

SIMPLICITY | EVOLUTION | ELEMENTS



ARCHITECTURAL VISUALIZATION



**100 RENDERINGS
THAT TELL POWERFUL
STORIES OF ARCHITECTURE**

FOR FULL PROJECT DESCRIPTION
+ FREE E-BOOK

[FULL PROJECT](#)

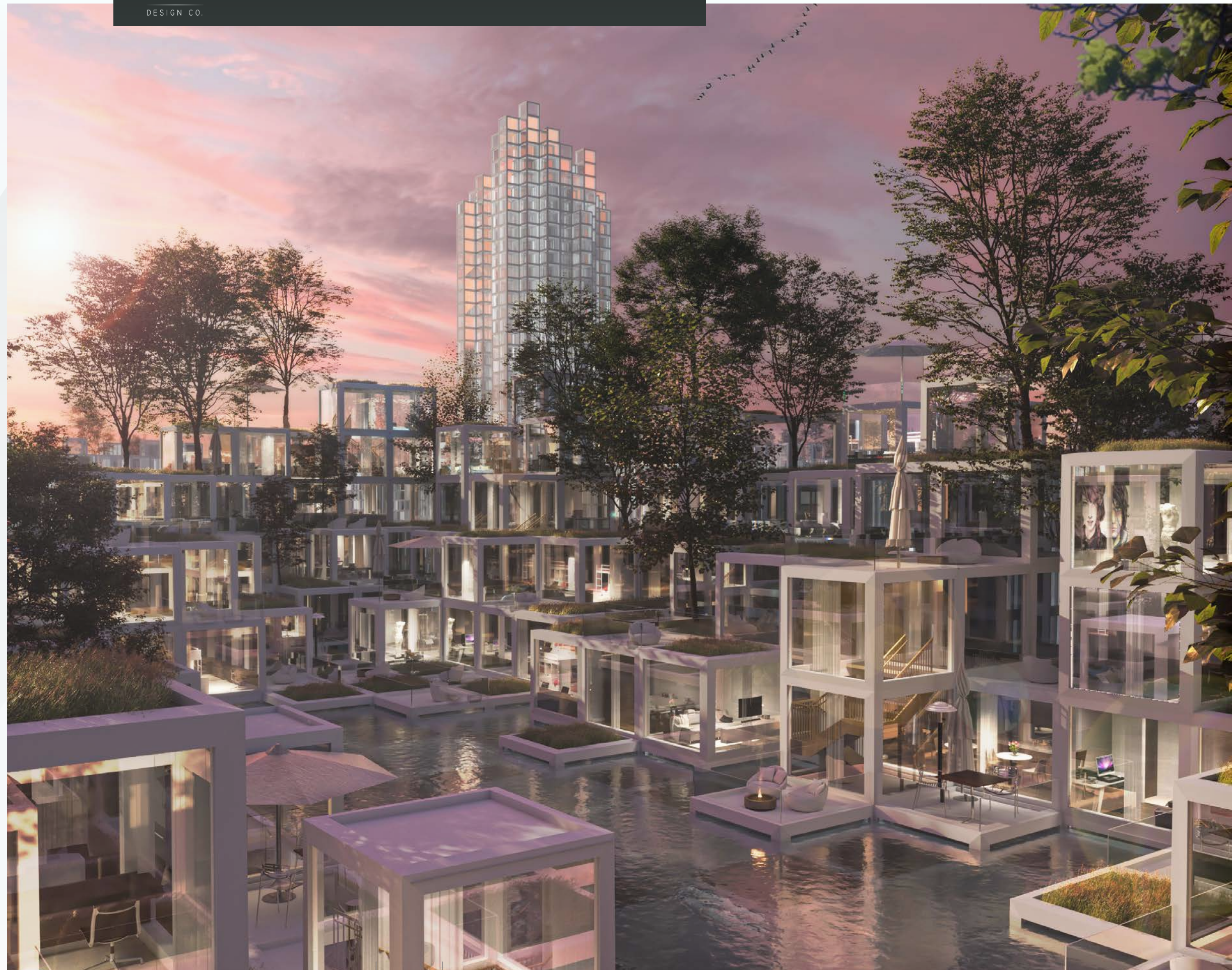


100 RENDERINGS

THAT TELL POWERFUL
STORIES OF ARCHITECTURE

FOR FULL PROJECT DESCRIPTION
+ FREE E-BOOK

[FULL PROJECT](#)



