

THE DRAWING ROOM™

Product  
Visualization  
Brochure  
2018



# Creating the right Image

## Who we are

The Drawing Room was established in the early 1970s by a relatively small but talented group of enthusiastic designers and artists. With the passing of time the creative industry has seen its share of changes and so too has The Drawing Room; from personnel to the very fundamentals of the creative process itself. The nature of the design industry demands that change be embraced in order for any company to thrive, and we like to think that the longevity of The Drawing Room demonstrates a distinct willingness and ability to move with the times. Despite the necessity for change, however, The Drawing Room has always strived to maintain the core principle under which it was originally established:

### **Taking pride in our work and the service we provide.**

It is for this very reason that The Drawing Room remains today—as it was from the outset—a relatively small but talented group of enthusiastic designers and artists.

### **Why is this important?**

We believe there are several reasons why our team has endured where many others have not and why our business ethic is an important factor in that success. By taking personal pride in every piece of work that we produce we pass on the benefits of our own attention to detail and exacting standards to the customer. The advantage of being a fairly small team is that we place a great deal of value in every customer's needs and go out of our way to make sure that we provide the best possible service.



## What we do

### **A bit of everything!**

Catering to enterprises ranging in scale and maturity from sole traders and start-up businesses, to established multi-national corporations, The Drawing Room has traditionally been a highly versatile, full-service design studio, producing a wide range of marketing material and visual media for companies from across the entire business spectrum. We'll even do our best to help with project elements that fall outside the services normally provided by a design team; we love a challenge! The Drawing Room still offers all those services today, but over the years we have developed a strong affinity for 3D visualisation. Whether the project be creative or technical in nature, or even a combination of the two, we can work with a host of electronic drawing formats to create highly accurate models and then use industry leading software packages that allow us to explore a wealth of visual possibilities, ranging from photo-realism to colourful, cartoon style results. At its heart The Drawing Room remains a studio of creative individuals who approach every project with imagination and flair, and the variety of experiences that we are able to draw from makes certain that our ideas and techniques remain fresh and current.

We are always motivated by the positive comments we receive from our customers, but it is their continued growth and success that provide us with the greatest source of inspiration. It is especially reassuring to know that the services we provide bring customers back time and time again.

