

SIMPLICITY | LIGHT | ELEMENTS



ARCHITECTURAL VISUALIZATION

OUR MISSION

INSPIRE

Our mission is to help your company win projects and inspire your clients through memorable visualizations. Through ESR-dc's network of visualization professionals we are confident that we can provide effective visual narratives that will enhance your presentations and marketing.

WHAT IS YOUR STORY?

DO YOU REQUIRE VISUALIZATIONS?

TAKE OUR QUESTIONNAIRE

SERVICES

STRATA



RENDERINGS

CONCEPTUAL | PRESENTATIONS | MARKETING



ANIMATIONS

PROCESS | PRODUCTION



VIRTUAL REALITY

MASSING | IMMERSION

RATES

CUSTOM QUOTES UPON REQUEST

CLIENTS

DEMOGRAPHIC

ARCHITECTS

DESIGN & PRESENTATIONS



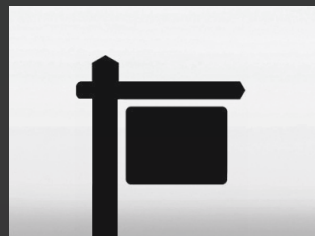
DEVELOPERS

MARKETING & SALES



REALTORS

MARKETING & SALES



PHILOSOPHY

ESR-DC

ESR-dc creates clear and memorable visual narratives in the form of CG renderings, animations and VR narratives to portray the inspiration and driving elements behind each project. This starts by creating an open interaction with clients. To do this we determine the intended experience and how that incorporates into the overall narrative. One of the first stages is to create a 3D scene. This is either provided by the client and manipulated; or we create one from 2D plans provided by the client. 3D scenes are created to control variables in order to convey the desired lighting, season and narrative. The visual storytelling begins with choosing the desired views, controlling the lighting, applying materials, adding people and life to the scene, then controlling the atmosphere in post-production. By establishing a visual character it results in a clear and effective visual narrative.