WE ARE AN ARCHITECTURAL VISUALIZATION COMPANY WITH

10

YEARS OF EXPERIENCE

WE PRIDE OURSELVES IN CREATING LASTING CONNECTIONS.
NOT JUST ONE OFF PROJECTS, BY PROVIDING CUSTOM
VISUALIZATIONS AT COMPETITIVE PRICES

PRACTICAL INNOVATION

PUBLICATIONS
AS SEEN ON...

Architizer URBAN TORONTO urbanicity
Hamilton

DEVELOPERS | ARCHITECTS | INTERIOR DESIGNERS

TORONTO STAR THE GLOBE AND MAIL HAMILTON SPECTATOR

esr
DESIGN CO.

ABOUT US
DESCRIPTION

ESR-DC IS A VISUALIZATION COMPANY THAT INCLUDES A NETWORK OF STORYTELLERS, DESIGNERS, AND DIGITAL ARTISTS WITH AN ARCHITECTURAL BACKGROUND WORKING ON DIVERSE PROJECTS AROUND THE WORLD.

ESR PROVIDES CAPTIVATING DESIGN AND MARKETING VISUALS

THE DIGITAL SCENES ARE USED TO CREATE RENDERINGS, ANIMATIONS AND VIRTUAL REALITY SERVICES THAT CAN BE USED FOR COMPETITION ENTRIES, CLIENT MEETINGS, PROPOSALS AND MARKETING CAMPAIGNS.

