architecture professionals already work



with some sort of 3D software, such as SketchUp or Revit. Yet,

the types of 3D images these tools allow to create are limited and are not as effective as photorealistic 3D renders. To achieve those, professionals need to use more complex software such as 3ds Max, and they might not have experience working with this advanced tool. That's why the majority of architects outsource 3D services to get stunning renderings for their projects. Such visual materials look more impressive and are essential for big client presentations.

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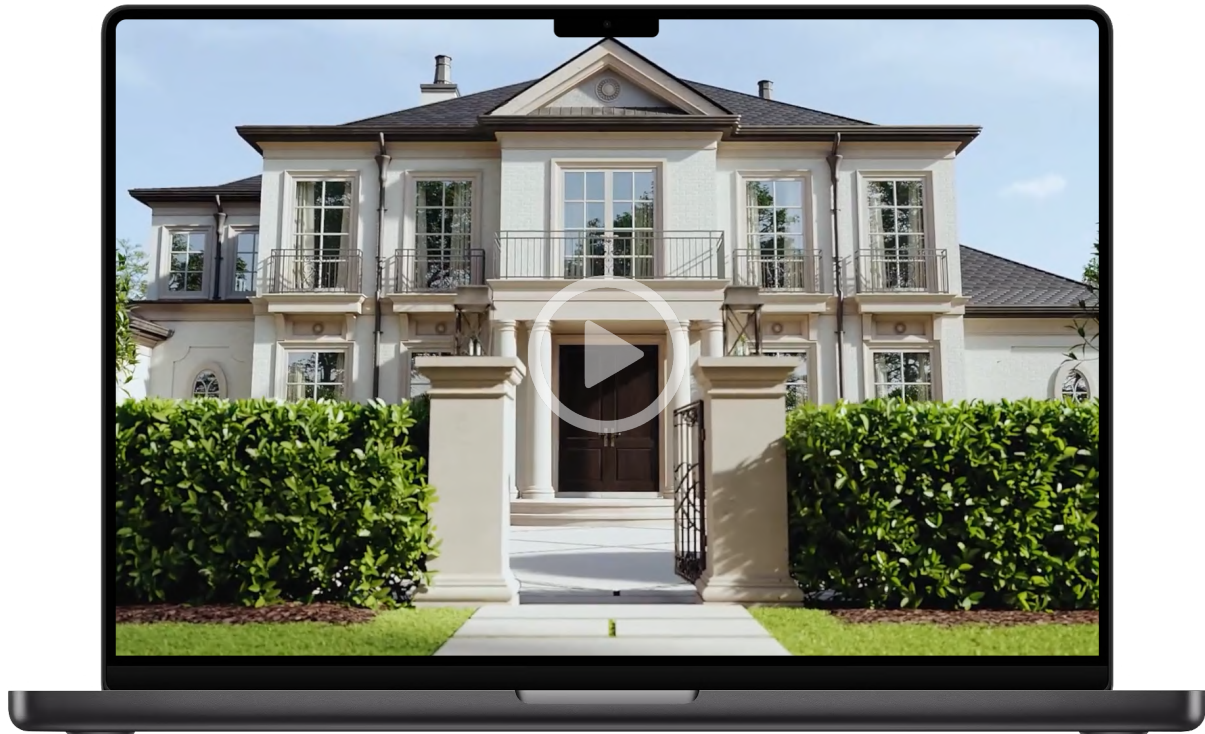
#5. In-House Team Lacking Resources

And last but not least, an architectural studio may have an in-house team of 3D artists proficient in advanced software. However, there may

arise a situation when they don't have enough resources to take on more projects or finish an urgent one on time. Furthermore, the artists might

not have sufficient skill levels to take on more advanced tasks such as 3D animations or immersive 3D tours. The solution to those issues

is to outsource 3D services. A third-party company like ours will gladly lend architects a helping hand with their excessive workload.



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As you can see, architects can resolve multiple issues if they outsource 3D services. Whether you need them for an urgent design presentation or to get a construction permit for your project, delegating the creation of 3D visuals is the best answer. Don't hesitate to contact a professional

studio, they will definitely help you out!

