



CASE STUDY

EVOLUTION

Property developer requests Oak3D to design interior and exterior 3D visualisation for a hotel project in Spain

High-end | 7 Interior Images | 7 Exterior Images



“Our team organised aerial photography free of charge and recreated the surrounding area in 3D to assist the photographer.”

COMPANY

TODO Group is a property development company that specialises in commercial real estate, hotel businesses, agriculture, rural properties, and land development.

The company's portfolio includes 20,000 square metres of commercial real estate for rent and more than 130 hectares of land for the development of residential properties. One of the landmark activities of TODO Group is the development of residential real estate in Spain.

Oak3D was asked to assist with a project called Evolution. This involved constructing a single high-rise hotel of 17 floors located in the province of Alicante near Cape Calpe.

PROBLEM

The client's manager didn't have much experience working with 3D visualisation projects. This meant we had to take responsibility for preparing high-quality images and for managing the entire process from start to finish.

The company also needed to redesign their website and update their brand logo and assets.



SOLUTION

Oak3D was asked to deliver 7 exterior and 7 interior images as part of the Evolution project. The team consisted of 4 specialists working on the exterior and interior images and 1 project manager. Our project manager communicated with the company's architects directly to ensure that the project ran smoothly.

For the exterior images, we arranged a photoshoot remotely in Spain and organised aerial photography with project management coming free of charge to the client. The quality of the final pictures significantly depended on the shots taken. We took control of the hiring process and conducted rigorous interviews to ensure that the best photographer was hired for the project.

Our team recreated the surrounding area in 3D and sent the sketches of renderers to the photographer to help them understand the project and desired outcomes. We also accompanied the shooting online to ensure that it ran smoothly.

For interior renderers, Oak3D proposed several variants of concepts that we discussed with the client in detail. We then developed the design based on the chosen concept.

RESULTS

Our team delivered 7 high-end interior and 7 exterior 3D visualisations to the client within the specified time frame.



FAQS

Did you have to overcome any challenges during this project?

The start of the project coincided with the global Covid-19 pandemic. Spain had strict quarantine rules, which meant there was a delay in completing preparatory work and launching the project.

On a positive note, restrictions during the pandemic helped in terms of retouching as there was no need to remove numerous people and cars from the photographs.

Another challenge our team faced was that there was a lot of documentation in Spanish that had to be translated into English. We engaged with a translator to ensure that all documents were transcribed accurately.