

**A reliable CGI contractor  
helps architects maintain a  
healthy work-life balance.**



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**donated to support Ukraine** 

# CONTENTS

3



**5 Cases When Outsourcing CGI Saves Your In-house Team**

8



**Types and Benefits of Cutaway 3D Rendering**

12



**5 Stunning Landscape Visualization Projects by ArchiCGI**

17



**7 Types of Dynamic Architectural Visualization**

22



**How CGI Conveys Functionality and Aesthetics of Interiors**

28



**7 Benefits of Nighttime 3D Renders for Architects**

34



**CGI Case Study**

Making CGI for the “Balance is Key” Project in Florida

42

**Special Networking Offer from ArchiCGI**

45

**Meet Our Partners**



# 5 Cases When Outsourcing CGI Saves Your In-house Team

**T**he demand for high-quality visualizations in architectural companies is steadily growing. Because of this, even the best in-house teams may fall short in certain situations. There's a fine line between being efficiently busy and overwhelmed, and sometimes the scales start tipping to the overwhelming side. In these cases, outsourcing architectural 3D

rendering can be a strategic move. It will ensure your 3D artists both stay on track with their tasks and don't burn out.

Let's explore five scenarios where reaching out to a professional [architectural rendering studio](#) can save the day in terms of your project demands and allow your CGI team to get a full night's sleep.

## #1. Seasonal Workload Peaks

In regions with distinct seasons, construction and architectural design activities naturally ebb and flow, often peaking during the warmer months. So, spring and summer tend to be quite busy. This results in more projects and respectively the increased need for 3D visualizations. Such a seasonal surge can stretch in-house teams thin. Here, outsourcing can get them covered.

For residential designers and interior decorators, outsourcing architectural 3D rendering is especially valuable. Quite often, they have more projects before major holidays. That is because homeowners want to renovate or redecorate



before hosting their families and friends. Knowing this, one can plan outsourcing in advance. Doing so can alleviate the pressure, allowing design companies to handle extra projects without compromising on quality or timelines.

## #2. Employee's Temporary Unavailability

When some of your 3D artists are on vacation or fall ill, it can leave a hole in your

delivery timeline and capacity. Outsourcing offers a seamless continuity plan, enabling projects to proceed without a hitch. You might not want to look for a freelancer every time something like this happens though. Here, a long-term partnership with an experienced architectural 3D rendering studio is a solution. They can always step in at a moment's notice to ensure your project timelines



are met with the same commitment to quality as if you

were working with your in-house artists.

### #3. Large Urgent Orders

Every so often, an order comes along that's both large in scope and tight in deadline. It can stretch the limits of your in-house capacities. Outsourcing architectural 3D rendering in this scenario becomes crucial for tackling the task. It allows you to scale up your production capabilities temporarily and meet urgent demands. This flexibility ensures you can say "yes" to more opportunities without the risk of running your



CG artists into the ground.

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### #4. Technical Resource Gaps

The 3D visualization field is advancing rapidly, with widespread [usage of 3D animation in architecture](#) and

other technologies like virtual tours and immersive experiences becoming increasingly popular. Not every in-house team has



the hardware and software to create such complex CG visuals. Outsourcing to a studio equipped with the necessary tech infrastructure, like rendering farms, can bridge this gap. It will

allow you to leverage cutting-edge solutions without overinvesting in technology. After all, you might not need those solutions on a daily basis – or might just lack the budget at the moment.

## #5. Need for Innovative Presentations

Staying competitive often means pushing the boundaries of how you present your designs. When your resident 3D artists lack the specific skills to produce animations, virtual tours, or immersive experiences, outsourcing architectural 3D visualization allows you to

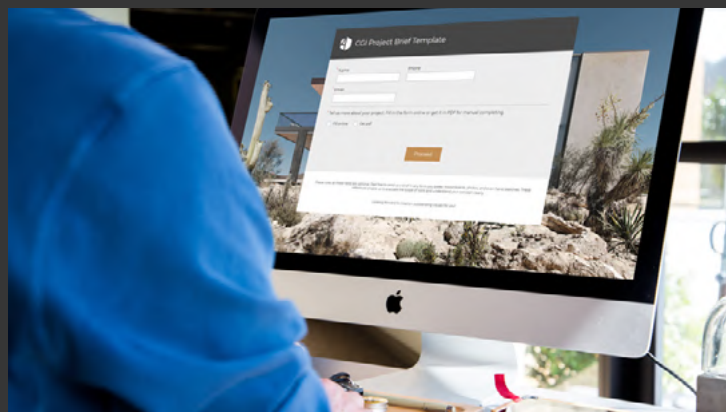


offer more to your clients. Collaborating with a specialized studio increases your chances to impress a discerning client with innovative presentations. As a

bonus, it might enhance your team's learning curve through exposure to new techniques and approaches.

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Outsourcing architectural 3D rendering is a smart way to extend your capabilities without overworking your in-house artists. When someone else has your back, your team can focus on doing tasks they truly excel at as well as on improving their skills. All in all, strategic partnerships with a reliable CGI contractor help

you maintain a healthy work-life balance inside your firm and stay ahead of competitors.