Need help with photorealistic CGI for an urgent presentation? Use our [3D rendering services](#) to take the load off your team and receive breathtaking imagery on time!



Is CGI Boon or Bane for Architects and Their Clients?

Computer-generated imagery (CGI) has proven its effectiveness in many fields, including AEC. Due to the transformative impact of 3D rendering on architecture, it has now become the industry standard. How so? The thing is, 3D visuals can convey the final look of buildings way before the construction begins,

streamlining decision-making processes, project approvals, and marketing campaigns. That is why architects, interior designers, and realtors use this tool for their projects and listings.

Undoubtedly, this cutting-edge technology revolutionized the way industry professionals showcase

projects. But is the impact of 3D visualization entirely positive or are there some drawbacks? In this article, our [3D rendering studio](#) will

tell you all about this advancement and its effects on architecture. Let's dive in!

#1. The Evolution of 3D Rendering in Architecture



Well before the digital age, architects used hand-drawn sketches and paper drawings made on drafting tables to illustrate their ideas. The first shift happened with the emergence of computer-aided design (CAD) software, like AutoCAD. Such programs

became widely available for architects in the 1980s. This toolset gave them the ability to create precise digital representations of the architecture in 2D format.

Then, in the 2000s, programs like SketchUp and Revit came about. They were and are used to this day to produce 3D models of architectural concepts. Alongside them, the tools for photorealistic visualization were developing as well. For instance, Autodesk 3ds Max allowed architects to bring 3D models to life by applying realistic lighting, textures, and materials to them.

Advancements in technology go hand-in-hand with the pursuit of realism. Nowadays, state-of-the-art hardware and software can provide realistic 3D visuals that are practically indistinguishable from real photos.

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#2. Benefits of 3D Rendering for Architects

So, why do more and more architecture professionals turn to 3D rendering? The most important advantages are realism, level of detail, and easy customization.

With the help of architectural drawings, a 3D artist can recreate a building from a 2D schematic into a fleshed-out 3D model. Then, by applying textures and lighting, they create stunning visuals that represent the concept in photorealistic quality. Furthermore, all the design elements in the 3D visualization can be easily adjusted. So, one can experiment with various options and see how they would impact the look of the



final building. This, in turn, can result in significant cost and time savings. Identifying and addressing issues digitally and early in the design process is much more cost-effective and time-efficient than redoing works on the construction site.

#3. Advantages for Clients

Not only architects can witness the impact of 3D rendering on architecture



first-hand. The value it brings to their clients is also difficult to underestimate. CGI allows them to get a much deeper understanding of a proposed design. Unlike drawings and blueprints, which are difficult to comprehend for people without architectural background, 3D rendering offers easy-to-understand visual materials. So, a person can examine all the nuances in detail and provide effective feedback. Such

increased transparency leads to homeowners making informed decisions. As a result, they are more confident and satisfied with

the outcome. All these aspects positively impact the collaboration between architecture professionals and their clients.

#4. Potential Drawbacks and How to Address Them

While the overall impact of 3D rendering on architecture is positive, there may be some downsides. They mostly take place if the tool is used incorrectly or if people are misinformed about it.

For example, renders usually present designs in the best possible lighting and weather to create an attractive picture. However, in reality, the conditions cannot always be perfect. So, to avoid disappointment, one should not expect the real building and its surroundings to always look as nice as in the render. Or, sometimes, one may think that 3D rendering is 100% equal to the final project result. But this is not always the case. If a project is in the concept stage, the main point of 3D renders would be to showcase the idea, not the precise outcome. However, if a project is fully formed and an architect has a detailed brief, it's possible to create a [realistic 3D visualization](#) that would fully convey the future look of the



building. All these points have to be explicitly explained to architects' clients.

On the 3D artist's side, it is necessary to maintain a healthy balance between aesthetics and realism. The renderings should not look too polished and pristine. To avoid setting unrealistic expectations, they should be true to life. For this, a CG professional can add small imperfections like creases, folds, and cracks on surfaces, dust and leaves on the pavement, and so on. Thus the 3D rendering will be realistic and lifelike.

