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8 WAYS REAL-TIME VISUALIZATION MAKES LIFE EASIER FOR INTERIOR DESIGNERS

Real-time visualization is rapidly becoming an essential part of daily design workflows for interior designers - and for good reason. The benefits are significant: real-time rendering speeds up the design process, allows designers to unleash their creativity, and helps the client truly grasp a proposed design.

Win. Win. Win.

But not all visualization tools are created equal. When you adopt a real-time visualization and virtual reality solution that plugs directly into your modeling software, everything changes. Now you can design and visualize simultaneously and create presentation-ready renderings on the fly. You can quickly see how your design choices impact important elements such as lighting and show your client a complete space that they can truly envision.

Let's take a look at how real-time visualization can make a difference to your work as an interior designer and how it can improve nearly every aspect of your design workflow.

01 CLEARLY COMMUNICATE YOUR IDEAS

With real-time visualization, your client will be able to imagine themselves in a space and appreciate how and why your design works, from the sense of scale to the flow and aesthetic choices.

Getting on the same page with your client is step one, and with a real-time visualization tool, you'll get there much faster and easier than ever before (having more fun along the way too!). That way, long before installation day, you can feel confident that your client knows exactly how their space will look — and you will too. This puts both you and them at ease throughout the entire design process.

By rendering directly from within your modeling tool, you can afford to share renders and panoramas at various stages of design, something you may not have had the time or budget for previously. And by being able to quickly create different media types that can easily be shared with your client, you can keep everyone in the loop with the most up-to-date design.

Using a real-time visualization tool helps you to clearly communicate your ideas and manage your client's expectations — two critical "musts" throughout the design process.

Rendering credit: **Adriana Lacruz Design Studio**

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02 DELIVER PROJECTS ON TIME

Turnaround times can be tight. That's why it's imperative to equip you and your team with easy-to-use tools that can keep up with your ever-accelerating design schedule. By streamlining your process and keeping rendering production in-house, you don't have to hire (and then wait) for a specialist to complete each rendering. Instead, you can create renders in seconds, meet your deadlines, and keep projects on that all-important schedule.

Adriana Lacruz, Principal and Creative Director of **Lacruz Design Studio**, concurs. "It's impressive how real-time visualization has improved my workflow and my deliveries," she says. "As a designer, it's now easier to fully comprehend the space, the scale, forms, and finishes closest to reality without relying on a render specialist who would normally take some time to do the updates."