Are you looking for [3D rendering services](#) to boost your architectural firm's performance? Reach out to us, and let's make your next project shine with the help of our skilled CG professionals!



# Types and Benefits of Cutaway 3D Rendering

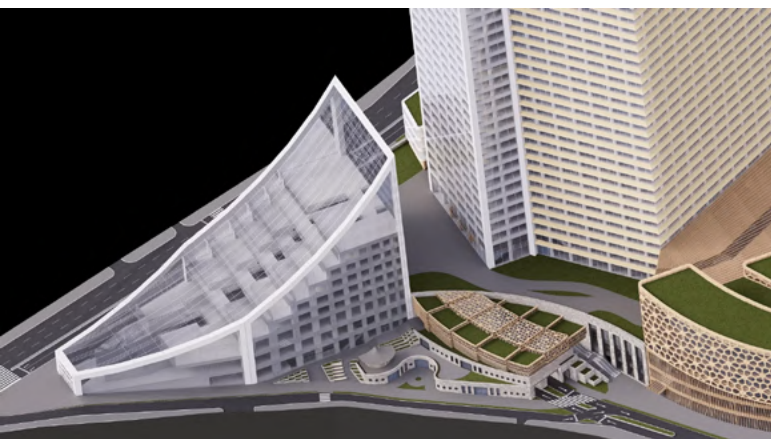
**3D** cutaway rendering is an image where one of the outer parts of a CG model is removed to expose the inner workings of a structure. This technique is widely adopted across automotive, aerospace, and product design industries. In architecture and real estate, it's a bit less common – but no less practical.

If you are not familiar with this type of 3D visualization or just haven't considered it for your needs yet, it's a great time to rectify this oversight. Our [3D rendering studio](#) prepared this article to help you discover the cutaway rendering types and uses. Let's start!



## #1. Non-photorealistic Technical 3D Cutaway Rendering

This type of cutaway rendering is handy for presenting the functional aspects of an architect's work. Preparing an urban project pitch or proposal for an architectural tender? This



rendering comes into play. When discussing your concept with city planners or participating

in the bidding process, you can find such a 3D render invaluable.

Renderings of this type focus on technical details rather than aesthetic appeal. They provide a clear, easily comprehensible visualization of the structural and engineering aspects of an object and how it will be integrated into the existing urban surroundings. A cutaway render can visually explain that all technical criteria are met while illustrating the convenience and safety of future construction. This helps to facilitate communication with stakeholders, especially when their focus lies on functionality and regulations compliance.

## #2. Dollhouse 3D Cutaway Rendering

Dollhouse CGI is probably the most eye-catching type of 3D cutaway rendering. It offers a unique and comprehensive view of a building's interior while also demonstrating the exterior and surroundings. Resembling a dollhouse – thus the name – this CGI shows a building in a vertical cut.

A dollhouse 3D rendering allows potential real estate buyers or

investors to visualize the layouts and interior designs across different floors of a property in a single glance. The unusual look of such imagery ensures that the viewer will stop scrolling once they see it. In turn, the high informativity of dollhouse CGI helps viewers to get everything they need to know about the space and its design in no time. This makes it ideal for [architectural marketing](#).



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

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## #3. 3D Floor Plan

Another type of 3D cutaway rendering, 3D floor plan is widely used in both digital and print real estate advertising. This tool enhances traditional 2D floor plans, showing a top-down section of an apartment or a floor in photoreal quality. Such a rendering offers prospects a more comprehensive

understanding of the design.

3D floor plans allow viewers to easily imagine living or working in the presented space. With a detailed view of how different areas within a floor relate spatially, such renderings are exceptionally informative and efficient for promotional materials.

## 3529 Paulina



FIRST FLOOR PLAN

A 3D cutaway rendering provides an informative and fresh perspective on complex structures. It is easy to understand and visually interesting to look at. Whether used for tenders, marketing, or client presentations, cutaway renderings facilitate the comprehension of conceptual

designs and their planned realization.

Looking for a [3D visualization services](#) provider to start incorporating cutaway renderings into your workflow? Get in touch with us at ArchiCGI to make the most out of CG technologies!

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# 5 Stunning Landscape Visualization Projects by ArchiCGI

**L**arge-scale architectural projects often involve designing not only the interior and exterior but also the outdoor spaces. After all, a luxurious villa wouldn't look as appealing without a charming garden surrounding it. The structure and the landscape need to complement each other and create a cohesive visual narrative. To make sure of this and present the expected result to a client, an architect requires some

tool to visualize the future look of the project. Thankfully, landscape 3D rendering has emerged as a fantastic solution.

Our [architectural visualization studio](#) has completed numerous projects that involved creating imagery for landscape designs. In this article, we gathered 5 breathtaking examples of such CG visuals. Let's check them out!