YOUR GO TO VISUALIZATION PROVIDER

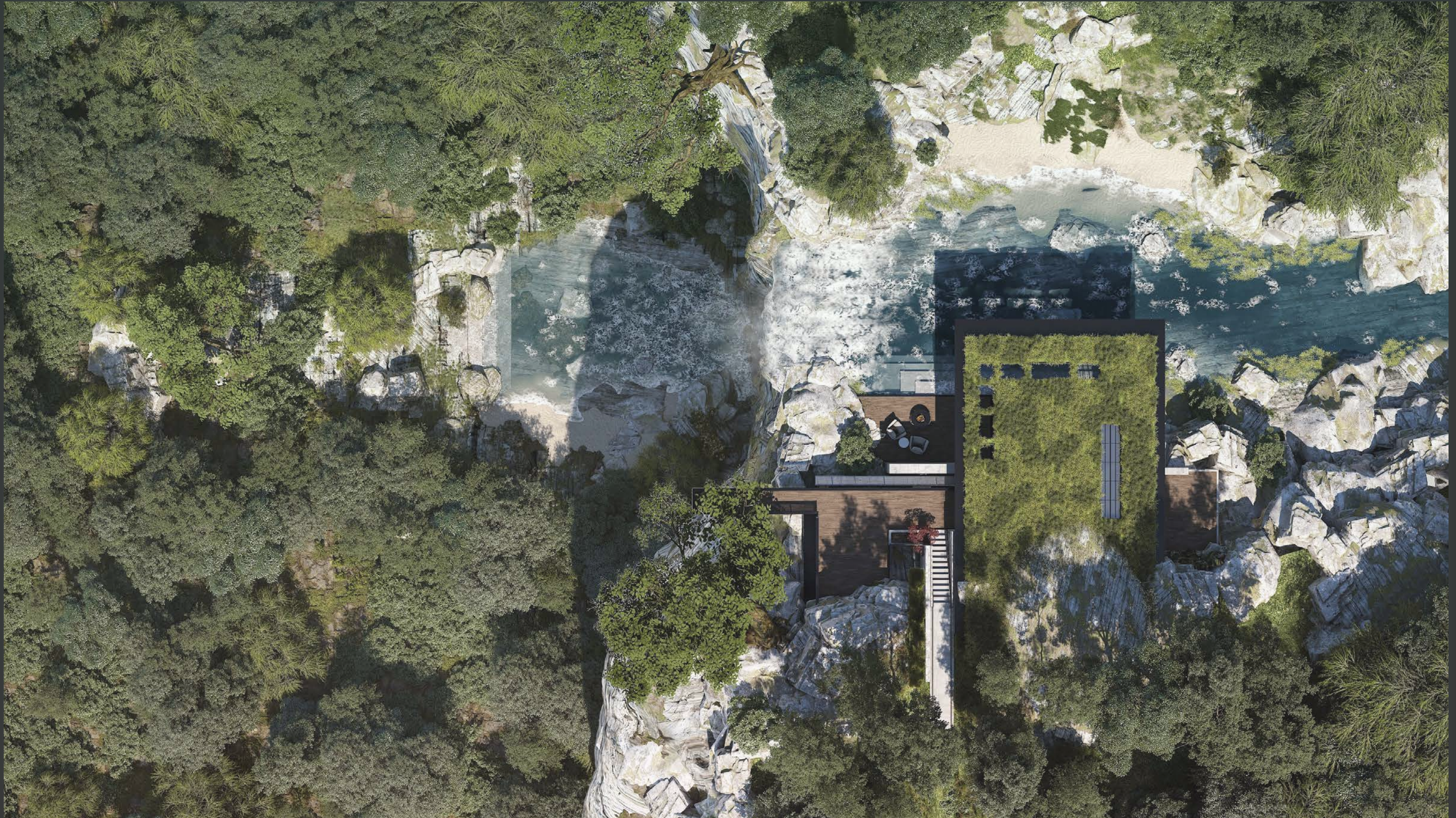
WEBSITE

[CLICK HERE](#)

CONTACT: ESR.FOM@GMAIL.COM FOR INQUIRIES

EXTERIORS





































4
TYPOLOGIES

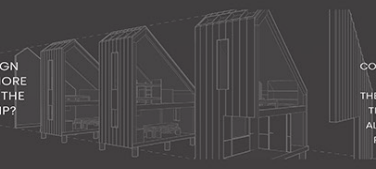
MODULAR DESIGN

MODULAR DESIGN IS A DESIGN APPROACH THAT SUB-DIVIDES A SYSTEM INTO SMALLER PARTS CALLED MODULES THAT CAN BE INDEPENDENTLY CREATED AND THEN USED IN DIFFERENT SYSTEMS. A MODULAR SYSTEM IS CHARACTERIZED BY FUNCTIONAL PARTITIONING INTO DISCRETE SCALABLE AND REUSABLE MODULES, RIGOROUS USE OF WELL-DEFINED MODULAR INTERFACES AND MAKING USE OF INDUSTRY STANDARDS FOR INTERFACES. THE BENEFITS OF MODULAR DESIGN ARE FLEXIBILITY IN DESIGN AND REDUCTION IN COSTS. EXAMPLES OF MODULAR SYSTEMS ARE MODULAR BUILDINGS, SOLAR PANELS, WIND TURBINES AND SO ON. MODULAR DESIGN COMBINES THE ADVANTAGES OF STANDARDIZATION WITH THOSE OF CUSTOMIZATION.

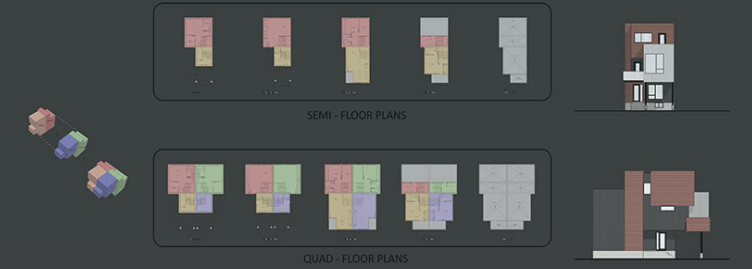
FULL ARTICLE: <https://www.archdaily.com/language/modular-architecture/>



