



DESIGN
DISCERN
DESIRE

CONSTRUCT MEDIA

Message From *

Shane Gee
(Architect, Visual Artist, Director)

At our core, we translate the ideas of architectural designers into captivating visual imagery. But let's be honest — so does everyone else.

Social media platforms, along with our inboxes, are inundated with the latest architectural developments and schemes. The advent of AI has unleashed a torrent of new imagery, blurring the lines between fantasy and reality.

Amidst this overwhelming flood of architectural images, we aim to give you a moment to breathe - to appreciate the beauty of your design. How do we do this - by being different:

1. Commitment to Accuracy and Honesty

Our journey begins with integrity and precision. We collaborate closely with designers to ensure every detail of the scheme is accurate and truthful. Unlike AI and fast-processing studios, which often take shortcuts, we believe rather, that **Truth** and honesty are cornerstones of quality.

2. Personalized Attention

As a boutique studio, your project is not just another number to us. Each scheme is unique and significant. We invest time in understanding the details, people, and locations that make your project special. The **Goodness** of valuing each work individually elevates it beyond the monotony of everyday life.

3. Passion for Architectural Excellence

We are passionate about well-designed buildings and architecture. Our goal is to highlight the best views and aspects of every project. More than just creating images, we aim to express the essence and benefits of your scheme through architectural art. **Beauty** is our ultimate goal, captivating and enticing viewers.

In a world where projects often get lost in the crowd, we strive to make your scheme stand out, celebrating its unique beauty through meticulous craft and personal attention.

Designer.



When love and skill work together, expect a masterpiece. Quality is never an accident; it is always the result of intelligent effort.

/John Ruskin's

deep belief in the moral and aesthetic dimensions of architecture and art, emphasizing the integral role they play in shaping human experience and society.





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High Engagement

/ committed buyer

Statistical data reveals that the use of high-quality 3D visualisations in marketing materials can significantly increase the final sales price by 3-12%.

The aesthetic value of a scheme sends a powerful message to discerning buyers. They often associate high-quality visual presentations with the final built project. In this case, the value is clearly visible.

Sophisticated graphics offer a more immersive experience, enabling potential buyers to visualise the product or property more accurately. Furthermore, these 3D visualisations draw in committed buyers, who are more likely to make a purchase when they can see the full potential of what they are buying. Buyers become more engaged with the product or property when they see it displayed in a natural, realistic setting, which allows them to envision themselves using or living in it. This emotional connection not only encourages buyers to commit to a purchase, but it also strengthens their commitment, making them less likely to back out of the sale.

Sources:

1. **Harvard Business School Study:** A 1.1% to 3% price uplift was observed from 3D virtual tours and high-quality visualizations.
2. **HUSPI Report:** Detailed 3D visualizations enhancing buyer engagement lead to a 5% to 10% price increase.
3. **Arch Visual Studio:** High-quality 3D tours result in a 5% to 8% sales price increase.
4. **BluEntCAD Analysis:** Lifelike 3D models and improved marketing contribute to a 4% to 9% price rise.
5. **Render3DQuick Insights:** 3D renderings boost sales prices for high-value properties by 5% to 12%.



02

Maximised Space

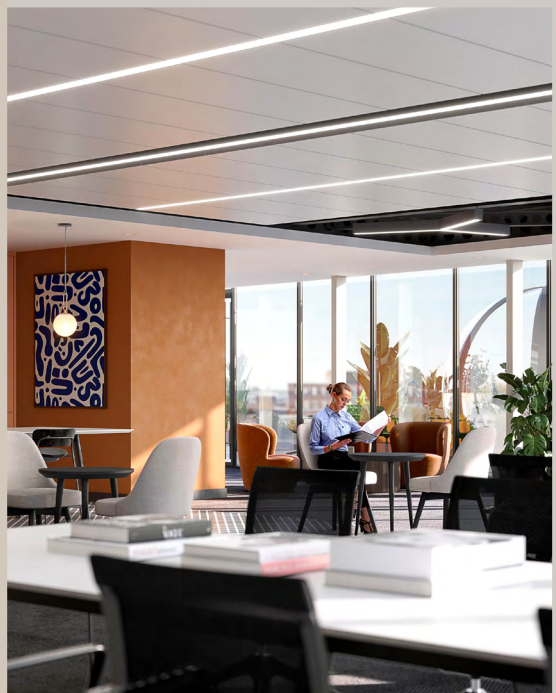
/ a sense of more

Utilising a variety of key elements, we have the ability to maximise the potential of any given space, regardless of its size or shape. This is achieved through the painstaking efforts of our highly creative team who specialise in interior styling, encompassing the curation of art, the strategic placement of lighting, and the use of professional photography.