## #1. CG Visualization for a Park in the Middle of an Urban Development

The first example on our list is the landscape 3D rendering our team made for the urban redevelopment in Tokyo called Izaka Hills. Our client for this visualization was a Seattle-based designer William McGough. He had an exciting concept in mind that combined urban business buildings and a serene Japanese garden.

Our 3D artists did a fantastic job in bringing this concept to life and recreating the beautiful garden landscape. To discover how they accomplished that and see



other CG visuals we created, check out our case study on this [urban redevelopment rendering](#) project.

## #2. Garden 3D Rendering for a Villa in Georgia, US

Next up is the project that involved creating [interior and exterior renderings](#) for a gorgeous villa in Georgia, USA. It was commissioned by our

long-term partner Mark Shattuck from the Dream Home Studio. As you can see in the landscape 3D rendering, a colorful garden surrounds the spectacular building. The vibrant colors of the flowering lawn complement the villa's sleek modern design perfectly. This type of 3D image is a great example of storytelling in architectural visuals. A viewer can practically hear the birds chirping and the gentle rustling of leaves from just a single glance at the CG picture.



### #3. Outdoor CG Visuals for a Rural Estate in Austria

Now let's take a look at the landscape design visualizations we made for an Austrian architectural studio Wunschhaus Architektur und Baukunst. They got in touch with our team to get photorealistic visuals for their design of a majestic rural complex. This project included several buildings and in the midst of them — a lush English garden with a beautiful pond.

Creating the outdoor renders was by far the largest task during our collaboration. After hours of meticulously crafting the digital versions of plants and decor, the landscape 3D rendering was ready. Our client was very pleased with the [3D architecture renders](#). This proves that our team successfully conveyed the atmosphere and the natural beauty of this project with photorealistic CGI.



## #4. Outdoor 3D Rendering for a Luxurious Mansion in Connecticut, USA

In this image you can see the results of another collaboration with Mark Shattuck from Dream Home Studio. His designs usually involve grand and majestic architecture, and this one is no exception. It's a magnificent mansion in a classic style with a large garden surrounding it.

Our 3D artists carefully recreated the pristine landscape designs and the beautiful exterior according to the extensive references from Mark. He was delighted with the results. The visuals were used in a marketing piece for a magazine



and on the architect's social media.

Want to see more? Take a look at our case study on [3D architectural visuals](#) for this stunning project.

## #5. Abandoned Factory Renovation 3D Rendering Project

Last but not least is an experimental [commercial project rendering](#) by one of our senior 3D artists. He was inspired to create CG visuals for an old industrial building that was renovated into a modern coworking and art space. In the course of work, the artist focused on different aspects but the one that stands out is the inner yard. This landscape park was designed to be a

thought-out recreation zone, complete with passes, transition zones, and benches. To ensure the people's comfort, the artist made certain that the place had enough light and greenery. This landscape 3D rendering shows that CGI can provide architectural visuals conveying not only the aesthetic appeal of the place but also its functionality.



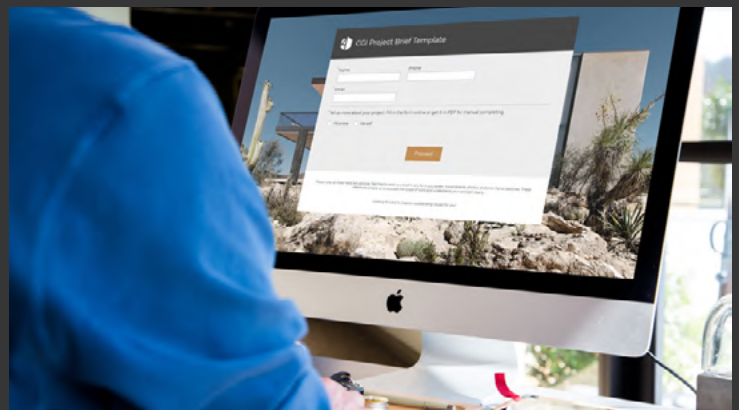
This was the selection of 5 projects by ArchiCGI that perfectly illustrates the potential of landscape 3D rendering. Whether it's a charming garden or a public park, 3D visualization can breathe life into outdoor designs. Hopefully, now you have no doubts that you can get breathtaking 3D imagery

that will do your landscape concepts justice.

Looking for [3D rendering services](#) to elevate your landscaping designs to new heights? Contact our studio to get remarkable outdoor CG visuals!