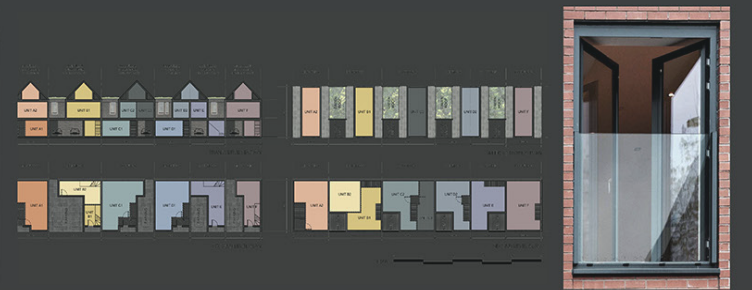
HOW CAN MODULAR DESIGN MAKE HOME OWNERSHIP MORE AFFORDABLE AND REDUCE THE RISK OF HOME OWNERSHIP?



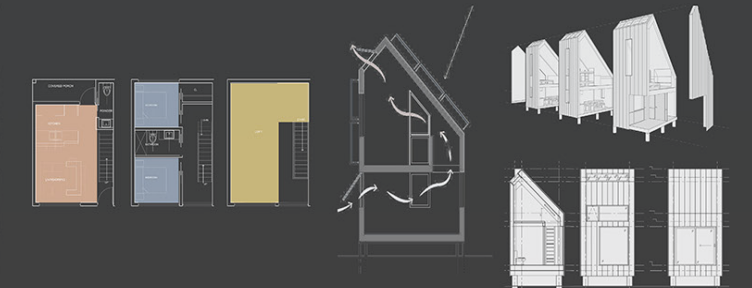
ONE METHOD IS... BY UTILIZING OFFSITE CONSTRUCTION, WHICH REDUCES THE COST OF CONSTRUCTION, AND THEREFORE OWNERSHIP. BY REDUCING THE COST OF HOME OWNERSHIP, IT ALLOWS A WIDER DEMOGRAPHIC TO PURCHASE THEIR STARTER HOME.



THE PROPOSED FRONT-FACED SEMI IS A MODULE THAT CAN BE REPLICATED ON INDIVIDUAL LOTS AS AN INFILL SOLUTION. THE PROPOSED MASSING IS SHALLOW AND THREE STORIES IN HEIGHT. ONE CAR CAN BE PARKED IN FRONT/UNDER THE CANTILEVERED 2ND FLOOR AS WELL. THEREBY A SINGLE DWELLING LOT CAN NOW SUPPORT TWO ADDITIONAL DWELLING UNITS, WHICH IS THREE DWELLING UNITS ON ONE LOT. HOWEVER THE IT CAN ALSO BE BUILT TO REPLACE A SINGLE FAMILY HOME WHICH WOULD ALLOW THE SAME SINGLE DWELLING LOT TO NOW SUPPORT FOUR DWELLING UNITS, WHICH IS FOUR TIMES THE DENSITY!



TAKING ADVANTAGE OF THE LENGTH OF THE PROPERTY AVAILABLE, THIS STUDY EXPLORES THE ABILITY TO PROVIDE FLEXIBILITY WITHIN A MODULAR STANDARD. IN A TOWNHOUSE STYLE FORMAT. PARKING SPACES CAN BE USED BY EITHER THE TOWNHOME RESIDENTS AND BALCONIES CAN EITHER BE SHARED OR DEDICATED TO A SPECIFIC UNIT. MODULAR UNITS MAY BE CUSTOMIZED TO ACCOMMODATE A STUDIO UP TO FOUR BEDROOMS. FITCHED ROOFS ARE USED TO ECHO THE CHARACTER OF THE SURROUNDING NEIGHBOURHOOD AND THE INTERMEDIARY GREEN ROOFS ADD A MORE MODERN TWIST WITH ENVIRONMENTAL BENEFITS.