By focusing on these specific areas, we can transform a space, making it appear larger and more appealing. The carefully curated art adds a touch of sophistication and a unique character to the space, while the strategic lighting is designed to highlight the best features of the room, creating a warm and inviting atmosphere. The use of professional photography then captures these elements, showcasing the space in its best light.

By maximising the space and focusing on these key elements, we not only elevate visualisation but also enhance the potential for desire and sales. In other words, we create spaces that people not only want to look at but also want to live in, thereby increasing the potential for high sales.







04

Buyer's Desire

/ powerful marketing

Our clients seek more than just ordinary marketing tools. They're in search of something that stands out, something truly unique. That's where our masterpieces come into play. Not only are these powerful marketing tools that can transform your business, but we also offer the option to personalise these visuals. We achieve this through our turn-key solution of interior styling and 3D visualisation. This solution allows us to tailor our services to meet your specific needs, ensuring that the final product truly represents your brand and appeals to your target audience.



Faster Sales Cycle

/ optimizing communication

We understand the complexity of bringing a property or development to market - it is our desire to make this journey as efficient as possible and provide a service that lends to accelerating the sale cycle - while retaining quality and benefiting ROI.

We have found that providing a lifestyle journey for potential buyers is key in this acceleration - a visual coming home.

“

value that is visually tangible

03



Renew Community

/Aligning investment goals
with community flourishing

05

New buildings have the potential to improve community life through the addition of green spaces, enhanced amenities, and upgraded infrastructure. This clear vision encourages residents to get involved, transforming possible resistance into proactive support by stirring a sense of belonging and anticipation.

For investors, architectural visualization instills confidence by showcasing the aesthetic, social, and financial worth of a project. It emphasizes how well-planned, strategic developments can yield significant financial returns while boosting sustainable community growth. This balanced approach draws top-tier investments and speeds up project timelines, ensuring every development leaves a positive, long-lasting impact. In essence, architectural visualization aligns investment goals with the true needs of communities, forging a legacy of prosperity and well-being for everyone.



Services



about us

Founded in 2005, Construct Media caters to the needs of real estate developers, investors, and destination marketers.

We have consistently achieved planning permission objectives. This not only reduces delays and costs but also aids in streamlined project management. Our pre-construction visuals enhance decision-making and minimize risk, leading to improved ROI for all parties involved.

Over the past 20 years, our clients have expressed great satisfaction with their investment. The master visuals we create serve as potent marketing tools, facilitating quicker sales cycles and fostering confidence.



Still Images

Distinctive, striking and original CGIs for both internal and external marketing campaigns and brochures. Inspiring, atmospheric vignettes filled with detail. Product renderings. Images for competitions and concepts. These are the foundation of any project.

Cinemagraphs

Impressive, captivating, and seamlessly looping animation. These are high-impact marketing tools suitable for website backgrounds, product pages, and social media use. They offer a degree of detail and realism that really sets the standard.

Films/Animations

We create both interior and exterior animated films, frequently merging them with live action footage to capture the essence of lifestyle and neighbourhood scenes. We specialize in infographic and conceptual animations, time-lapse animations, and films. Our work doesn't stop there, we also create CGI and composite footage. This approach brings an extra dimension of movement, life, and narrative to every project.

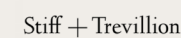
360 Hotspots

We deliver dynamic, interactive VR experiences that are photo-realistic and 3D stereoscopic. These are pre-rendered for websites, smart devices, VR headsets, and installations. We ensure smooth navigation through spaces and incorporate animated elements for a realistic feel.

Technical, AVR and Planning

We collaborate with trustworthy and seasoned professional photographers and surveyors to create Accurate Visual Representations (AVR). These are provided to compile detailed documentation, always accompanied by a well-defined method statement.

clients & collaborations



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