ARQANUM

BROCHURE 2023

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About us

ARQANUM is an architectural visualization company located in Madrid. We specialize in the production of infographics in architecture and urban planning. Our team is composed of architects, designers and illustrators who understand the specific needs of each building. We offer assistance to professionals in architecture, construction and real estate in the production of visualizations for their projects, architectural competitions, real estate developments or catalogs of construction products.

Our services include 3D modeling and BIM modeling, video production and architecture rendering, 360 degree video, virtual reality video and augmented reality, photographic postproduction and the development of technical drawings and graphic design such as layout of a book, a magazine, a catalog, panels or other documents.

SERVICES
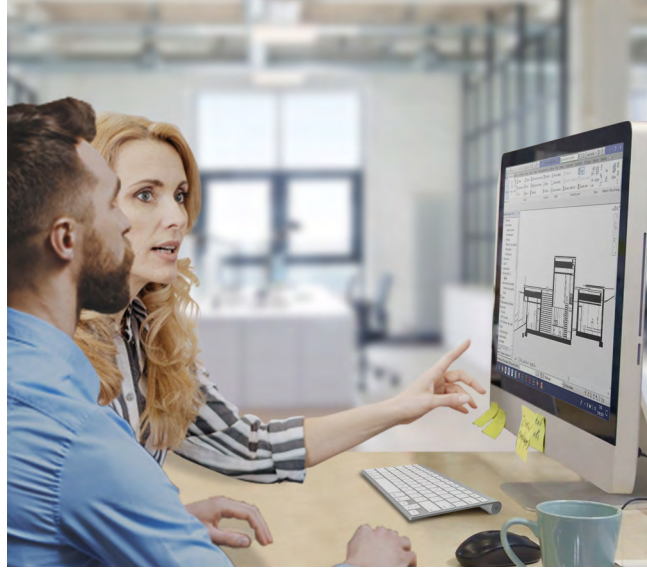
3D Modeling

3D modeling is the process of building an architectural project in specialized software. Once built we can visualize 3D models and obtain from them other information such as plants, elevations, images or videos. This process can be started from a 3D model from photos, plants, elevations or any other type of documentation.

3D modeling and animation opens a new dimension when viewing our projects as we can make interactive videos or virtual tours through a building. The emergence of BIM modeling has allowed us to change the way we manage and obtain data from a 3D model. Through a BIM model we can obtain valuable information about our building such as the geometry of the project, the spatial relationships or the quantities and properties of the materials, all in a simple and fast way.

Render

Rendering is the process of generating a photorealistic image using a computer program. The purpose of the architectural render is to represent the architectural idea of the design by means of an image. Whether through an interior render or an exterior render, these images are the easiest way to publicize the fundamental aspects of an architectural project such as spatiality, shapes, materials or lighting.

The photorealistic render in architecture adds an additional element, since it allows to visualize projects not built with the precision that a photograph of the constructed building could have. In this way, photorealistic architectural renderings allow us to show the most outstanding views of our project through a set of images.

Video

Video is the reproduction technology of a sequence of images that represent moving images. Video rendering technology has enabled the reproduction of our projects through a 3D video without glasses or with virtual reality glasses.

The video allows us to show different spaces of a project in a single file. The virtual walk through a building allows the viewer to move in an architectural project in real time. Through this resource, a client can contemplate different spaces of our building. On the other hand, the 360 degree interactive video shows the user a scene from which the point of view can rotate in real time until a whole space can be viewed. In this way the video allows the viewer to show a project in a more complete and intuitive way than the images.

Virtual reality

360 degree panoramic photography is an image that allows the viewer to control the viewing direction in real time. This technology has allowed us to watch 360 degree VR video of our building. Videos in virtual reality have allowed the creation of scenes in which the viewer can enter and move to see different points of view of a building.

The 3D virtual reality videos allow the user to have a more personalized control of the project, since they can tour the building or watch 360° scenes of a building. VR 360 videos have been a revolution in the way we make our projects known to customers, as they allow user interaction with the building. 3D VR videos allow you to create three-dimensional scenes in which our building is recreated, and more importantly, they allow the viewer to interact through virtual reality glasses or helmets.

Postproduction

Postproduction is the manipulation of images or videos by specialized software. Postproduction is an indispensable element in architectural visualization, since it allows, from an artistic approach, the creation of more attractive and descriptive images of a building that a render cannot achieve.