THE PROPOSED INFILL INCLUDES VARIOUS TYPOLOGIES FOR LANEWAY INFILL DENSITY, DEPENDING ON THE EXISTING CONTEXT. ONE TYPE INCLUDES A TWO-STORY APARTMENT WALKUP WITH UP TO EIGHT APARTMENTS AND A CENTRAL STAIRCASE. AT THE SITE OF AN EXISTING BRICK GARAGE, A SECOND FLOOR IS ADDED TO CREATE A LIVE-WORK UNIT. LASTLY, A TYPICAL INFILL UNIT IS REPEATED OVER EIGHT ATTACHED DWELLINGS INCLUDING A VARIETY OF LAYOUTS AND OPTIONS SUCH AS A GARAGE AND THIRD FLOOR LOFT SPACE.



THE SOUTH END OF THE LANEWAY IS A COMMUNITY HUB OF ANCILLARY SPACES THAT PROVIDES INTERIOR AND EXTERIOR SPACES THAT PROMOTE INTERACTIONS. THE 5 STOREY TOWER THAT VISUALLY ANCHORS THE LANEWAY, DRAWS PEOPLE TO IT. WITH THE INCREASE DENSITY OF THE LANEWAY, THE RESIDENTS WILL BENEFIT FROM HAVING SMALL SHOPS AND FLEXIBLE SPACES WHERE SOMEONE CAN FIX THEIR BIKE, ATTEND AN ART CLASS OR CREATE POTTERY IN ONE OF THE WORKSHOPS.

INTERIORS























PACKAGE
UNIT TOUR
DEVELOPERS

VR PLATFORM PROVIDES COMPILED VISUALIZATIONS FOR EACH UNIT



3 BEDROOM UNIT

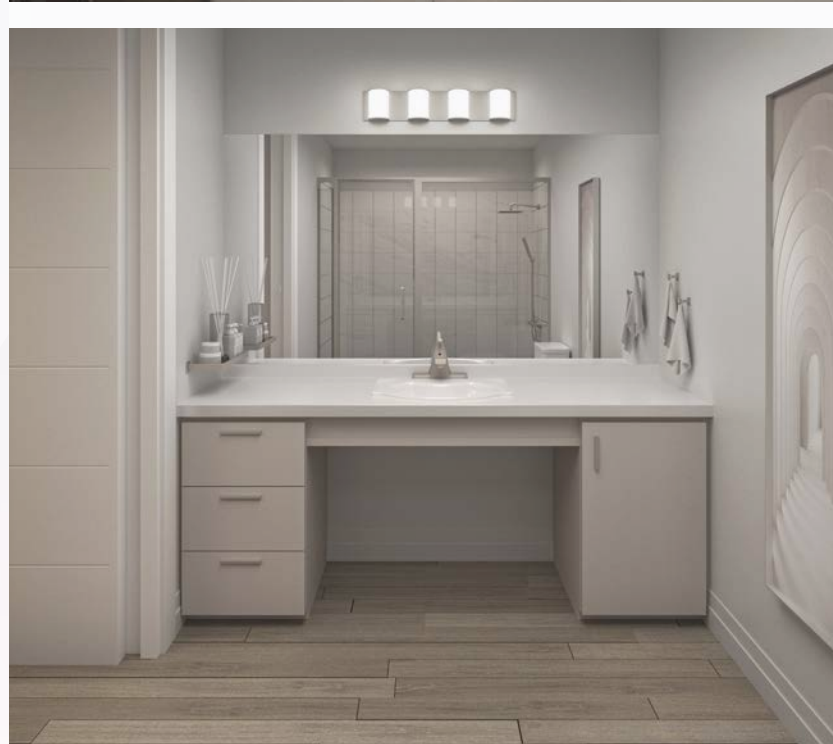


LIVING ROOM
VIRTUAL REALITY



COMPATIBLE WITH ALL DEVICES. NO VR HEADSET REQUIRED + THE VR LINK CAN BE USED AS A LANDING PAGE FOR ALL MARKETING.





MASTER BEDROOM + ENSUITE
RENDERINGS



3 BEDROOM UNIT



BEDROOM + FLOORPLAN

RENDERINGS

WHAT IS YOUR STORY?

DO YOU REQUIRE VISUALIZATIONS?