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# 7 Types of Dynamic Architectural Visualization

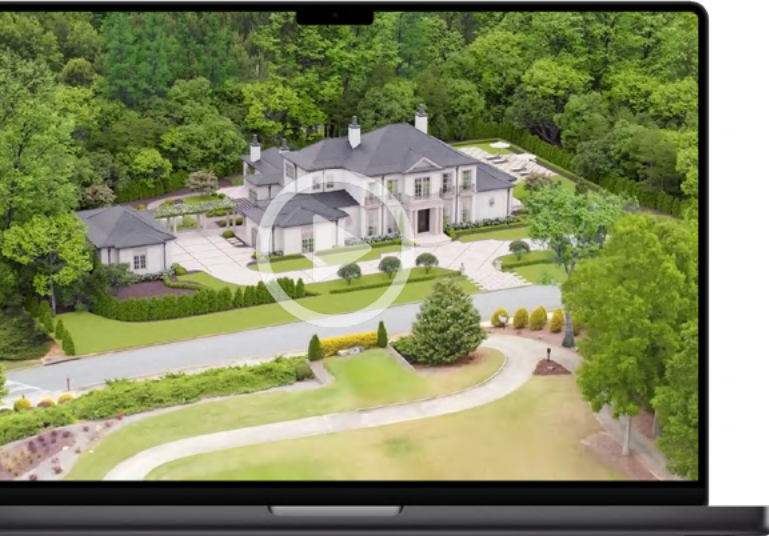
**H**igh-quality visuals are vital for showcasing architectural projects. Whether it's for a client presentation, a competition bid, or a marketing campaign, you'll need captivating visual materials to convey your ideas. And static pictures are now not always enough to hold the audience's attention. So, we see a rise in the popularity

of different dynamic 3D visuals types that can wow even the most discerning viewers.

At our [architectural rendering company](#), we offer various types of dynamic 3D content. Today, we're going to talk about 7 formats that can become a game-changer for you. Let's begin!

## #1. 3D Animation

Animation is one of the most versatile and engaging types of 3D visuals. It allows architects



to create a narrative around their concepts, incorporating beautiful viewpoints, transitions,

effects, music, and voiceovers. This format can depict projects in different seasons or times of the day, adding depth and context to the visual experience.

Integrating [3D animation with drone footage](#) provides a unique blend of realism and cinematic quality. However, it limits creative freedom in terms of weather and lighting conditions: they will be exactly as in the drone video. Still, it offers cost-efficiency as you don't need to have a detailed 3D landscape built from scratch. Among other dynamic 3D visuals types, this one is particularly effective for aerial views.

## #2. Virtual 3D Tour

3D virtual tours are dynamic visuals that allow users to navigate a digital environment as if they were physically present there. Such tours come in different types. With VR fusion, users can not only interactively navigate the design but also customize it. This way, VR fusion offers a more immersive and personalized experience. Virtual maps, in turn, are 3D visuals that integrate with Google Maps, allowing one to see the future

project in a real-life context.



Various types of 3D virtual tours are particularly useful for complex or large-scale projects, as they

offer a detailed and interactive exploration.

### #3. Immersive 3D Tour



Immersive tours take the virtual experience a step further by incorporating interactive elements. These tours are powered by Unreal Engine, which allows for real-time rendering of incredibly lifelike environments. Furthermore, users can actively interact with such a presentation. For example, they can change the lighting or customize the interiors.

### #4. Virtual Reality

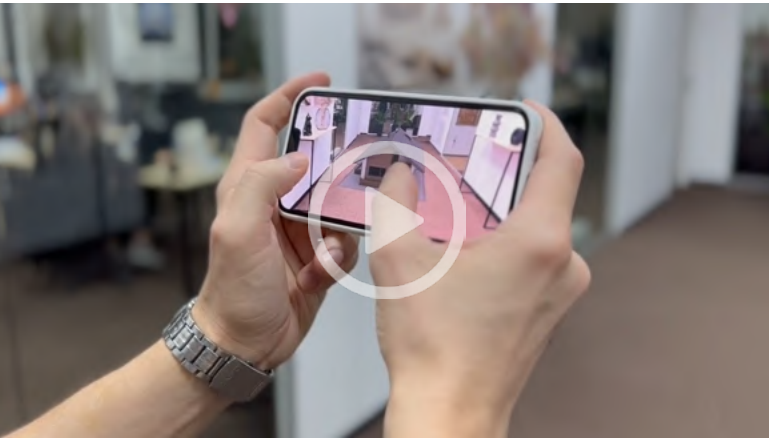
One of the most cutting-edge dynamic 3D visuals types, VR offers a fully immersive experience. It transports the viewers inside a proposed project before it's built. By using VR headsets, users can explore every corner of a digital space, gaining a better understanding of spatial dimensions, and materials. VR is particularly effective for finalizing design details with clients, ensuring that all elements are exactly as required before construction



begins. Moreover, architects can use VR to collaborate in a shared virtual space. So it's a win-win for all the stages of a project.

## #5. Augmented Reality

**AR** overlays digital information onto the



real world. It enhances the physical environment with 3D models and data in a dynamic and engaging way. AR can be used on-site to superimpose proposed designs over existing surroundings, offering a tangible sense of scale and context. This technology helps in design presentations and increases the accuracy in the construction process.

## #6. Cinemagraph

**R**emember moving photos in Harry Potter? Cinemagraphs are like that. These dynamic 3D visuals are pictures that include a minor repeated movement. Cinemagraphs can be used to capture the viewer's attention in a subtle yet powerful way. In architectural visualization, cinemagraphs can highlight specific design elements or help set the atmosphere. They add life to static images and enhance the emotional impact



of presentations.