03 GROW YOUR PORTFOLIO

When a client is narrowing down potential designers to take on their project, the final decision often comes down to a few key factors: their trust in the designer, their affinity for your style, and their ability to visualize, understand, and get excited about your work. Having a real-time visualization tool such as Enscape on your side can set your firm apart, allowing you to showcase beautiful, 3D renderings that will surprise and delight clients every time.
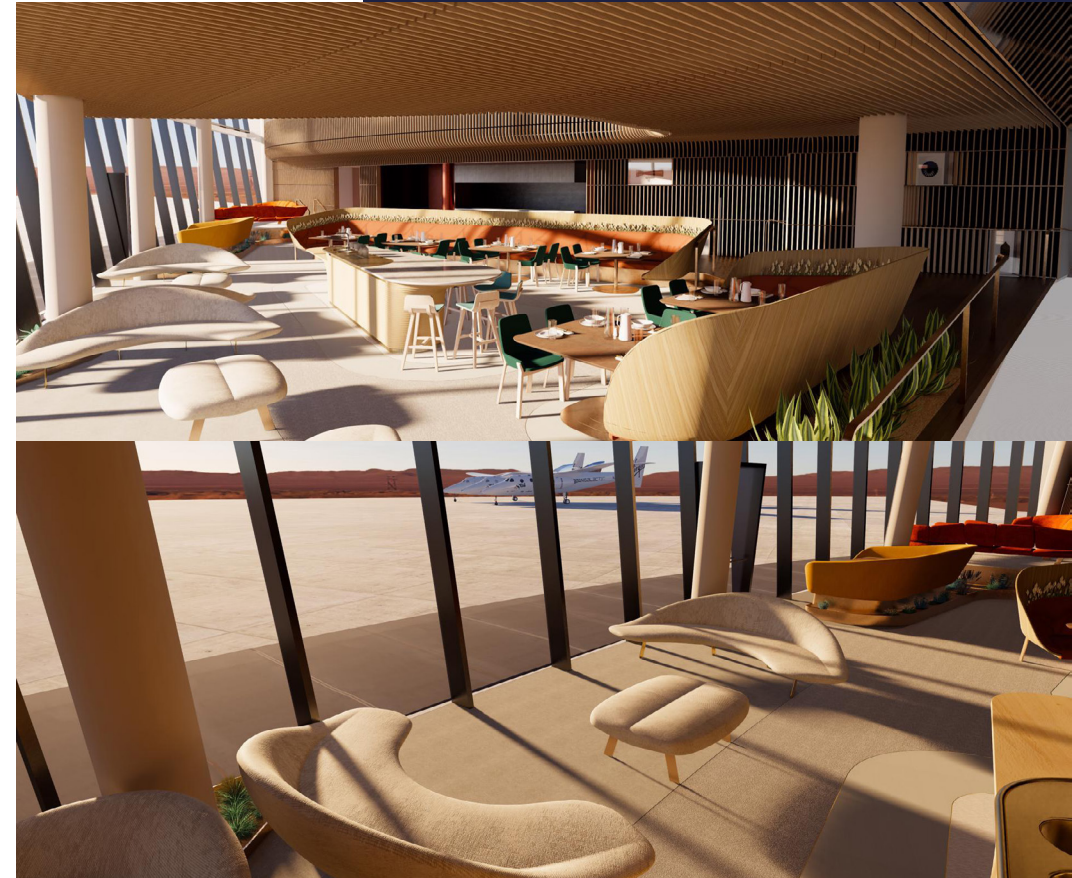
Presenting your 3D-rendered designs — either through standalone web or exe files, renders, videos, or 360-degree panoramas — will not only bring in the type of clients you aspire to work with and the projects you've always dreamed about, but more of them. By streamlining your workflow and designing and visualizing simultaneously, you can open the bandwidth needed to take on more projects. And as your practice grows, you'll be empowered knowing that you're delivering higher value to both clients and your business.

04 STREAMLINE YOUR WORKFLOW

Forget the days of working with fragmented design processes and workflows. It no longer has to be that way. Take Director of **Viewport Studio**, Gautier Pelegrin's word for it. In 2019, Gautier and the Viewport Studio team were tasked with a mission like no other: designing the interior of Spaceport America, the world's first purpose-built commercial spaceport in New Mexico. It was no small task, literally or figuratively.

Located on an 18,000-acre property, **Spaceport America** is designed for rocket launches, with 6,000 square miles of restricted airspace and a 12,000-foot-long runway. But this environment designed for rockets also needs space for people. To support the community working toward our sci-fi future, the unique interior design combines offices, a spaceship control room, and a restaurant. "We were tasked with designing something that had never been designed before," says Gautier.

Rendering credit: **Spaceport America, Viewport Studio**

As you'd expect for a space exploration-adjacent building, cutting-edge technology was particularly important in this project. Thanks to their experience with Enscape's real-time visualization tool, Gautier estimates that utilizing the software to provide 3D renderings helped reduce testing iterations by at least 20 percent. Think of all the time saved, tasks streamlined, and stress relieved – making it a little bit easier for Spaceport America go where no one has gone before.