TAKE OUR QUESTIONNAIRE

SERVICES

YOUR GO TO VISUALIZATION PROVIDER

RENDERINGS

CONCEPTUAL | PRESENTATIONS | MARKETING

3 LEVELS OF RESOLUTION

ANIMATIONS

PROCESS | PRODUCTION

2 LEVELS OF RESOLUTION

VIRTUAL REALITY

MASSING | IMMERSION

2 LEVELS OF RESOLUTION

[FREE CUSTOM ESTIMATE](#)

ERIC REID

[CLICK HERE](#)

RENDERINGS



[CLICK HERE](#)

STATIC

PRESENTATION + MARKETING

RATES

AERIAL RENDERINGS

EXTERIOR PERSPECTIVES

INTERIOR PERSPECTIVES

CUSTOM ESTIMATES AVAILABLE UPON REQUEST

25-50% DEPOSIT REQUIRED

DISCOUNTS

FIRST PROJECT = 10% OFF

PACKAGES AVAILABLE

POTENTIAL DISCOUNT

35% OFF

PURPOSE:

VISUALS OF IN-PROGRESS DESIGNS MEANT FOR:
COMPETITIONS + CLIENT MEETINGS

PRESENTATIONS

\$1,250 - \$1,500 = 3-5 DAYS

\$1,000 - \$1,500 = 2-5 DAYS

\$750 - \$1,250 = 2-4 DAYS

2K-4K RESOLUTION

MODEL OF DESIGN/SITE:

NOT PROVIDED = + \$500 - \$1,000

CREATED USING SKETCHES OR CAD

2-3 ROUNDS OF MARKUPS

CONTEXT MODELLED

CUSTOM TEXTURES

FULL POST-PRODUCTION

PURPOSE:

VISUALS OF COMPLETED DESIGNS MEANT FOR:
INVESTORS + MARKETING PACKAGES

MARKETING

\$1,750 - \$2,500 = 4-7 DAYS

\$1,250 - \$1,750 = 3-5 DAYS

\$1,000 - \$1,750 = 2-5 DAYS

4K-10K RESOLUTION

MODEL OF DESIGN/SITE:

NOT PROVIDED = + \$750 - \$1,500

CREATED USING CAD

3-5 ROUNDS OF MARKUPS

CONTEXT MODELLED

CUSTOM TEXTURES

ELEVATED POST-PRODUCTION

ANIMATIONS



[CLICK HERE](#)

PURPOSE:

ANIMATIONS OF IN-PROGRESS DESIGNS MEANT FOR:
COMPETITIONS + CLIENT MEETINGS

PROCESS

\$10 - \$30 /SECOND = 5-10 DAYS

2K RESOLUTION @ 30 FPS

PROVIDED

2-3 ROUNDS OF MARKUPS
3D MODEL MUST BE PROVIDED
- BUILDING MODIFIED
CONTEXT IMAGE
SIMPLE TEXTURES
FULL POST-PRODUCTION
NO INTRO + CLOSING
LOGO OVERLAY
NO AUDIO

DYNAMIC

PROCESS + PRODUCTION

RATES

SETUP

\$500 - \$1,500 /SCENE

STYLES

1. ONE SHOT WALKTHROUGH
2. CUT SHOT SEQUENCES

CUSTOM ESTIMATES AVAILABLE UPON REQUEST

50% DEPOSIT REQUIRED

DISCOUNTS

FIRST PROJECT = 10% OFF

PACKAGES AVAILABLE

POTENTIAL DISCOUNT

25% OFF

PURPOSE:

ANIMATIONS OF COMPLETED DESIGNS MEANT FOR:
INVESTORS + MARKETING PACKAGES

PRODUCTION

\$30 - \$75 /SECOND = 10-20 DAYS

4K RESOLUTION @ 30-60 FPS

PROVIDED

3-5 ROUNDS OF MARKUPS
3D MODEL DOES NOT NEED TO BE PROVIDED
- BUILDING CUSTOM MODELLED
CONTEXT MODELLED
CUSTOM TEXTURES
ELEVATED POST-PRODUCTION
CUSTOM INTRO + CLOSING
CUSTOM BRANDING/NARRATIVE
CUSTOM AUDIO

