

YULIO^{VR}



Client Conversations:

Transforming A&D With VR

with Ronen Berkerman



Ronen Bekerman is the Co-Founder and Manager of **The Craft**, which helps A&D professionals to tell the story of their designs by crafting high fidelity images, animation, and virtual experiences.

An expert in the Architectural Visualization Industry with 16 years of professional experience, Ronen also runs Ronen Bekerman's Architectural Visualization Blog, a valuable source of learning on all aspects of 3D architectural visualization rendering and modeling.

Ronen, this year in your Architectural Visualization Challenge, you included a VR requirement for the first time. Tell me more about the Challenge.

RB: Sure, CABINS was the 7th Architectural Visualization Challenge I run in partnership with Quixel as the marquee sponsor. The field of architectural visualization is a striking blend of both the pursuit of photorealism and the desire to create something artistic, inspiring, and entirely new.

The fast technological advancements in VR/AR/MR and adoption by content creators, calls for a re-evaluation of our workflows. The challenge mission was to visualize a prefab cabin (existing or original design) in a location of choice that had to be recreated in 3D so that it is possible to experience it as a virtual reality experience. Making VR a mandatory deliverable entry framed everything the challengers did. I was afraid I might be asking too much, but as usual, I was amazed by the results the finalists delivered.



Why was now the right time to bring VR to the challenge?

RB: Introducing VR was my way of forcing a full 3D world-building approach for the challenge. Creating content for VR is not a trivial thing in ArchViz, although it has become more common. You must build everything to support the free 360 exploration of a scene. Doing so while telling your story and avoiding being too technical is a challenge I wanted to explore in CABINS. VR technology was not new to the participants, but the amount of extra work needed to support it was a challenge they took on in full force!

What was your first professional experience with VR? What made you try and use it?

RB: The first time we proposed using VR was part of a competition presentation for a client. At the time we did it, I don't think proposals were being made using VR in such a context.

We helped Paritzki Liani Architects with the Israeli Air Force Museum proposal by crafting a VR scene of the main exhibition hall delivered with an Oculus RIFT showcasing the airplanes. Their entry did not win, but we were told the jury panel was amazed by the experience, and got a lot of good attention. The experience was amazing, and ahead of its time which made an impact on the jury.



Northern Wisps
First Place Winning Entry
by Bartosz Domiczek



How do you use VR in your workflow today?

RB: We use it in a small number of projects focusing on interior design in which we create a hot spot tour for the client to be able to review full spaces instead of still images. There is the WOW factor always in client reaction, and we are often still the first to bring them a VR experience.

Could you share any winning cases you had with VR?

RB: We did one for OS Penthouse which was all about creating an immersive world. The client wanted the visuals to represent the final result exactly, and so we proposed building the scene in VR since that forced everyone involved to think through putting all the information into the 3D world we crafted. It's that world-building that's so special about VR and in the end, it represented the reality of the final penthouse.

The owner of the penthouse reviewed and approved the design in VR, and once he did, all of the project participants had to make sure it would end up looking like it did in the VR renders. It gave everyone a shared understanding of what the future was supposed to look like, and a clear picture of what the client expected it to look like in the end.

What do you think VR brings to visualization?

RB: VR is much more important for architects and designers during the design process vs. being used just as a marketing tool in the end after all the decisions have been made.

Being immersed in a project makes a big difference and that is the crucial factor of VR. We find this very valuable for interior design projects. Being able to explore an interior in VR is very valuable for a designer vs still images just by introducing the sense of scale and freedom of view. It really creates a full project for collaboration and gives everyone better insight into the vision for the project.

Do you think Virtual Reality transforms the way architects work? How?

RB: It does, by allowing them to be inside the project with a sense of scale for the early design stage like no other tool. This leads for better decisions made much earlier in the design process.

We'd like to thank Ronen for sharing his thoughts on what VR brings to visualization and how it affects A&D industry.

Visit us at yulio.com to start creating stunning VR presentations for your clients, and for help creating visualizations to wow your clients.





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