Postproduction allows us to modify aspects of an image or video so that it can transform an objective render into an attractive image for the client, and more importantly, it allows us to highlight the essential aspects of our project. This technique allows us for example to increase the realism of images, the addition of more details, or from an architectural perspective, to show in a more complete way the environment that we intend to create in our project, the spatiality that we want to achieve with our architecture or dramatic lighting effects.

Layout

The layout is the organization of written and visual content in a project for later printing or digital reproduction. The way in which we present our projects to clients or jurors has a great impact on their opinions. A professional representation speaks very well of the level and seriousness of a company.

Our team is composed of architects who know the details of the architectural representation. This experience in the elaboration of images of architecture infographics guarantees that your idea or product is expressed with total clarity. We make a wide range of images for architecture infographics, from precise representations of plans, elevations and sections of your building to diagrams, drawings and axonometries. We also perform other services such as layout of catalogs, dossiers or panels for architectural competitions and exhibitions.

WORK

ΛRQANUM

RENDER + POSTPRODUCTION

Residential building in Arrecife, Gran Canaria

WORK

WORK

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AUDITORIO DE RIVEIRA

PROYECTO: Auditorio de Riveira   **SITUACIÓN:** Riveria, La Coruña   **FECHA:** Marzo 2019

El nuevo Auditorio Municipal de Riveira se sitúa en una parcela frente a la Plaza del Centenario de dicha localidad. Es de especial importancia en el proyecto la forma en la que los usuarios se aproximan al edificio y realizan una especie de ritual de acercamiento que los preparan para el espectáculo, desde que llegan a la plaza, visualizan el edificio, recorren los caminos, acceden a los vestíbulos y por último entran al auditorio. El acceso principal al edificio se produce a través de la Plaza de la Concordia y de forma frontal a la fachada principal del auditorio, prolongando uno de los caminos preexistentes hasta llegar a la parcela del futuro auditorio. El edificio está completamente abierto a la plaza gracias a una fachada de vidrio de manera que los peatones puedan observar los vestíbulos del auditorio. Esta solución sirve como foco de atracción para los transeúntes que se encuentran en la calle y los invita a entrar, además da la impresión de un edificio más amable con el espacio urbano. Tras superar esta zona, el usuario avanza a través del nuevo camino propuesto hacia el auditorio flaqueado por árboles que ayudan a mitigar el ruido proveniente de la calle y preparar al espectador para su acceso al edificio. Una vez que el espectador entra al edificio se encuentra en un vestíbulo de doble altura. La fachada de vidrio permite la continuidad visual entre la plaza y el vestíbulo que recibe la luz del sol por la mañana filtrada por los árboles de la plaza. Una amplia escalera conduce a un segundo vestíbulo para el palco situado en un nivel superior. Al igual que el anterior está abierto en el lateral hacia la Plaza del Centenario y cuenta con una segunda ventana en el otro extremo hacia la rua Barbanza.

El edificio cuenta con un segundo acceso desde la Avenida de la Constitución a la sala polivalente situada en planta baja. De esta forma se permite que la sala polivalente pueda tener un horario de apertura distinto al auditorio, para otro tipo de actividades culturales como talleres, aulas, charlas... El acceso al edificio de los trabajadores se produce desde la rua Barbanza. Con esto se consigue acceder desde una calle menos transitada que la Avenida de la Constitución de forma que los vehículos puedan maniobrar sin interrumpir el tráfico rodado y quedando el dique de carga en una situación más escondida con respecto a una calle principal como la Avenida de la Constitución. Los actores y artistas pueden entrar desde este acceso independiente, aunque también existe una conexión con planta baja, a las dependencias como camerinos, vestuarios, sala de ensayo o al propio auditorio. De esta manera se separan completamente los recorridos de los artistas y espectadores en dos niveles diferentes, planta sótano para los artistas y planta baja y primera para los espectadores.

El edificio se compone de dos volúmenes maclados entre sí, el volumen del auditorio y el de los vestíbulos. Para definir ambos cuerpos se usan materiales diferentes: paneles cerámicos para el auditorio que se muestran tanto en las fachadas exteriores como en los alzados interiores que son visibles desde los vestíbulos; y cemento monocapa blanco para los vestíbulos. Se usan dos materiales, que por su similitud con el resto del vecindario, logran una mayor integración del edificio en el lugar. El vestíbulo es un espacio único en dos niveles que tiene como perfil la propia sección del vestíbulo.

