

3D VISUALISATIONS SUPPORTING THE DESIGN PROCESS

PHOTOREALISTIC 3D VISUALISATIONS
FOR ARCHITECTS AND INTERIOR
ARCHITECTS

WE CREATE VISUALISATIONS THAT HELP
**STRUCTURE THE DESIGN CONCEPT, IMPROVE CLIENT
COMMUNICATION AND SUPPORT THE ENTIRE DESIGN PROCESS**
– FROM THE INITIAL IDEA TO THE FINAL PRESENTATION.



Welcome to **Wave Render Studio!**

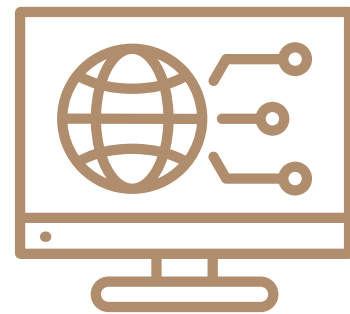
We create photorealistic 3D visualisations that support the design process and help communicate architectural concepts clearly and effectively.

W H O W E A R E



Realistic 3D visualisations

- architecture,
- interiors and surroundings,
- design concepts.



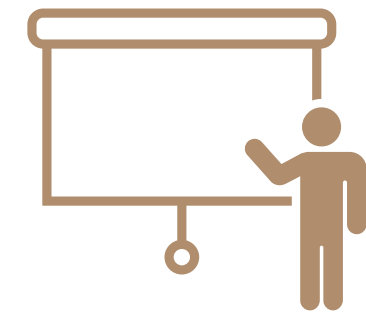
Proven technologies

- high-quality renders,
- precision in detail and scale.



Individual approach

- collaborative project process,
- clearly defined scope of work.



Effective presentation

- clear concept presentation,
- support for design-related decisions.

WHO WE ARE

Our approach is shaped by nearly a decade of design experience gained through working with outdoor spaces, gardens and visual communication. This allows us to understand not only the image itself, but also the decisions behind it – proportions, spatial relationships, functionality and the wider context of the investment.

By combining design knowledge with experience in investment presentation, our visualisations are created not only to look realistic, but also to support your clear and effective **concept communication**.

In our daily work, we use professional visualisation tools including 3ds Max, Corona Renderer, SketchUp and Lumion. We continuously develop our expertise through specialised training in 3D technology and architectural visualisation.



OUR APPROACH



For us, visualisation is a way of organising a project and presenting it in a clear, refined and understandable form.

It helps communicate the design concept, supports decision-making and strengthens project communication – whether in discussions with clients, investors or the wider design team.

Every project is approached individually, with careful consideration given to its scale, audience and intended presentation. We work through a structured process – from analysing documentation and defining the creative direction, through to final renders prepared for online publication, presentations and marketing materials.

We collaborate as a design partner who understands not only the architecture itself, but also the way it should be presented.



What is the role of visualisation in an architect's work?

Not every project requires an extensive presentation. However, there are stages where the way a concept is presented directly influences the pace of approval, the number of revisions and the quality of communication with the client.

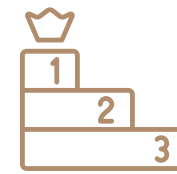
Visualisation does not replace the project – it helps organise the way it is understood and received.



WHEN THE CLIENT DOES NOT UNDERSTAND THE CONCEPT THE WAY YOU DO

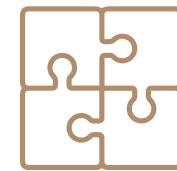
Technical drawings and written descriptions do not always communicate spatial relationships, scale or the atmosphere of a project. Visualisation translates design assumptions into a clear and accessible image, reducing the gap between intention and perception.

WHEN DOES IT HELP?



WHEN THE APPROVAL PROCESS STARTS TO SLOW DOWN

Repeated questions and growing uncertainty can delay decision-making. Visualisation helps structure conversations, reduces misunderstandings and limits the scope of later revisions.



WHEN YOU NEED A STRONGER PRESENTATION ARGUMENT

In competitions, investor presentations and budget discussions, the quality of presentation matters. A cohesive visual narrative strengthens both the perception of the project and your position as the author of the concept.



WHEN YOU WANT TO CLOSE A DESIGN STAGE WITH CLARITY

Well-prepared visualisations help clients see the project as a whole – understanding spatial logic, proportions and atmosphere. This often supports more confident and final decisions.