Gautier sums it up best, "Enscape supported us in testing, experiencing, and presenting our concepts to the client with a speed in producing media that we never experienced before."
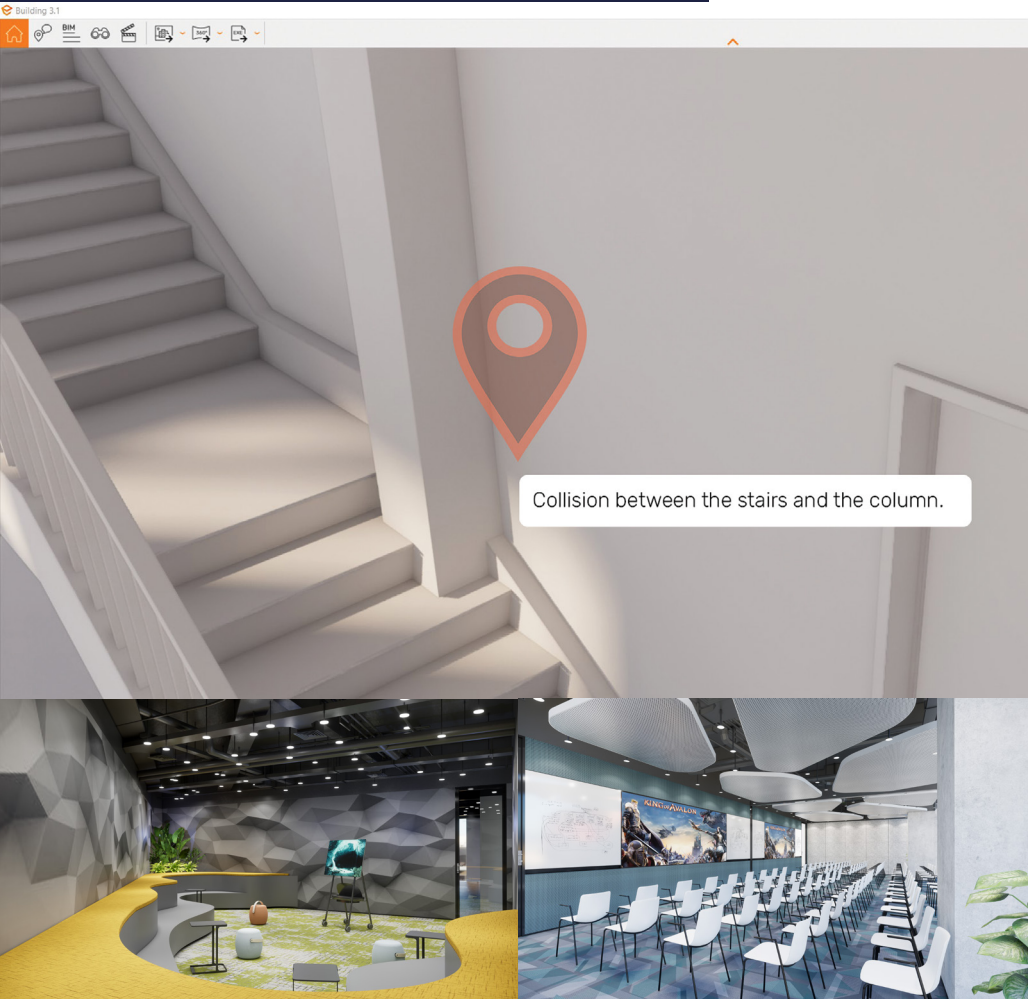
Rendering credit: **Spaceport America, Viewport Studio**

Collision between the stairs and the column.

Rendering credit: **M Moser Associates**

05 RECOGNIZE ISSUES YOU WOULDN'T SEE ON PAPER

Mistakes happen. So do miscommunications with team members or misunderstandings with clients, which can be costly. You do everything you can to reduce risk and the potential for error. With Enscape, you can see visual confirmation of problems and errors long before they interfere with a project's budget or construction schedule. By visually recognizing issues early in the design process, you can discuss (and resolve!) the issues with your clients and team members on the spot.

"Unlike focusing on planning with a 2D layout, our design starts in 3D, supported by Enscape as the visual platform for real-time collaborations and interactions with our clients," explains Jason Li, Senior Associate, DIST at **M Moser Associates** APAC. "Before the construction documentation process starts, the entire space is fully developed in 3D with highly realistic results, and then thoroughly communicated with all project stakeholders to ensure our construction is smooth and flawless."

06 SPEED UP DECISION MAKING

The design process can inflict decision fatigue upon even the most resolute of clients. Too much back-and-forth can create uncertainty and hesitation, and ultimately delay the construction schedule.

However, when clients can virtually see and tour a space, it's infinitely easier for them to sign off on ideas. They'll better understand what is being proposed and see it for themselves instead of taking your (very trustworthy) word for it. Speedier feedback loops consolidate the entire design process, a win for everyone all around.

Just as easily as you can show off a space's dazzling possibilities, real-time visualization can help you illustrate why a certain requested element is not a viable option, allowing you to quickly propose alternatives.

Take Viewport Studio's Spaceport America project, for example. While planning the interior, Gautier and his team initially placed a barista coffee station in the middle of the space, at the center of daily operations. It looked good, but was it functional?

"After reviewing it with the client and the Head of Service, we realized the staff would have difficulty reaching the customer on the other side of the table," **says Gautier**. "So, we amended its dimensions."

