

A Chat with the Future

Ole Bouman in conversation with Amit Khemka. Recently, Volume got an offer from Amit Khemka to publish an article about 'architectural outsourcing'. This practice is spreading disease in large parts of the world, but still relatively new in Europe. After reading, we thought we cannot publish this brand publicity, but perhaps it would be good to ask him a few questions...

Amit Khemka leads Golden Rock Designs in Kolkata, India. A company offering 3D Modeling and 3D Rendering services to Architects, Builders, Civil Engineers and the Construction community in general by developing life like 3D models of residential & commercial properties. See www.goldenrockdesigns.com.

Is it possible to present a kind of financial and logistical comparison between a working procedure in a so-called 'traditional' architecture office doing 3D in house, and the procedure you are championing? What does the global architect save in time and money if he would work with you?

Most architects design 2D cad plans for architectural constructions. Although these plans are sufficient to develop the building, a 3D perspective tells the whole story as to how the building would look like when developed. Plus, it helps in creating brochures and fliers to lure customers. Now, for this they need to hire specialised 3D modeling people, who might charge an average of US\$ 1500 per month. In a month, 1 developer can render 6-7 visuals, so the average cost of each visual comes out to US\$ 225; add to this the overhead expenses and the quality concerns, the proposition becomes well over US\$ 400 for a company. Apart from this, there is a lot to manage as every developer would be part of the team. Now, when this work is outsourced, it easily gets done offshore, at a cheaper cost (say US\$ 200), without any overhead expenses. Also, there might be times when there will be little work, and in those times the developer will be paid for no work at all. Outsourcing prevents all this. *It is clear your company houses some aesthetical intelligence as well. Do you think your work could contribute to the visual power of designs, the way they persuade clients and public. If so, How?*

Yes, the 3D representation of an object completely transforms the way people look at objects. Ordinary people do not understand 2D architectural plans. When they plan to buy a house, they need to share a dream which would include the design of the house when it would be finally erected. This phenomenon is already happening globally, as builders tend to publish 3D pictures of their proposed building on their catalogs and marketing material.

I know of course how 3d modeling and artist impressions (also in your package?) do make designs more convincing to lay men. But this is just the case in general. My question would be: do you think your company adds something specific to the aesthetical power of the renderings? do you use a certain visual language that makes your output more personal and unique than any other offshore rendering service? if so: how would you describe that uniqueness?

We cannot say that we are unique in terms of the overall service that we deliver. We differ in understanding of the perspective. You must have noticed, most rendering companies create designs from a long range angle, but our designs zoom in the view absolutely on the building itself. This gives a vivid detailing of the real estate venture in question rather than focusing on the surroundings. Also, we understand that the surroundings have to be merged with the model to look realistic, so we create multiple angles of the same render, say from the front, back and the side.

Also, having seen the work of many other companies, we give the utmost prominence to detailing. Every inch of the building in question must be clearly and descriptively visible. Also, we try to acclimatise the rendering to the surroundings, which you may notice from our samples. No two geographical regions can have identical topology. So we try to create the same topography and environment that matches the actual scenario. Also, we are fairly competitive in price and we have the advantage of the 12 hour time gap because of us being 5 and a half hours ahead of gmt, ensuring quicker turnaround time. ●