CONTACT US

ESR.FOM@GMAIL.COM

WORKFLOW

3 STAGES

SCENE SETUP

ITERATIONS

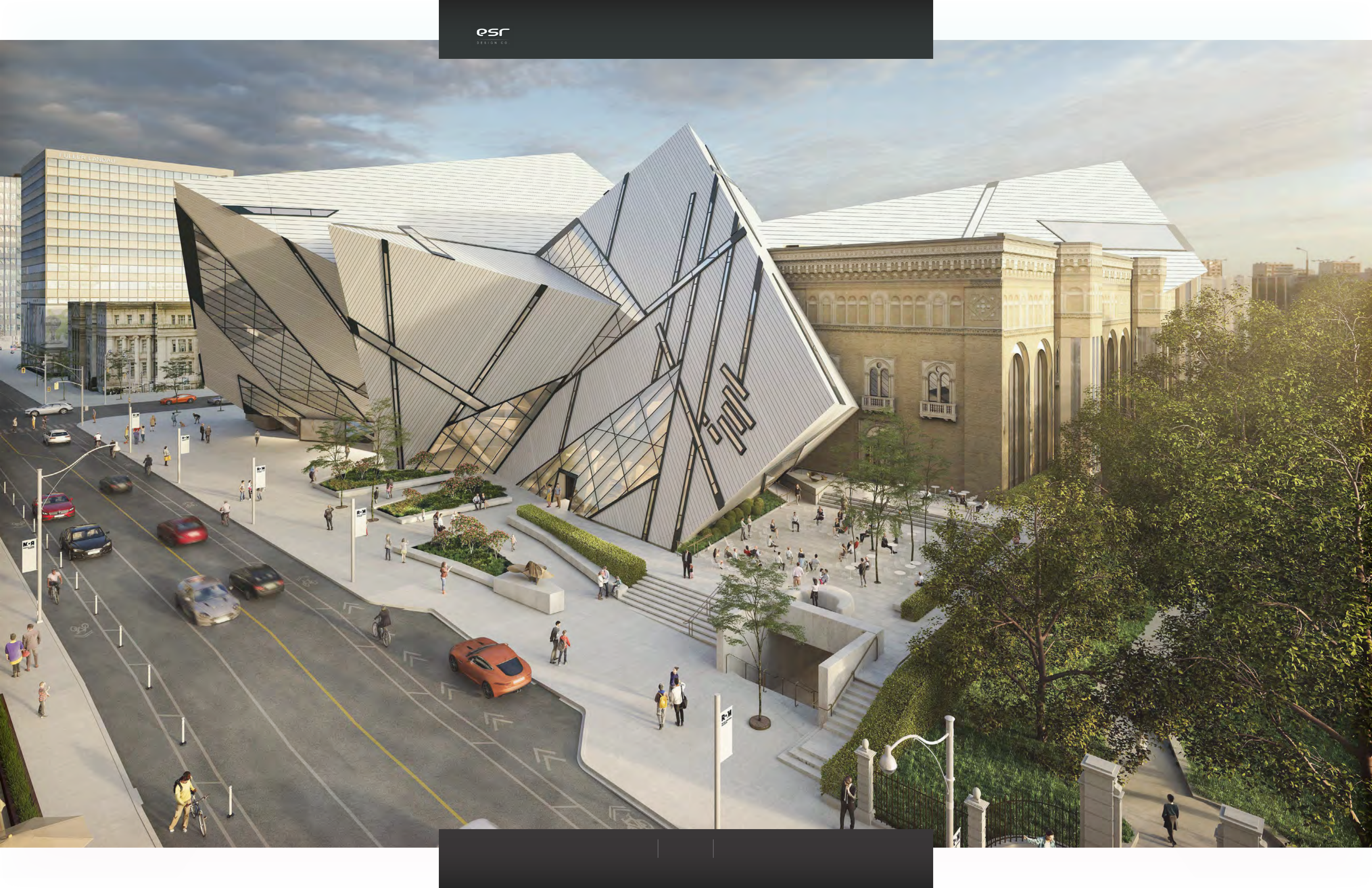
POST PRODUCTION



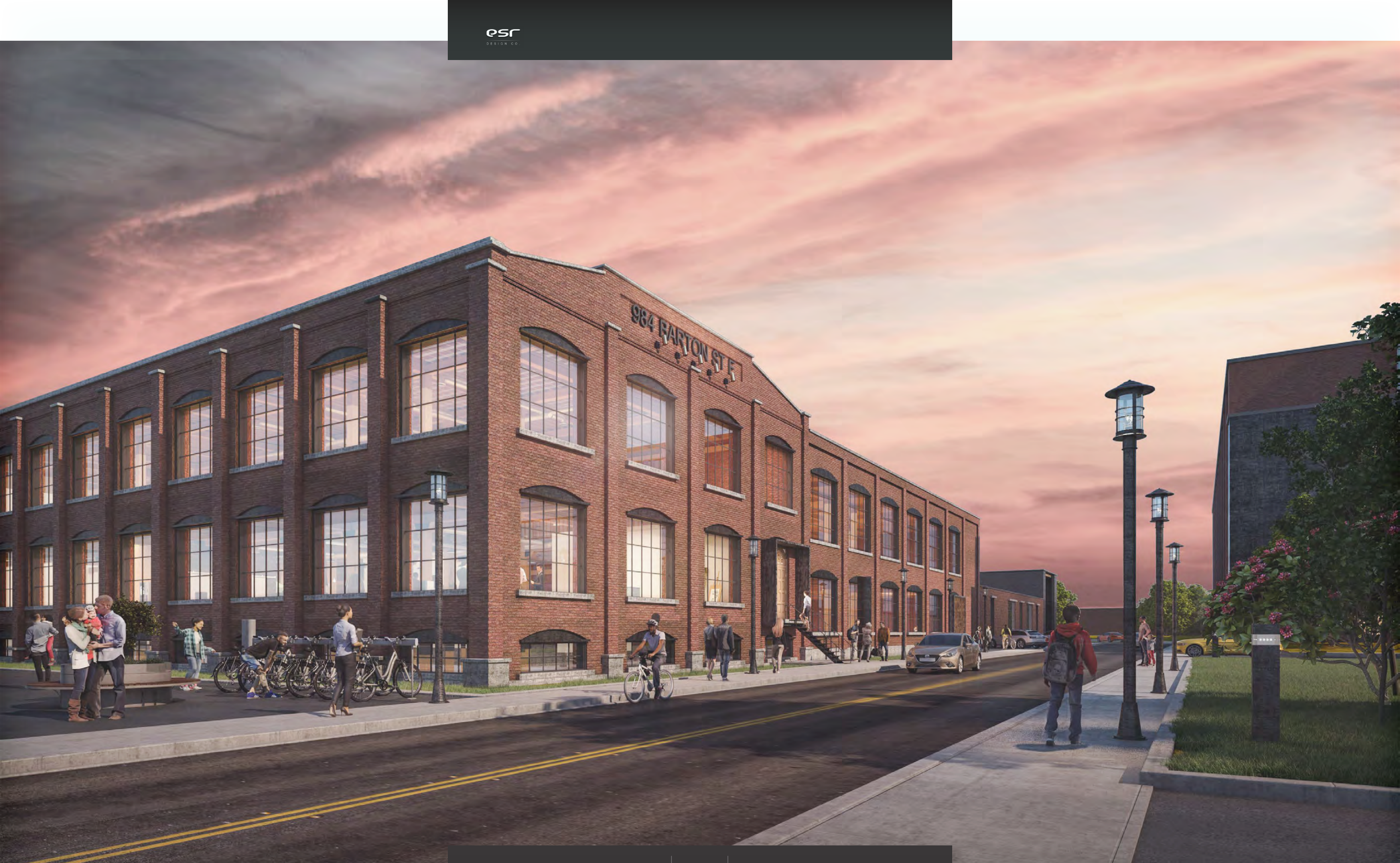
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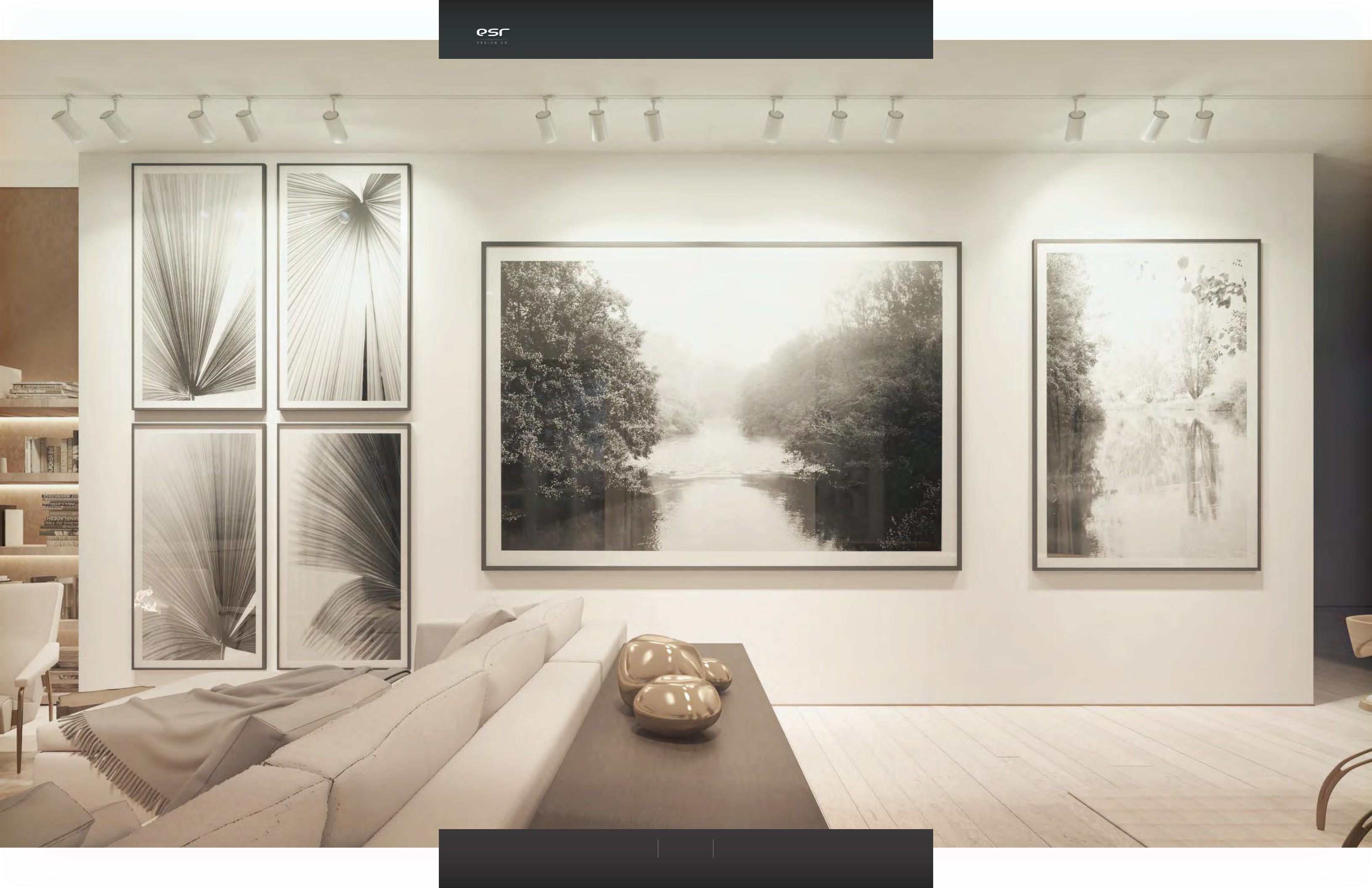
ESR GUIDELINE

[DOWNLOAD HERE](#)











INSPIRATION

THROUGH EXPERIENCES



| 1. ARCHITECT: Carlo Scarpa 2. BUILDING: Pantheon 3. DETAILS: Brion Cemetery 4. ARTIST: James Turrell 5. MATERIAL: Boardformed Concrete 6. PAINTER: Robert Bateman |

WHAT INSPIRES YOU?
CONTACT US

CONCEPTS

TRIALITY

SIMPLICITY

IN CONCEPT & FORM



LIGHT

THROUGH SOLIDS & VOIDS



ELEMENTS

OF MATERIAL & CONTEXT



BACKGROUND

NETWORK OF PROFESSIONALS

ESR-DC

FOUNDER | ARCH-VIZ | FOUNDED 2018

HARIRI PONTARINI ARCHITECTS

VISULIZATION MANAGER | ARCH-VIZ | 2016-2018

RYERSON ARCHITECTURAL SCIENCE

DESIGN MAJOR | PSYCH MINOR | 2008-2013

CONTACT US

[ERIC REID](#)

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