AUDITORIO MUNICIPAL DE RIVEIRA

MODELLING
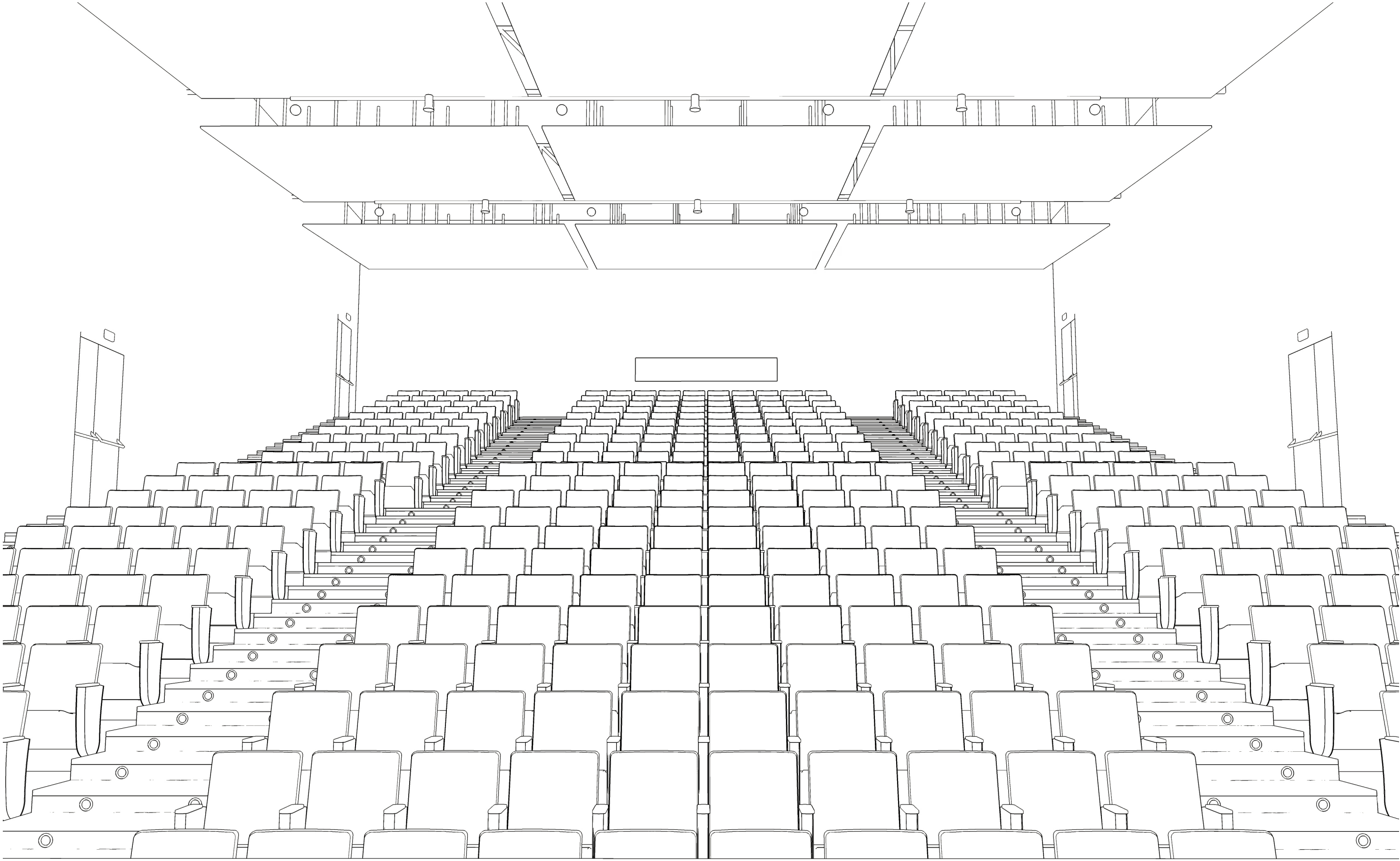
PRIZES

3D modeling (in 3ds Max, AutoCad or SketchUp) .... 100 € per 100 m²

BIM modeling (in Revit or Archicad) .... 500 € per 100 m²

Render + postproduction .... 100 €

Video .... 1.000 € per scene / minute

360° VR panorama .... 300 € per panorama

Postproduction of images .... 50 €

Other infographies (plans, elevations, sections, axons, drawings, ...) .... 100 €

Layout of panels .... 100 € per DIN A1

Layout of portfolios, brochures or books .... 10 € per page

CONTACT

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Due to the high number of demands, we recommend that you make your book well in advance.