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## #7. 360 Degree View

A dynamic 360-degree rendering allows one to rotate a realistic 3D model of a building, viewing it from all sides. Of all the types of dynamic visuals, this one is particularly

useful for websites and mobile applications. 360-degree views are effective for both residential and commercial projects, offering a thorough examination from every angle.



Various dynamic 3D visuals types can help bring designs to life and impress your audience. Professional 3D rendering studios offer a range of formats that cater to different presentation needs and client interactions. Whether through the immersive depth of virtual reality or the subtle engagement of cinemagraphs, dynamic 3D visuals are invaluable tools for architects.

They help them stand out and catch the eye of potential clients or contest jury members in no time.

Looking for [3D rendering services](#) to showcase your projects in new captivating ways? Contact us today to get visuals that ensure your designs get the appreciation they deserve!



# How CGI Conveys Functionality and Aesthetics of Interiors

**G**ood interior design is both visually appealing and functional. And its presentation should reflect that. The viewer must recognize all the benefits at first glance, without relying on the author's explanations. But traditional presentation materials such as sketches and mood boards are of little help here. They are quite unrealistic and schematic and do not allow the audience to visualize

the design in detail. Which lowers the chances that the designer's clients will approve the project. So, the viewers need a visual representation that would instantly inform them of the project's viability. They need something that makes them fall in love with the presented design right away. And high-quality 3D interior visualization is exactly what can accomplish this task!

Of course, no presentation can be held without detailed explanations. It's important to be a skilled conversationalist to succeed. However, the visuals play a key role. They can make or break the showcase. No words can precisely

convey the atmosphere of a place, and as such, a designer needs the best visual tools possible — like CGI. Here are 5 reasons why high-quality [architectural 3D visualization](#) helps seal the deal!

### #1. CG interior visualization showcases a room in photoreal quality and from multiple POVs

The main drawback of sketches and mood boards is that they don't paint a complete picture. Sure, they give some general ideas about the layout, furnishings, mood, and feel of a place. But the viewers need to strain their imagination to picture the final design in their heads. However, it is much better if they see the property in realistic quality, and from multiple perspectives, to take in all the details. Is that somehow possible?

Fortunately, high-quality 3D interior visualization can save the day. It provides amazing imagery that presents the design in the exact way it's going to look like when it's finished. One of the greatest advantages of CGI is that the spaces can be shown from any POVs, allowing viewers to see every nook and cranny. This is a perfect foundation for conveying the functionality and aesthetics of interiors.



## #2. High-quality CGI precisely recreates any material and highlights its benefits

Material choice plays a huge role in establishing the atmosphere of a place, and the presentation should reflect that. Metals tend to give a more industrial, modern feeling, while wood, stone, and brick can create a warm and homey setting. Materials also affect the functionality of an interior, as high-quality ones are more reliable and durable. And photorealistic CG visualization can help illustrate all these aspects.

Recreating materials with CGI is much more than simply applying

2D images to 3D models. A skilled 3D artist knows how to emphasize the specifics of every material used. Each of them has its own features. For example, fabrics and leathers have folds and creases. Metals reflect and absorb light in different ways. Stones and bricks have little cracks and rough surfaces. And high-quality CG interior visualization can precisely demonstrate those features. This would enhance the presentation, making the viewers feel like they can almost touch the furniture and decor. Which makes them more confident about approving the presented project.





### #3. CG interior visualization can show the scenario of using the property

In order to leave a lasting impression on clients, the designer needs to help them imagine themselves in the depicted room. To make this possible, high-quality 3D interior visualization can picture spaces with people in them. Skilled 3D artists know how to seamlessly add figures of humans to a [3D render for interior design](#). The easiest way to do it is to use chroma key technology. With the help of the latter, it is possible to make interior CGI featuring people going about their daily routine. They can be cooking dinner in a kitchen, lounging



in a living room, or being busy at work in a future office. This will add a layer of believability to the design as well as present its functionality in an easily understandable way.

Take your design presentation to a new level with interior rendering

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### #4. High-quality interior 3D visualization masterfully demonstrates the atmosphere

So far we have omitted one of the biggest selling points of an interior — its atmosphere. How would the future owners feel in a newly-designed home or commercial space? What

would make the viewers wish they were in the depicted location? Fortunately, high-quality 3D interior visualization can explain these points with ease.



First of all, professional 3D renderings have photoreal lighting and shadows that perfectly set the mood of the scene. The difference in warmth and intensity of light can easily change the perception of a room. Also, high-quality CG interior visualization can showcase

the same locale during different times of the day. The change from natural to artificial lighting is also a powerful tool for establishing the atmosphere.

Another thing that enhances the mood of an interior is contextual elements. 3D artists can add them to give a room a “lived-in” look, as well as help solidify its purpose and aesthetic value. These can be such details as household items, decor, books, toys, gadgets, plants, food — literally anything. Adding such elements would ensure that the artistic genius of the design will be perfectly explained with no words.