#5. The Future of 3D Rendering in Architecture

Computer technologies don't stay in one place. And 3D rendering is no exception. Cutting-edge advancements, such as AI-enhanced renders,

Or take, for example, immersive 3D tours, like the one in this paragraph. They allow users to explore properties through interactive walkthroughs, customizing design and environment in real-time. The key aspect is that these tours take advantage of cloud-based rendering. Such a walkthrough is rendered on a remote server and streamed to the viewer's device. This way, anyone with a device connected to the internet can use this innovative technology without any additional hardware.



interactive immersive tours, and other innovative solutions significantly impact 3D rendering in architecture. Here's how they change the game.

Virtual reality, for instance, offers immersive digital walkthroughs of architectural projects. With the help of a specialized headset, a viewer can explore a virtual version of a future building as if they are physically present there.

AI tools can optimize the process of creating 3D rendering by quickly producing visual references and raw concepts. This will streamline tedious tasks and enhance the quality of the results.

All in all, the positive impact of 3D rendering on architecture is undeniable and outweighs the potential negatives. CGI can be a very flexible and useful tool in the hands of experienced 3D artists. With their expertise, they can provide you with mesmerizing photorealistic visuals of architecture without compromising on informativeness and aesthetic appeal. So, don't hesitate to opt for CGI for your presentations and marketing materials!

Need photorealistic 3D visuals to demonstrate your architectural masterpiece to your client? Use our [3D rendering services](#) to get breathtaking images showcasing your concept in its full glory!



5 Useful Features of Virtual 3D Tours

To stay competitive in the real estate industry, it's necessary to keep up with trendy new presentation tools. And 3D virtual tours are among the most notable ones. Immersive, interactive, and engaging, a real estate 3D virtual tour provides a unique opportunity to showcase the future look of projects that are still under construction or renovation. Now,

with the power of CGI, instead of relying on words and blueprints, you can make your potential clients feel like they are walking around an already finished place.

So, how do you make the most out of a 3D tour? Learn about the top 5 useful functions you can ask your [3D visualization studio](#) to include in it!

#1. Pop-up Informational Windows

A helpful feature that makes a real estate 3D virtual tour exceptionally informative is the presence of pop-up windows. There are several ways to use those. For example, in an interior tour, once one approaches a sofa or bed, one can click and call a pop-up window with the info about the model, brand, and specifications of that furniture piece.

In case a tour covers the surroundings of the property, like in the example here, informational pop-ups can highlight important nearby amenities such as schools,

parks, airports, and so on. This helps potential buyers or tenants understand the full value of the location.



#2. Special Viewing Functions

There are various ways to view the 3D virtual tour. Let's consider their types and benefits.

Auto-rotate is a handy alternative to exploring the tour manually in many cases. It can instantly draw the viewer's attention to the project's selling points and highlight important areas. Auto-rotate is a great option for those who browse passively or need some time to acclimatize to the technology before interacting with it. It also

works perfectly for a hands-free experience or for viewing on mobile devices.

Zoom-in/out mode allows one to examine a specific element of the space in more detail or, if necessary, take a step back to get a more comprehensive overview of the area.

Fisheye mode provides a wide panoramic view, creating an immersive experience as if the viewer is standing in the middle

of the space. However, it usually distorts straight lines. So it's better to combine this mode with other options.

Stereographic view also offers



a creative and visually striking presentation. This mode offers a wide-angle view with less distortion than the fisheye one. Objects near the center of the image appear more natural, while distortion increases towards the edges.

Finally, the **rectilinear mode** offers a natural view with undistorted lines. It's perfect for accurately conveying the space's layout and dimensions, as well as architectural and design details.

You can try all the mentioned modes in the real estate 3D virtual tour in this paragraph.

#3. VR Compatibility

There are various [benefits of using Unreal Engine in architecture](#) and real estate, and one of them is the ability to create a VR-compatible real estate 3D virtual tour. This technology elevates tours to a new level, allowing users to explore the virtual space as if they were physically present there.

If you choose this option, make sure to communicate it to us in the very beginning of the project. This is necessary because VR tours can

only be made using Unreal Engine. Regular 3D tours, in contrast, are



created in 3ds Max and are not compatible with VR technology.