VIRTUAL REALITY



CLICK HERE

VR TOURS

MASSING + IMMERSION

RATES

SETUP

\$250 - \$1,000 /360 RENDERING

SCENES

INTERIOR: \$1 - \$5 /SQ FT = 5-10 DAYS

EXTERIOR: \$1,500 - \$2,500 /SCENE = 7-10 DAYS

CUSTOM ESTIMATES AVAILABLE UPON REQUEST

50% DEPOSIT REQUIRED

DISCOUNTS

FIRST PROJECT = 10% OFF

PACKAGES AVAILABLE

POTENTIAL DISCOUNT

25% OFF

VALUE OF VR:

THE VALUE OF VIRTUAL REALITY COMES FROM THE COST EFFICIENCY THROUGHOUT THE DESIGN WORKFLOW. COMPARED TO RENDERINGS AND ANIMATIONS; VR TOURS PROVIDE AN ENHANCED UNDERSTANDING OF THE DESIGN, PROVIDE FASTER TURN AROUND TIMES AND OFFER MORE AFFORDABLE PRICES TO SUITE ANY PROJECT. UPDATED DESIGNS CAN BE UPDATED QUICKLY AND THEY ARE PROVIDED AT COMPETITIVE RATES. VR WORKFLOWS ARE AN ESSENTIAL DESIGN TOOL USED TO IMPROVE DESIGNS THROUGH AN INTERACTIVE WORKFLOW. IN TURN, THE WORKFLOW BECOMES MORE COLLABORATIVE, AND MORE IMPORTANTLY; CLEAR AND EFFECTIVE BY RESOLVING ISSUES IN 3D INSTEAD OF ON SITE DURING CONSTRUCTION. MEANING YOUR PROJECT WILL BE MORE ECONOMICAL AND CLEARLY VISUALIZES THE BUILT FORM!

ADVANTAGES

EFFICIENT +
AFFORDABLE +
IMMERSIVE +
ACCESSIBLE +
SIMPLE +

EASY TO UNDERSTAND

VR EXPERIENCE:

VR TOURS ALLOW THE DESIGNER AND CLIENT TO EXPERIENCE, EXPLORE AND INTERACT WITH DESIGNS USING WAY POINTS. THERE ARE VIRTUALLY NO LIMITS! EXPLORE ON YOUR OWN TIME, AND CREATE MARKUPS IN THE VR PLATFORM. VR TOURS ALLOWS CLIENTS AND DESIGNERS UNDERSTAND THE SCALE, LIGHTING, MATERIALITY AND RELATIONSHIP OF SPACES, WITHOUT AMBIGUITY. WITH THE ABILITY TO LOOK AROUND IN 360 DEGREES, IT PROVIDES A FULL AND COMPREHENSIVE UNDERSTANDING OF THE ENTIRE DESIGN. ALLOWING DESIGNERS TO REFINE THEIR DESIGNS AND CLIENTS TO SEE EXACTLY HOW THE PROJECT WILL LOOK BEFORE THE DESIGN IS BUILT. MOST IMPORTANTLY, VR'S IMMERSIVE AND EXPERIENTIAL PLATFORM ALLOWS DESIGNERS AND CLIENTS TO EASILY IMAGINE THEMSELVES LIVING THERE!

PROVIDED

3-5 ROUNDS OF MARKUPS
CONTEXT MODELLED
CUSTOM TEXTURES
ELEVATED POST-PRODUCTION

6K - 20K RESOLUTION

CONCEPTS

SEE

SIMPLICITY

IN CONCEPT & FORM



EVOLUTION

THROUGH TIME & PURPOSE



ELEMENTS

OF MATERIAL & CONTEXT



BACKGROUND

NETWORK OF PROFESSIONALS

ESR-DC

FOUNDER | ARCH-VIZ | FOUNDED 2018

HARIRI PONTARINI ARCHITECTS

VISUALIZATION MANAGER | ARCH-VIZ | 2016-2018

RYERSON ARCHITECTURAL SCIENCE

DESIGN MAJOR | PSYCH MINOR | 2008-2013

CONTACT US

ERIC REID
ESR.FOM@GMAIL.COM