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### #5. High-quality CGI allows presentations to feature multiple design options

**3D** artists are able to produce several iterations of the same interior solution with slight changes. High-quality 3D interior visualization can depict multiple

room layout, design, and furniture options. This would accomplish several tasks at once. First off, it would show the potential of a venue, how space can be used. Secondly, rather than



presenting only one option, it offers several alternatives. So, the clients can choose for themselves. Finally, it subtly promotes the author of the project by demonstrating his or her proficiency as an interior designer.

CGI visuals are an extremely powerful tool that turns a regular presentation into a stellar one. High-quality 3D interior visualization perfectly conveys both the functionality and aesthetics of designs. Interiors can be shown from multiple POVs, painting the whole picture to the viewers. 3D artists can masterfully recreate any material, proving its beauty

and quality. CG images precisely convey the mood of the future property with photoreal lighting and shadows, as well as the ability to see it during different times of the day. The contextual elements carefully chosen by 3D artists will accentuate the character and purpose of any room. By seeing people in the newly designed spaces, the viewers will be more immersed in the project. Finally, high-quality 3D interior visualization can showcase several design options. Which convinces the customers of the projects' potential.

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Want to instantly win over clients during design presentations? Convince them with high-quality

CGI imagery with our [interior visualization](#) services!



# 7 Benefits of Nighttime 3D Renders for Architects

**N**ight settings transform the perception of buildings and spaces, emphasizing the important features that are often overlooked in daylight. This is why nighttime 3D rendering holds a special place in the architectural CGI toolbox. It offers a unique perspective that enhances the aesthetic, functional, and emotional appeal of a presented project.

Haven't you been incorporating nighttime renderings into your presentation and marketing materials yet? Our [3D rendering studio](#) gathered seven compelling reasons why you should try doing so. Let's get into it!

## #1. Nighttime 3D Renderings Are Atmospheric

Evening and night 3D visuals can convey an exceptionally captivating mood. To name just a few scenarios, a nighttime rendering may showcase:

- a cozy home illuminated by smartly placed interior lights;
- a warm inviting house against the snowy landscape;
- vibrant city night lights;
- a festive holiday or party mood;

- the mystical glow of the northern lights;

and many more.

In all these cases, instead of being just informative, a nighttime 3D rendering evokes a strong emotional response. So, if you want to connect with your potential clients on a deeper level, using nighttime views is a great way to do that.





## #2. Nighttime CGI Allows to See the Materials in a New Light

**M**aterials appear different under various lighting conditions. And this should be reflected in a presentation. A nighttime 3D rendering allows you to demonstrate how the look of textures and colors change under artificial lighting. This can be particularly impactful in animations featuring a day-to-night timelapse transition. Such visuals help viewers fully understand the interplay of materials and light, enhancing the informativity of your project pitch.



### #3. Nighttime 3D Rendering Shows the Appeal of Exterior Lighting Design

Exterior lighting is an integral part of the overall design aesthetic. Oftentimes, it can make or break the visual appeal of the project. Nighttime renders can be of immense help in presenting this aspect. They clearly showcase how well-designed exterior lighting schemes enhance architectural features, highlighting details across different surfaces and

structures.



### #4. Nighttime Renders Showcase How Lighting Ensures Safety

Beyond aesthetics, lighting is crucial for safety. This is

especially true for commercial buildings, public spaces, and residential complexes. A nighttime rendering can demonstrate the strategic placement of lighting fixtures on staircases, walkways, hallways, and so on. This helps you to show clients and stakeholders that the designed environments are safe and in line with respective regulations.



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

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## #5. Some Projects Cannot Do without Nighttime 3D Rendering

Certain buildings are supposed to be seen



predominantly during the night. Think of a restaurant or a nightclub. In these cases, showcasing a design in a night setting is essential. A nighttime rendering will show the project in its natural state, reflecting its vibrant life after dark. For projects designed for nighttime business, a 3D render like that can be a compelling argument in presentations or contest bids.

## #6. Nighttime CGI Gives Projects More Context

Such 3D visuals ensure a better understanding of a project within its planned environment. Bright neon city lights or the tranquil twilight of suburban neighborhoods can provide a true-to-life context for the design. This enhances the perception of a project, making it easy for a viewer to imagine being around or inside that

building.



## #7. Nighttime Rendering Can Be Done Faster and at a Discount

If a nighttime 3D render is not the primary view within your project, it can often be produced more quickly and at a lower cost

than the main rendering. Many studios, including ours, offer discounts for additional views once the initial 3D model is



created. This makes nighttime renderings a cost-effective choice that adds substantial value to presentations. Check out our article

on [exterior rendering options](#) to learn what other extra views you can get at a discount.



Nighttime 3D rendering is invaluable for architects, designers, and real estate professionals. It offers a deeper insight into the aesthetic and functional qualities of a design. By integrating such a rendering into your pitch, you enhance the visual appeal and provide a more holistic view of your

project.

Looking for [3D visualization services](#) to diversify your presentations and marketing visuals? Contact us today to get high-quality CG renderings showing your designs in various settings!