WHY IS IT WORTH WORKING WITH US?



TRANSPARENT COLLABORATION

From the first conversation to the final visualisation, you have full visibility of the entire process. Each stage is clearly defined, and regular updates allow you to stay informed and maintain control over the final outcome.



ATTENTION TO DETAIL

The photorealistic quality of our visualisations ensures that materials, lighting and details are represented with precision and consistency. We carefully refine every element to create imagery that feels natural, balanced and true to the design intent.



UNDERSTANDING OF THE DESIGN PROCESS

We understand how architects and design teams work, which is why we create visualisations tailored to real project needs. Our materials support the communication of both the investment and the concept throughout every stage of presentation and decision-making.

Every architect works differently – which is why we created packages tailored to **different stages of concept presentation and project needs.**

OUR PACKAGES

ARCHITECTS

FORM AND CONTEXT

- 3 exterior views,
- verification of proportions and relationship with the surroundings,
- a clear tool for investor communication.

Ideal when:

you want to present the concept quickly while supporting the first project decisions.

FORM AND FUNCTION

- 4 exterior views + 2 interior views,
- presentation of spatial layout and functionality,
- easier communication of design solutions.

Ideal when:

you want to present both the way the building works, while helping speed up layout approval.

FULL PRESENTATION

- 6 exterior views + 4 interior views,
- cohesive visual narrative,
- materials for competitions, presentations and investor.

Ideal when:

you need a professional presentation of the project for a portfolio, architectural competition or investor presentation.

From the selection of key spaces to a complete interior narrative – **packages tailored to the stage of the project and the purpose of the presentation.**

OUR PACKAGES

INTERIOR ARCHITECTS

SELECTION

- 4 key interior views,
- refinement of the most important spaces,
- clear support for final client decisions.

Ideal when:

you are finalising a project and need a clear presentation that helps the client make decisions.

FULL LAYOUT

- 10 interior views,
- presentation of relationships between spaces,
- consistency of materials, colours and lighting.

Ideal when:

you want to present a complete and cohesive vision of the interior.

FORM AND CONTEXT

ARCHITECTURAL CONCEPTS AT THE DESIGN STAGE

A presentation of the architectural form and its relationship with the surroundings, prepared for the concept stage and the verification of proportions, scale and overall composition.

from £290 net

**WHO IS THIS PACKAGE FOR?**

A package designed for architects working on a concept or residential project who need a clear presentation of the building form for investor discussions and for verifying the proportions of the architecture in relation to its surroundings.

**WHAT DO YOU GAIN?**

A clear visual representation of the concept that supports conversations with investors and helps with decisions regarding the building form, scale and site placement. The presentation also helps reduce misunderstandings and unnecessary revisions.

**PACKAGE INCLUDES**

Package *FORM AND CONTEX* includes:

- **3 exterior views of the building**
presenting the form, proportions and scale of the project in a clear and readable way.
- **A cohesive visual style**
neutral and timeless aesthetics tailored to the architectural character of the project.
- **Daytime views**
ensuring clarity of form, spatial relationships and the surrounding context.

FORM AND FUNCTION

A PROJECT WITH A CLEAR FUNCTIONAL LAYOUT

A presentation package that combines a clear architectural form with a well-structured representation of the spatial layout and functionality.

from £450 net



WHO IS THIS PACKAGE FOR?

A package created for architects who want to present not only the building form itself, but also the functional layout and the relationships between key spaces within the project.



WHAT DO YOU GAIN?

A clear connection between form and function, helping investors better understand how the building works and supporting faster approval of the layout. The package also enables more precise discussions around design solutions and spatial organisation.



PACKAGE INCLUDES

Package *FORM AND FUNCTIONS* includes:

- **4 exterior views of the building**
presenting the form, proportions and scale of the project.
- **2 interior views**
showing the key spaces within the building.
- **A cohesive visual style**
tailored to the architectural character of the project.
- **Daytime views**
ensuring clarity of form, spatial relationships and the surrounding context.

FULL PRESENTATION

COMPREHENSIVE ARCHITECTURAL PRESENTATION

A complete visual presentation of the project, showcasing the form, functionality and spatial character within one cohesive visual narrative.

from £610 net

**WHO IS THIS PACKAGE FOR?**

A package designed for architects preparing competition entries, investor presentations or portfolio materials where a refined and comprehensive presentation of the entire project is essential.

