USER SUCCESS STORY

Kizo & Arscom Studio - Specialists in Hyper-realistic Fiction
More and more 3D artists are specializing in the creation of architectural visualizations

Zoran 'Kizo' Gorski (Arscom Studio, Croatia) is a seasoned CINEMA 4D user and is well-known in the 3D community. Last year he won rendering competitions at Evermotion, 3D Allusions and Zwischendrin. In addition, he has been a beta tester for VrayforCINEMA4D recommended Daniel Schild of DNS-Plugins for the development of a parametric window plugin for CINEMA 4D.

Kizo's was introduced to CINEMA 4D during his time as an industrial design student. "Our education was focused on Vectorworks and formZ. My girlfriend was attending a graphic design course and was using CINEMA 4D. I was impressed by the renders that she produced and I immediately began playing around with the program myself."

Architectural Visualizations
Kizo is one of the founders of Arscom Studio, which is made up of a team of four that specialize in architectural visualizations and web development. Their portfolio consists of a considerable number of tourism projects such as hotels, apartments, residential complexes, country estates and even a football stadium.

The studio employs two industrial designers, one architectural engineer and one informatics engineer. "As a result of our diversity, communication with our clients is effortless", states Kizo who specializes in architectural and interior visualization.

Real Estate
"We established Arcsom because of the rapid growth of the real estate market along the Adriatic coast in the past couple of years and the resulting high demand for architectural visualizations. Due to the economic crisis, the demand has shifted slightly. Consequently, we started to also focus on product visualization and illustrations."

"Most of our visualizations have been created specifically for project marketing. Therefore, we always strive for an impeccable representation by using accurate geometry and realistic materials."

"Creating a realistic and attractive environment is of the utmost importance to attract potential customers, which is why we also pay close attention to landscaping."

Complex
Architectural visualization is more complex than product visualization. The environment and the-models are more detailed. Furthermore, higher-resolution textures are required. As a result, scene files require more computational power and memory. Thankfully, CINEMA 4D can address the proxy functionality of Vray, which reduces the amount of memory required and allows you to render large scenes. CINEMA 4D offers the same functionality since R11.5. Arscom works with a variety

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of source materials and reference, such as hand-drawn sketches or simple 3D models. Usually, a CAD file with 2D information is used. "We use the CAD file as a 2D plan, onto which we build our 3D models."

"We always request photo and material references from our clients. This allows us to accurately recreate the desired environment."

Custom Textures
A few years ago, Arscom decided to primarily use custom textures.

"Our company wants to make a good impression. We will make custom textures if a project requires it. This is often the case, since textures are usually very specific to a particular object or building."

"We UV-map and texture our geometry with BodyPaint 3D. At times we will edit the textures with other graphics applications. We continuously expand our image library with new images and we download sources from web sites such as www.cgtextures.com."

"Procedural textures are also used, if possible, but this depends on the render engine used. Thankfully, VrayforCINEMA4D is tightly integrated into the program, which allows us to use all of the available procedural shaders."

Evermotion Contest
The participants of the EVERMOTION contest had to texture and visualize a base model. Kizo won this competition by creating a unique composition with custom textures.

"I used an artistic approach. Due to the limited time available, I mainly focused on the composition of the image. Even custom textures were specifically created to accommodate the composition. Reflective surfaces were used to avoid having to use detailed materials. These filled the scene's emptiness perfectly, similar to lighting."

"In order to stand out from the competition, I thought of an unusual wide lens camera angle. The foreground distortion caused by the lens was too extreme. Therefore, I scaled a few objects to compensate for the distortion."

Plugin
Kizo suggested also to Daniel Schild of DNS-Plugins that he develop a parametric window plugin that would help improve and accelerate the modeling workflow.

View a demo video of The Window Generator and Placement Tool at www.dns-plugins.de/winGen.php

Further Information
www.arscom.hr