

Is it real or is it photorealistic?



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CONFIDENTIAL

It's both, and it's a new way to market residential properties to potential home buyers.

If you take a close look at this rendering, it's a photorealistic representation of an actual room using images of real objects placed in a scene by means of a computer program. Using two- or three dimensional rendering programs, any space can be built, virtually.

Looks great but how is it useful? Today's real estate market continues to fluctuate with the economy. We see significant shifts in buying and selling trends, especially in residential sales.

New home developers have to be nimble — one day there are line-ups of people eager to purchase homes in a new community on release day, the next, the caution flag goes up and everyone lays low, waiting for the market to turn around.

To help boost sales, builders and real estate companies are using new technology like rendering, or image synthesis.

It's part of a natural evolution of the bond between residential sales and interior design. Good design becomes more integral to residential sales.

In the resale market, U.S. company, Home Staging Resources' 2018 survey showed 85% of all homes staged sold for 6-25% more than unstaged homes.

The Real Estate Staging Association (RESA) a non-profit group for stagers throughout North America also tracks statistics on how quickly staged homes sell. The results of a recent survey claims un-staged homes can sit on the market for an average of 184 days, while homes staged prior to going on the market sold on average in 23 days.

Stagers agree, the best way to sell a home is to make sure it looks clean, stylish and spacious. Statistically and visually, certified stagers add value to the process.

In new sales, designing a model home in a new development presents the same opportunity but on a much larger scale. To begin with, the home is an empty shell, just the bare walls, no appliances, fixtures, furniture or colour. Every surface needs consideration and it



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can take months to complete.

Developers want to create interest and excitement for potential home buyers and are willing to invest the time and money into the process, and that means working with reputable designers to create a vision.

To create compellingly beautiful rooms, designers source out furniture, finishes, appliances, fixtures, lighting and accessories, etc. as if sourcing every piece for a new home.

Tile, wood flooring, kitchens are designed for permanent installation. Then furniture, carpet and accessories are carefully placed. The result is not just a house, but a showcase that sets the tone for buyers in the community.

The process is virtually the same with renderings. Each item is sourced as if populating a new house, but instead of finishing the construction to move-in ready, the rooms are created photo-realistically.

Each item is photographed, measured to scale and reproduced in a room setting that is identical to that of the finished house.

For instance, walls, windows, doors, flooring and ceiling heights are exactly to scale, created by very talented computer graphic designers, who specialize in two dimensional and 3D computer design.

So, although we haven't unloaded truckloads of furnishings into an actual

house, we've researched, sourced and planned the placement for everything in the home potential buyers will see.

Will it replace model homes or the staging industry? Hopefully not. We still love to walk through a room and imagine living there. Which would you prefer?

These images were sourced and designed by Jeff Palmeter and rendered by Nicole Vigneux at Caramel Brand for Primont's North Oakville Sales Centre.

— Jane Lockhart is a celebrity designer, TV personality and leading expert in the world of design. Visit www.janelockhart.com.

Six-sided wonders are the shape of things to come



CARLY HEUNG
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The six sided polygon, also known as the hexagon, has been a hallmark design feature for walls, floors, furniture and decor.

Its shape adds angular interest, symmetry and contrast and brings modern inspiration and tranquility to any space. These geoshapes have taken on quite a statement in the last few years but they are truly a trend that is here to stay.

Not only is the hexagon pattern modern and appealing, but this shape holds a very special meaning in life all around us. In nature, inside the beehive, each honey-packed cell is built by tiny bee engineers to take on the shape of a hexagon.

They do this for a very clever reason — because of packing efficiency. The hexagon shapes allows bees to optimize the space they have. If a series of circles were used instead, there would be empty spaces between them.

Turtles are also another creature that helped inspire the hexagon. Their magnificent shells,

made from one of the strongest compounds in nature, protect them from predators.

These shells are fully covered by subunits of hexagons. Nature has cleverly designed this — using hexagons as it is one of the most efficient geometrical shapes that can cover curved surfaces with the most minimal amount of material wasted.

As one of the strongest shapes that exist in the world, any space with hexagonal features and details are bound to communicate strength, beauty and unity to you and your guests.

From decorating hundreds of small spaces, I've learnt to incorporate nature's clever space saving designs through use of hexagons to create appealing yet efficient spaces.

There is no shortage of appealing areas to use hexagonal features in — from backsplashes in your kitchen, to wall or floor tiles in your bathroom — these hexagon shapes can be incorporated into any design feature big or small in your home to maximize both efficiency and appeal!

— Carly Heung is principal designer with 1smallspace, known for creating simple, modern and functional spaces. Visit her at 1smallspace.com.

Designer Picks



From Erth Coverings, White Wolf Hex is a beautiful and elegant selection that includes lovely variations in light to dark grey veins throughout on stunning white marble. These pieces are perfect for a polished look, for kitchen floors and backsplashes and fireplace surrounds that express modern design thinking.



CIOT offers a new collection called Art which is an extruded glazed porcelain collection with 3D dimensional qualities. Perfect for 'architectonic' spaces and feature walls, these pieces add a sophisticated and textural accent to any space.



This silhouette pendant light from Troy's Lighting (available through Hudson Valley lighting) is the perfect fixture for anchoring a living room, bedroom or over a bathtub space. This fixture offers an intriguing hexagon shape that creates a wonderful sophisticated yet casual look.