#4. Design Customization

At ArchiCGI, you can commission a virtual tour



in the VR Fusion format. This is our exclusive invention, which allows for a more immersive and interactive experience. With VR Fusion, users can navigate through interiors and exteriors, customize design elements (for example, the lighting), and control the pace at which they take the tour. This feature allows viewers to become participants in the design process, as they can make adjustments to suit their preferences.

#5. Real-life Environment Integration



This type of real estate 3D virtual tour is called a virtual 3D map. It offers a unique opportunity to see the project in its real-life context. Here, CG artists integrate lifelike 3D models of a future building into Google Maps views,

allowing viewers to easily see how the new structure will fit into its neighborhood. The combination of real footage of the location with detailed 3D modeling allows you to achieve unmatched realism.

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

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A real estate 3D virtual tour is a powerful tool for presenting projects to potential buyers or tenants in a way that makes them feel engaged and immersed in the experience. It's a great asset to make your listings and marketing materials catch the eye. Additionally, such a tour offers enhanced functionality that will make

your presentation exceptionally informative and will allow you to highlight the best features of the property.

Want to try it out and look for a reliable [3D visualization services](#) provider? Contact us and see how virtual tours can boost your client engagement and conversion!

DIGEST-50

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7 Best CGI Solutions for Real Estate Listings

When you create real estate listings, every detail matters, especially visuals. An image of the property is worth a thousand words. It can make or break your potential client's impression. That's why having a steady stream of high-quality visuals is crucial – and that's true even for the properties yet unbuilt or under renovation. That's exactly where 3D services for real estate become a game-changer.

They help show any property at its best even before it is actually built and can do it in many creative ways.

Our [architectural visualization studio](#) works closely with realtors and developers to ensure their listings are both visually captivating and informative. Let's discuss the best solutions you can get with 3D services!

#1. CG Rendering

The first on the list of assets 3D services for real estate can provide is the undying classic. Static photorealistic imagery of the future property can be used pretty much for any real estate marketing purpose. A 3D exterior rendering can

provide a realistic and detailed view of a house, showcasing it in various lighting conditions and weather. This allows potential buyers or renters to get a sense of the architectural design and integration with its surroundings.



An interior 3D rendering, in turn, provides crucial information about the space your client will live or work in. With the help of 3D, you can cover the layout, interior design, furnishings, finishes, and decor. For an informative presentation, it's best to order a couple of both exterior and interior renders.

#2. Dollhouse 3D Visualization

Dollhouse rendering for [architecture](#) and real estate provides a unique, albeit a bit unusual, perspective. It shows a building as if one of its walls was removed. This type of 3D imagery works great when you need to provide a comprehensive overview of the layout and structure of a house with several floors. Such an engaging and informative 3D image makes it easier for clients

to navigate the spatial relations of a place.



#3. 3D Floorplan

If a dollhouse covers the spatial relations in a vertical cut, a 3D floor plan provides a horizontal



one – as if there was no roof. Asking your 3D services provider for such a plan is the best way to ensure you convey the layout of an apartment or floor. While traditional 2D plans might be a bit hard to read and interpret, a 3D plan ensures a confident understanding of how the space is organized, its dimensions, relationships between different areas and objects, as well as the details of the interior.

#4. Virtual Staging

This is the case when 3D services for real estate beat any possible competition. Virtual staging can breathe life into an empty space by digitally furnishing it. Showcasing the property with furniture is incredibly efficient as it allows potential buyers to envision themselves living or working there. All you need to do to get this type of CGI is provide a photo of the room. Unlike physical staging which can take a lot of time and resources, virtual staging is budget-friendly

and quick. Also, it's great for demonstrating different furnishing and style options.



#5. Animation

3D animation adds a dynamic element to property visualization. On the one hand,



it's informative as it is possible to pack one piece of media with all the info about the place. With the right views and visual effects, you can focus the audience's attention on the project's benefits. On the other hand, it's aesthetically and emotionally captivating. It can become a show-stopper on your listing. And, considering that the trend for video content on social media is only rising, you can get ahead of your competitors in digital marketing.