CGI Case Study

# Making CGI for the “Balance is Key” Project in Florida

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[XS Interior x Architecture](#) is a Miami-based architecture and interior design studio that excels at creating both residential and commercial concepts. In their works, the designers skillfully combine classic aesthetics and popular modern trends. One of the best tools to showcase the results of this approach is CGI, especially if the project is yet to be brought to reality. That’s exactly why the studio decided to use photorealistic interior 3D visualization for a residential project in Bal Harbour, Florida.



The studio's representative, Steven Giovanni, reached out to our [3D visualization company](#) in April 2022. He commissioned a

set of interior CG images for a high-end residential property concept called "Balance is Key".



Let's take a closer look at what went into creating these 3D views and see the outcome!

## #1. Scope of Work and References

Throughout our work with Steven, we made 3D renders for a variety of interiors in the luxurious residential project. In total, we created 24 views for the

spaces such as the foyer, various formal and informal rooms, office/gym areas, and more. The final 3D visualization quality had to be 3K, 300 dpi.

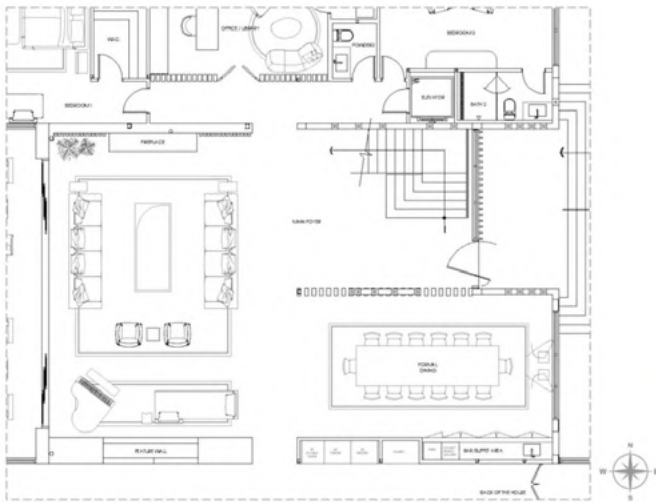
All the visuals for this [property rendering](#) project were made according to the comprehensive pack of references Steven sent us:

- detailed floor plans with the indication of required camera

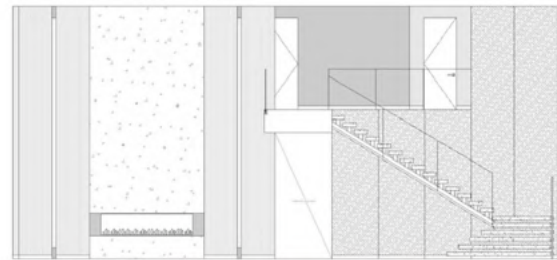
positions;

- drawings in the DWG format;
- 3ds Max files for some of the furniture items;
- presentations with inspiration for material finishes, furniture, and decor.

FIRST LEVEL FLOOR PLAN



FIREPLACE & STAIRS | NORTH WALL OPT



REFERENCES



Living Area

Fireplace

Staircase LED Panels

Glass Balustrade

*Gad Miami Residence*  
DESIGN DEVELOPMENT

One of the central elements of the “Balance is Key” concept was the sense of stability, achieved through the masterful combination of natural oak wood, stone, and various decorative metals. So, it was

important to convey the nuances of the materials and how they complement each other. Our 3D artists accomplished the task flawlessly. Let’s check out the outcomes!

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## #2. Interior 3D Visualization for Residential Project: Results

Below you can see the 3D renderings we made for the

first level of the “Balance is Key” project.





And here are the results of the 3D visualization for the second level of the residential property.





Our clients from XS Interior x Architecture were delighted with how the results turned out. They proceeded to use the 3D visuals

on their website and social media accounts. Let's take a look at the examples of such usage.

### #3. Marketing Uses of Interior 3D Visualization for a Residential Project

Realistic interior 3D visuals worked perfectly for property marketing materials. Check out

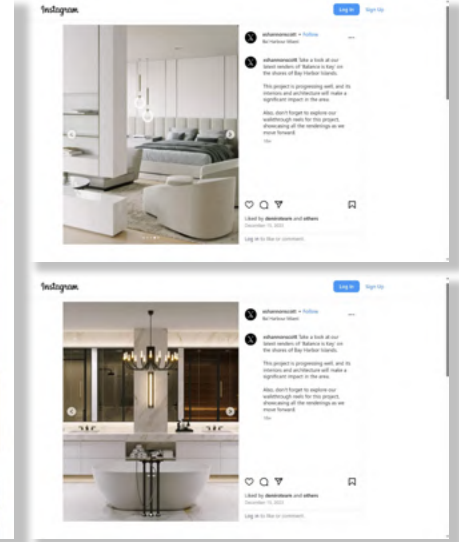
how the architectural studio made use of the CG images we created for them.



## BALANCE IS KEY

Residential Project located in Bal Harbour, FL.

Balance is Key Residence combines the elements of oak wood, decorative metals, and various stone types to create a sense of stability with its distribution of visual weights.