But without the visual rendering and ability to virtually walk through the space, the realization that they needed to change the dimensions may not have happened so quickly, and the awkwardness of the reach may not have been noticed until it was too late. Thanks to Enscape, that didn't happen. "We used an exported walkthrough on-site, and it made the client understand the importance of the position of the machines around the barista station," **says Gautier**.

07   IMPLEMENT LAST-MINUTE DESIGN CHANGES

The more changes that are made to a design at any point in the process, the more exacerbated a timeline becomes. Concurrently, no matter how many hours you've devoted to planning, designing, and reviewing a project, you often can't avoid the seemingly inevitable last-minute design switches.

Maybe a certain material is suddenly on back-order, the tile is a shade darker than you expected, or the client simply changed their mind. Frequent tweaks and changes to design is a routine part of a project's start-to-finish journey, and it's your job to be adaptable – whether it's moving a wall or replacing a light fixture or changing a finish at a moment's notice.
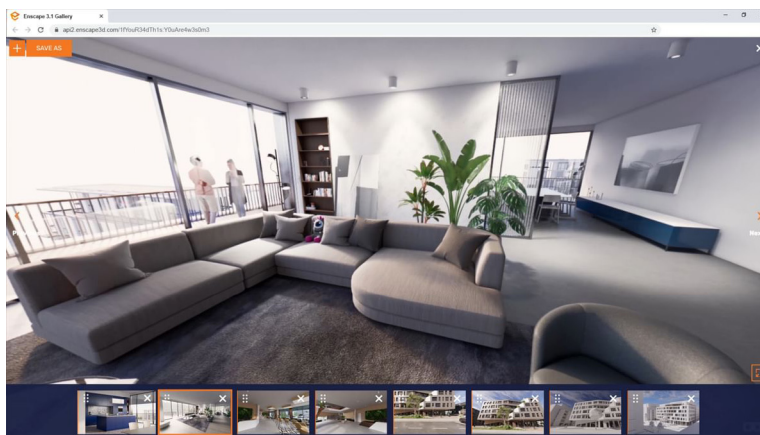
Good news: with real-time visualization software, it's super quick and easy to visualize changes. You'll immediately see how the changes impact the overall design. You can then share those updates with stakeholders to swiftly get the "yay" or "nay" so you can move on to the next step in your design.

GIVE CLIENTS AN UNPARALLELED DESIGN EXPERIENCE

Seeing a design on paper is one thing. But seeing it in the compelling, interactive realism that 360-degree panoramas and virtual reality provide, offers a very unique design experience. Clients will be able to explore all aspects of a space before it is built; providing both a memorable and moving experience.

They can visualize spacing, materials, colors — from the high-level decisions down to the artwork on the walls. Guiding clients through the project is an intuitive, immersive experience that will bolster everyone's confidence in the design and details.

"The client's immersive experience, decent collaboration, and quality time spent with us, is the key to our success. We aim to provide our clients with all possibilities – I always believe with humanity, that when we see it, we believe it. Our experience as LEED and WELL Accredited Professionals along with the help of SketchUp and Enscape, makes it more efficient for us to transform technical ideas into emotional impact for our clients," says Senior Associate, **Jason Li of M Moser Associates APAC**.

"Times have changed and nowadays, to ensure great storytelling presentations communicate our designs clearly with clients: we use animations, panoramas and VR executables to bring a deeper realistic understanding of our designs. Also, it gives a real 'feel of scale' in the spatial design," expresses **Lucas Wu, Senior Technologist, DIST at M Moser Associates APAC**.

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START CREATING HIGH-QUALITY VISUALIZATIONS TODAY

An elevated, one-of-a-kind design experience makes it enjoyable for everyone involved — for the client, whose dreams you are bringing to life, and for you and your team, whose big ideas you're also making a reality.

Enscape is designed to make it easy to adopt real-time rendering and visualization into your workflow, without hours of frustrating start-up time. It plugs right into your CAD or BIM software, and is so intuitive to learn, you'll be creating high-quality visualizations before you know it.

Join an active and engaged community of designers who have already discovered how Enscape streamlines their workflow, delivers wow-worthy renderings to clients, and enlivens their designs.

START YOUR FREE 14-DAY TRIAL OF ENSCAPE TODAY!