#6. Virtual Tours

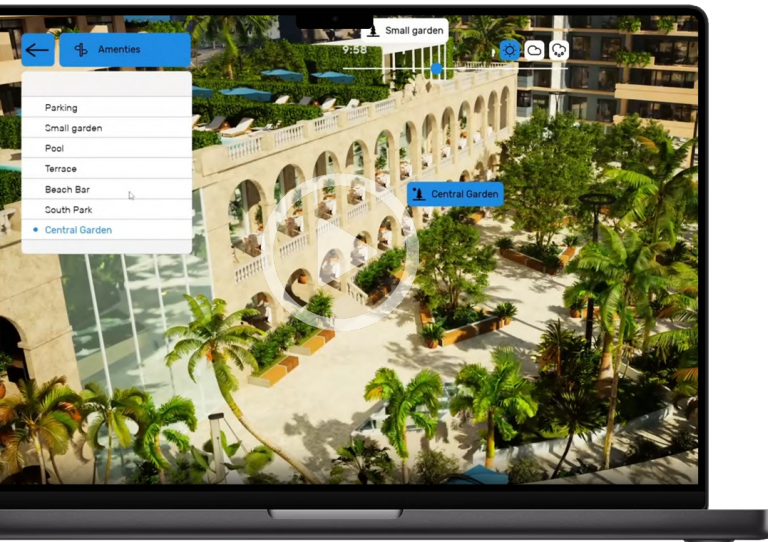
This type of 3D content offers a 360-degree view of real estate, allowing buyers to explore future spaces as if they were physically present there. A virtual tour provides a comprehensive overview of the layout and features. It's an invaluable tool for remote buyers or those seeking a detailed preview before an in-person visit. And, of course, it allows one to get a real sense of a building even when it's yet to be constructed. If you're working with this type of real estate,



asking your 3D services provider for a virtual tour will definitely be a wise move.

#7. Immersive Tours

Another cutting-edge real estate visualization trend



is rising thanks to the Unreal Engine capabilities. It offers a hyper-realistic and interactive 3D experience called immersive tours. Here, users can virtually walk through the space and interact with elements within it. Furthermore, they can change lighting conditions or design options. Such a 3D tour can provide an unmatched level of engagement and realism.

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

SEE OUR PRICING

Are you trying to get ahead of competitors and ensure potential buyers get the most out of your listings? 3D services for real estate can help you with that. The times when a real estate expert had to rely solely on photos and text descriptions are behind. 3D visuals can cover all your needs

and offer unparalleled possibilities for advertising spaces still under construction or renovation.

Looking for a reliable [3D rendering services](#) provider? Contact us at ArchiCGI and get highly qualified 3D artists working on any type of CGI you want!



CGI Case Study

Creating Interior CGI for a Boutique Hotel in Zanzibar

The [Neela Collection](#) is a thoughtfully designed and curated portfolio of hospitality properties, each reflecting the authentic culture and heritage of the Zanzibar Archipelago. Located in the restored historical building in the heart of Stone Town, The Neela Boutique Hotel is the first offering from the collection. It was conceptualized by a renowned interior designer [Nelly Levin](#). Her main idea was to combine vintage and modern elements and showcase the interplay of various cultural influences from



Stone Town's rich history. To present this stunning design to her end client, Nelly decided to opt for hotel interior 3D visualization services.

The designer approached our [3D](#)

[rendering studio](#) with this project in the summer of 2022 to get interior CG images for one of the hotel rooms. Then she returned in spring 2023 to commission more renderings for commercial use.



Let's take a closer look at the details of our workflow and see

the 3D visuals we made for this authentic and luxurious hotel!

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#1. Scope of Work and References

In the course of our collaboration, we created interior CGI for two types of suites The Neela Boutique Hotel has to offer — deluxe and superior. In total, our team created 10 interior renderings. Namely, we made 5 views for each type of suite, which included:

- 3 bedroom views;
- 2 ensuite bathroom views.

The final results of this hotel interior 3D visualization project had to be in 4K, 300 dpi quality.