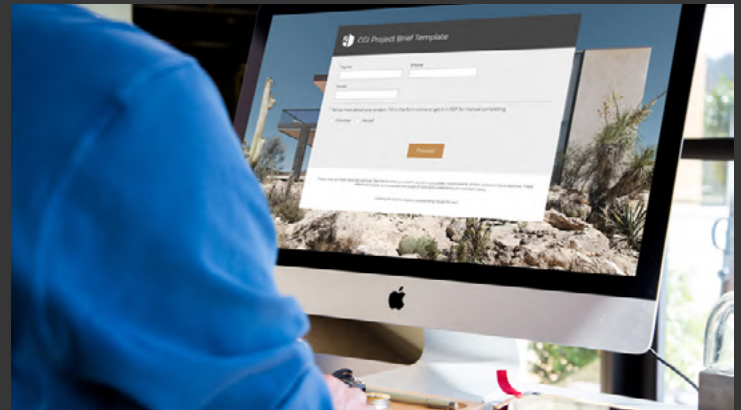


We are grateful to Steven Giovanni and his team for the excellent collaboration. It was a sheer pleasure for us to work on the interior 3D visualization for

the residential project “Balance is Key”. We’re looking forward to working with XS Interior x Architecture on more of their stylish and elegant designs.

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

[DOWNLOAD THE BRIEF](#)



Need outstanding interior CG imagery to help you stay on top of your competition? Use our [3D](#)

[visualization services](#) to elevate your design concept pitches to new heights!

# Check Out 3D Models of Furniture & Accessories

**from the Latest Collections of the Best Brands for Your Projects**

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

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





SUNVILLA

SunVilla

**S**unVilla 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

**B**ella 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!



**B**ased in San Francisco, Cottage is a startup building a first-of-its-kind platform for residential construction, starting with accessory dwelling units (ADUs). To date, Cottage has completed over 125 ADUs across California. They provide a streamlined approach that blends time and cost efficiency with top-notch customization and quality. Clients can expect

a bespoke ADU design from Cottage while the company manages the permitting process and matches the client with a vetted local builder to bring their ADU to life.

[Learn more](#) about Cottage's partnership opportunities for contractors and architects.

# MEET OUR PARTNERS



[Learn more about Cottage](#)

# ARCHICGI TEAM

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



## Igor Tsogla

Mentor & CGI Artist

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



## Ilya Mikhailenko

Mentor & CGI Artist

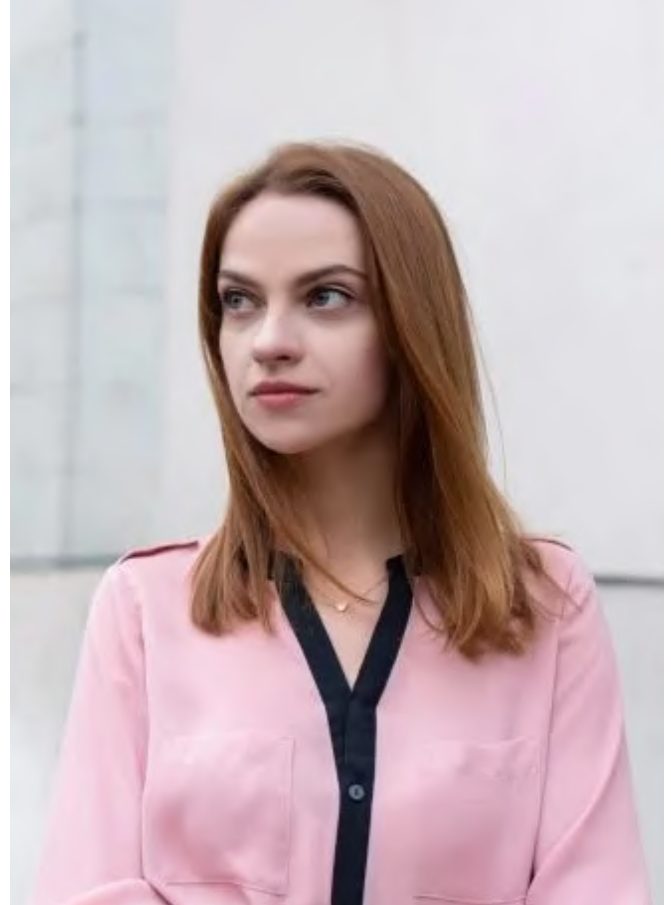
With 10 years of work in CGI and professional artistic training, Ilya is an ultimate authority on realism and design. His imagery is technically impeccable and insanely creative! As for hobbies, Ilya loves cycling and winning airsoft wars.



## Mariia Polchenko

Senior CGI Artist

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



## Vera Duhina

Senior CGI Artist

For Vera, CGI is both a hobby and a career. She works with the most ambitious 3D design projects, and makes them shine! Apart from CGI, Vera's into horses. She knows how to take care of them and loves horse riding.





[www.archicgi.com](http://www.archicgi.com)  
[sales@archicgi.com](mailto:sales@archicgi.com)  
+1 607 383 2001 +44 203 617 1683