**WHAT DO YOU GAIN?**

A complete and cohesive project presentation – professionally prepared materials for competitions and investor presentations that strengthen the perception of the concept and increase the clarity of communication.

**PACKAGE INCLUDES**

Package *FULL PRESENTATION* includes:

- **6 exterior views of the building**
presenting the architectural form, proportions and scale of the project.
- **4 interior views**
showing the key spaces within the building.
- **A cohesive visual style**
tailored to the architectural character of the project.
- **Daytime and evening views**
ensuring a clear presentation of the form in different lighting conditions.

KEY INTERIOR PERSPECTIVES

A curated selection of the most important interior views, designed to help structure the project presentation and support the client's final decisions.

from £330 net



WHO IS THIS PACKAGE FOR?

A package created for interior architects who want to professionally refine the presentation of the most important spaces within a project, making it easier for clients to make decisions regarding materials, styling and functional solutions.



WHAT DO YOU GAIN?

Clear visual support during the final stage of the project – helping clients better understand the final outcome, make decisions with greater confidence and significantly reduce the number of revisions and changes during implementation.



PACKAGE INCLUDES

Package *SELECTION* includes:

- **4 interior views**
presenting selected key spaces within the project.
- **A cohesive visual style**
tailored to the design concept and character of the interior.
- **Varied compositions and perspectives**
highlighting the spatial layout, proportions and details.

COMPLETE INTERIOR PRESENTATION

A complete visual presentation of the project, showcasing spatial logic, stylistic consistency and the overall design narrative of the interior.

from £735 net



WHO IS THIS PACKAGE FOR?

A package created for interior architects who want to present the project as a refined and cohesive whole, giving clients a full understanding of the concept before the implementation stage begins.



WHAT DO YOU GAIN?

Presentation materials that allow the client to see the project as a complete and carefully considered composition – supporting faster approval, more confident decision-making and reducing the risk of misunderstandings during implementation.



PACKAGE INCLUDES

Package *FULL LAYOUT* includes:

- **10 interior views**
covering all key spaces within the project.
- **A cohesive visual style**
ensuring continuity of materials, colours and lighting throughout the interior.
- **Varied compositions and perspectives**
highlighting the functional layout and spatial relationships.

HOW DOES IT WORK?

We work through a clearly structured process that ensures smooth project delivery and full control over each stage of the collaboration.

1

CONSULTATION AND PROJECT SCOPE DEFINITION

We begin with a short online consultation or an analysis of the project brief. Together, we define the purpose of the visualisations, the stage of the project and the scope of work to ensure the presentation genuinely supports the communication of the concept.

2

PACKAGE SELECTION AND PROJECT FORMALISATION

Based on the agreed requirements, we recommend the most suitable package. Once approved, the collaboration is formalised through an agreement and deposit payment, ensuring a clear workflow and project schedule.

3

VISUALISATION PRODUCTION

We begin working on the model, materials, lighting and scene composition. Initial draft visualisations are then prepared to establish and evaluate the overall creative direction of the project.

HOW DOES IT WORK?

4

REVISIONS AND REFINEMENT

We implement revisions based on the provided feedback, ensuring consistency across the project and accurate representation of all design guidelines. The scope of revisions is defined during the package selection stage.

5

FINALISATION AND DELIVERY

Once the visualisations are approved, we prepare the final high-resolution renders and deliver a complete set of materials ready to be used in presentations, marketing and project communication.

6

PROJECT COMPLETION AND ONGOING COLLABORATION

Even after the project is completed, we remain available to support future stages of development. Many collaborations naturally evolve into long-term visual support for ongoing projects and future investments.

DO YOU HAVE QUESTIONS?
WOULD YOU LIKE TO LEARN MORE?

GET IN TOUCH WITH US TO DISCUSS THE NEEDS OF YOUR PROJECT
AND CHOOSE THE RIGHT SCOPE OF VISUALISATION SUPPORT.

We will be happy to recommend the most suitable solution for your current project stage.

Every enquiry is approached individually, with solutions tailored to the character and requirements of the project.



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www.waverender.com

**Examples of our animations and
visualisations can be found on:**



wave_render_studio