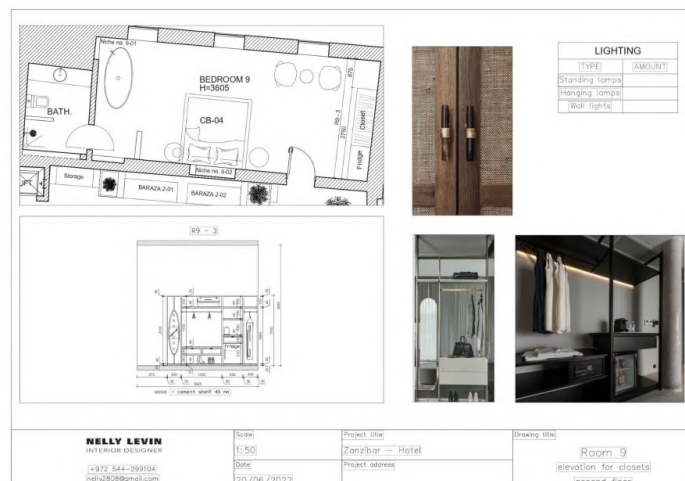
Nelly provided us with the following references for the task:

- detailed plans of the hotel;
- photos from the construction site;

- links to the preferred appliances and decorations;
- inspiration pictures.

Besides, Nelly also chose some of the 3D models for decor and furniture from our library of ready-made assets. This allowed us to significantly reduce the turnaround time and costs of the visualization.

Our artists adjusted the materials and textures of the models to better fit the interior style and incorporated them into carefully crafted 3D scenes. Then, as the project went on, our team swiftly implemented all the necessary corrections from Nelly. The interior designer was very pleased with our efficient [hospitality design 3D rendering](#) workflow and its outcome.



Now, let's check out the results of the 3D visualization for this exceptional hotel design.

#2. Results of Hotel Interior 3D Visualization Project

Here, you can see the renderings our 3D artists made for the Deluxe Suite.



And now have a look at the interior 3D visualization for the Superior Room.



