



Prefixa
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XR VISUALIZATION

HOW **DIGITAL MAQUETTES** ARE ENHANCING COMMUNICATION IN ARCHITECTURE



The background of the page is a complex, abstract geometric wireframe structure. It consists of numerous thin, light gray lines that intersect to form a series of interconnected triangles and polygons, creating a sense of depth and three-dimensional space. The lines are most dense in the lower right quadrant and become sparser towards the top left.

INTERACTIVE 3D MAQUETTES IN ARCHITECTURE

IN THIS DOCUMENT YOU WILL LEARN ABOUT ARCHITECTURAL MAQUETTES (SCALE MODELS), HOW THEY CAN BE BROUGHT ONLINE THROUGH 3D TECHNOLOGIES, AND THE BENEFITS OF THESE INTERACTIVE VISUALIZATION TOOLS IN COMMUNICATION WITH BOTH INTERNAL TEAMS AND CLIENTS.

1. WHAT IS A INTERACTIVE 3D MAQUETTE?
2. WHAT DOES IT TAKE TO CREATE A 3D MAQUETTE?
3. WHAT ARE THE BENEFITS OF DIGITAL MAQUETTES?

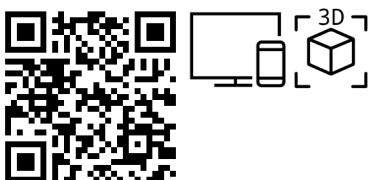


1 WHAT IS AN INTERACTIVE 3D MAQUETTE?

Maquettes are a scale representation of designs, spaces, or objects. They are often used in validating the overall external design with a client before creating prototypes or moving forward with the design process. Maquettes are widely used in the architecture profession, but can also be used in other industries when designing new products, manufacturing plants, or even art galleries and exhibition spaces.



Interactive 3D Maquettes showcases the "Big Picture" and vision of the project, highlighting all the major design elements and the scale of the project online, giving the client an overall picture of the design. In the real world architects often build their maquettes with different materials such as cardboard, wood, or plastic. These physical maquettes can only be viewed in-person as they can be fragile and hard to transport. The inability to travel with physical maquettes can make communication and decision making with clients complicated and ineffective. 3D maquettes bring the familiar physical model online through 3D visualization technology, combining the benefits of these two different visualization techniques.

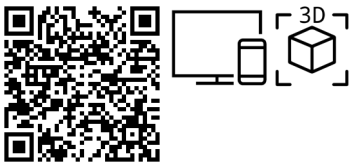


2 WHAT DOES IT TAKE TO CREATE A 3D MAQUETTE?

Creating a 3D maquette starts with a design, blueprints, and a CAD file. From the design, a 3D model is created, onto which other steps of the modeling phase are layered. The final stage of the process is adding things like textures, lighting, interior design, and furniture. One of the complications in the 3D modeling process can be the weight of the model, as for mobile view the model needs to be as light as possible. Working with a professional that understands your project and vision on the creation of the 3D model not only makes the process easier for you, but saves you a lot of time and headache.

Additional features, such as annotations to provide additional information or virtual tours, can be included into the 3D maquette. These additional features are great tools when presenting real estate or designs to possible clients as they not only provide information but also increase engagement in your audience.

When housed in a platform like Sketchfab, 3D maquettes can easily be inserted into your website, catalog, or portfolio, or taken with you to client meetings and showcased in AR. This type of flexibility allows you to not only showcase your design online but in person as well, without having to worry about transporting or damaging a physical model.





3 WHAT ARE THE BENEFITS OF DIGITAL MAQUETTES?

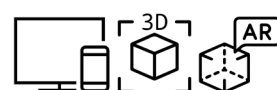
Digital 3D maquettes can be viewed in a way that isn't possible with physical maquettes. The possibility to view and interact with these 3D maquettes online allows seamless and effective communication without the need for a face to face meeting. Virtual 3D maquettes allow clients to engage with the model, see it from different perspectives, and understand the complete design online, providing you with meaningful and informed feedback instantly while interacting with the maquette. Virtual maquettes also provide the opportunity to also see the internal structure and design of a project. The interactive nature of 3D maquettes improve client experience, fosters satisfaction and engagement, and helps build long-lasting relationships based on trust between you and your client. Additionally, digital maquettes are a great way to bring your project in front of possible clients by utilizing them in your digital marketing strategy.

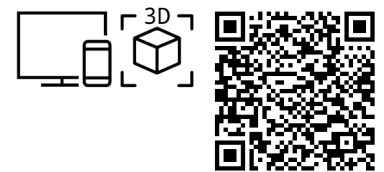
After bringing your design to 3D with an interactive

3D maquette, the opportunities and applications for it are endless. One of these opportunities is applying Augmented Reality.

AUGMENTED REALITY

Viewed through a mobile device AR brings virtual maquettes to a real-world environment through its camera. When presented in AR, an additional level of interactivity and engagement is added. Your client can view and manipulate the model themselves through a mobile device, wherever they are. They can place the maquette in the project's intended space and give informed feedback on the project in its real-world context. Utilizing the possibilities of this added level of interactivity and real-world context is essential for companies working in industries embracing the mindset of digitalization, such as real estate and architecture.





Whether it be for an architectural, art, or industrial space, 3D maquettes are a valuable tool in revising and refining a design, gathering information and feedback, and trying possible solutions before moving forward in the design process. By providing an online platform that allows users to interact with the design in 3D or augmented reality, you ensure your client or any other audience is engaged, understands the design, and can give informed feedback to save time, money, and effort in later design phases. Outsourcing this work to experienced 3D visualization specialists like Prefixa

offers numerous advantages, such as, minimizing your own involvement and allowing you to focus on other aspects of your design. When looking for high-quality visualizations with a quick-turnaround time and minimal effort on your side, outsourcing can be a good option.

Let's discuss more ideas for your work!

Send us a message through the link below or visit our website at prefixa.com to get it touch.

LET'S TALK!



Email me



Eeva Kavenius
Customer Success and Marketing Specialist
eeva@prefixa.com