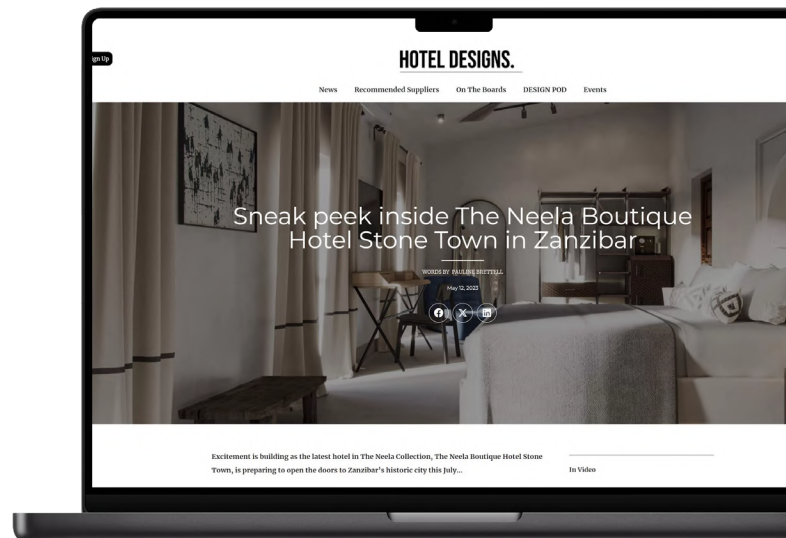


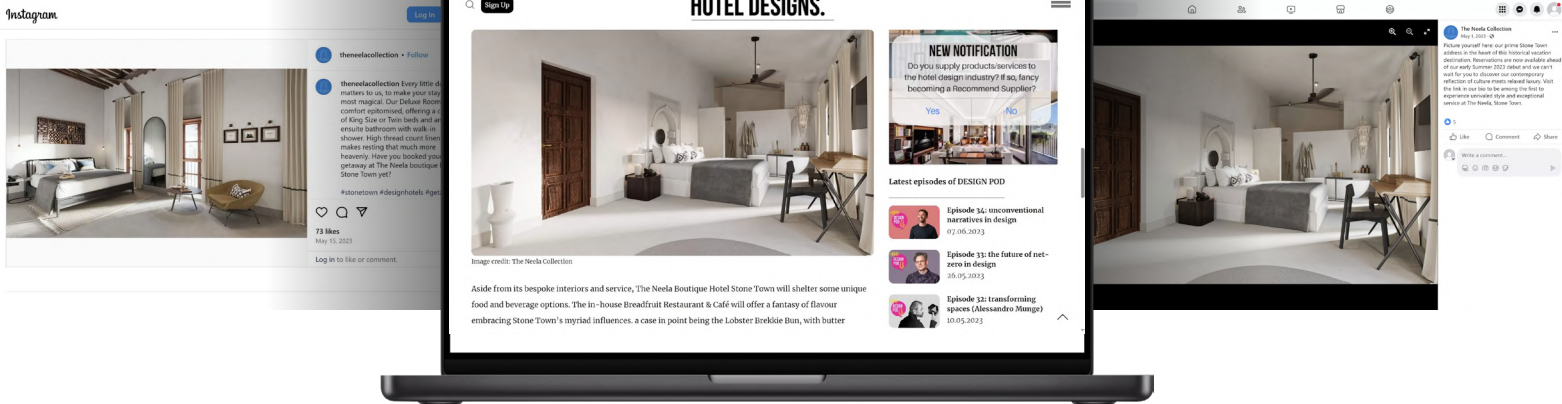
Nelly and her client were delighted with the 3D images. So, they proceeded to use these visuals

in online marketing. Let's see a couple of examples of such usage.

#3. Marketing Uses of Hotel Interior 3D Visualization

As you can see, the interior 3D renderings we made were heavily used for promoting the hotel through various online channels such as social media pages and PR articles.





And finally, let's check out the photos of The Neela Boutique Hotel brought to life!

#4. Photos of the Finished Build

With the help of CGI made by our studio, the interior design was approved. Now, the construction of The Neela

Boutique Hotel is already finished and it is open to the public. Check out the photos of this beautiful hospitality build.





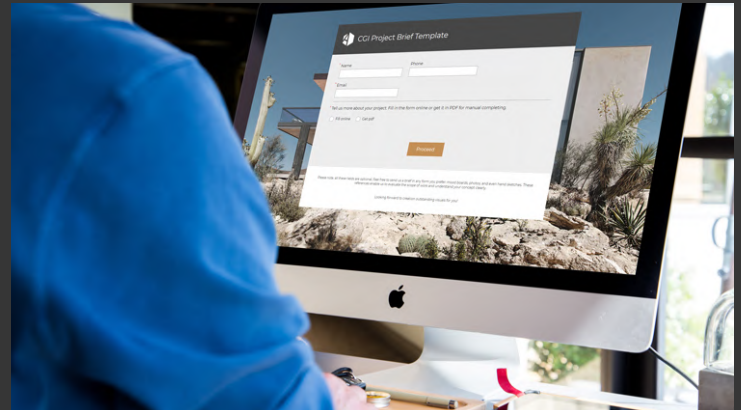
image source: [The Neela Collection](#)

Our team was happy to work on the visuals for this gorgeous boutique hotel. We're grateful to Nelly for the fruitful cooperation

and are excited to do more 3D visualization projects for her unique designs.

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

[DOWNLOAD THE BRIEF](#)



Need breathtaking imagery for your hotel interior design presentation? Use our professional

[3D visualization services](#) to get photorealistic CGI for hospitality projects.

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](#).



Anastasiia Mishustina

Team Leader & CGI Artist

A former architect, interior designer, a passionate photographer and CGI expert, Anastasiia creates show-stopping imagery. Outside of work, she enjoys cycling, inventing recipes, baking mouth-watering cookies and savoring them with friends.



Violeta Bohoslovs

Mentor & CGI Artist

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



Veronika Ukrainets

Mentor & CGI Artist

Veronika has been working in archviz for 5 years. Her favorite thing about her job is that it gives never-ending opportunities for growth. Our clients appreciate Veronika for being a true master of CGI and an easy-going person. When not in the office, she enjoys traveling, playing tennis, and birdwatching.



Vlad Sheremetiev

Team Leader & CGI Artist

If a render reflects the 3D artist's point of view, then Vlad looks at his masterpieces with enamored eyes. Modern architecture is his passion, and he certainly knows how to show it in the best light! After work, Vlad enjoys sketching and sup boarding.



CONTINENTAL

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digest

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