CGI

Design

Artwork

Branding

Packaging

Animation

Illustration

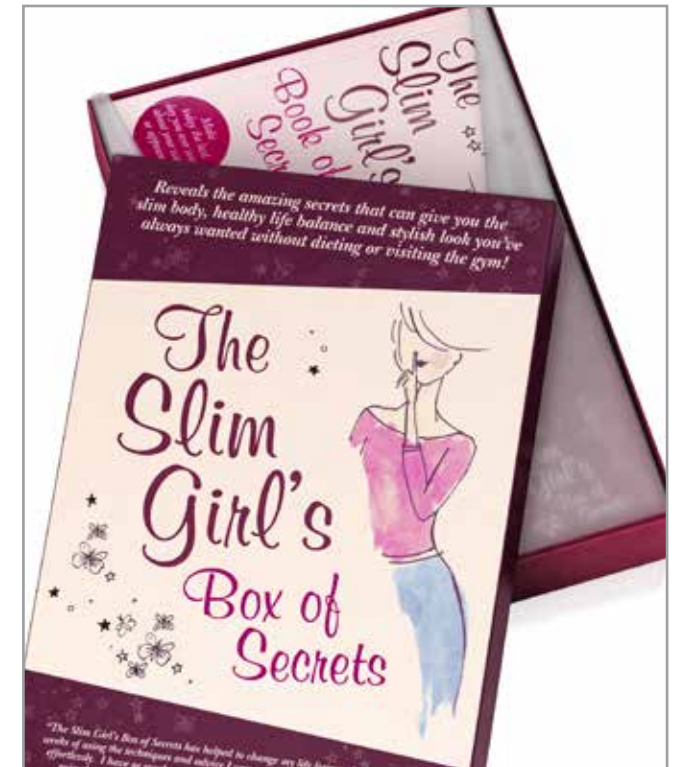
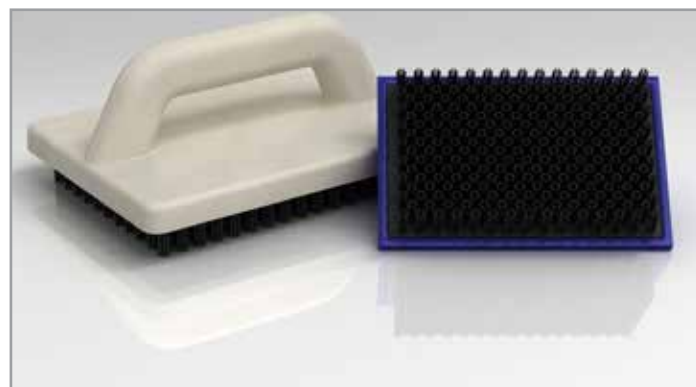
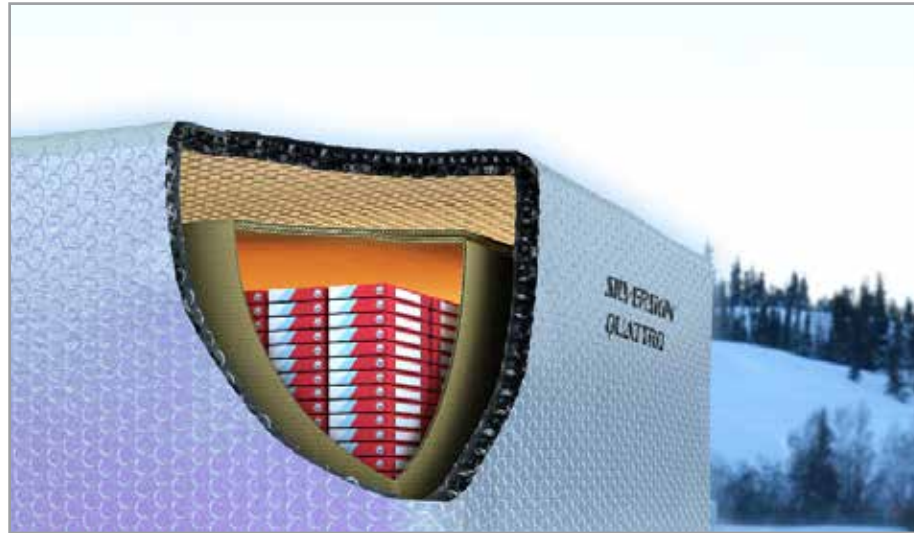
Image editing

Print management

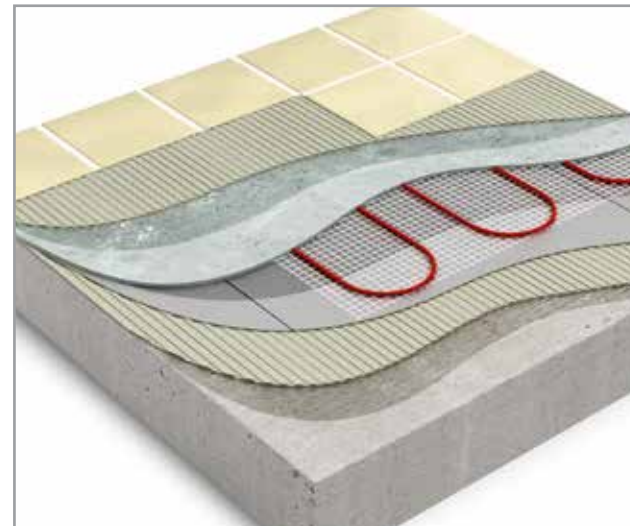


# Product Visualisation

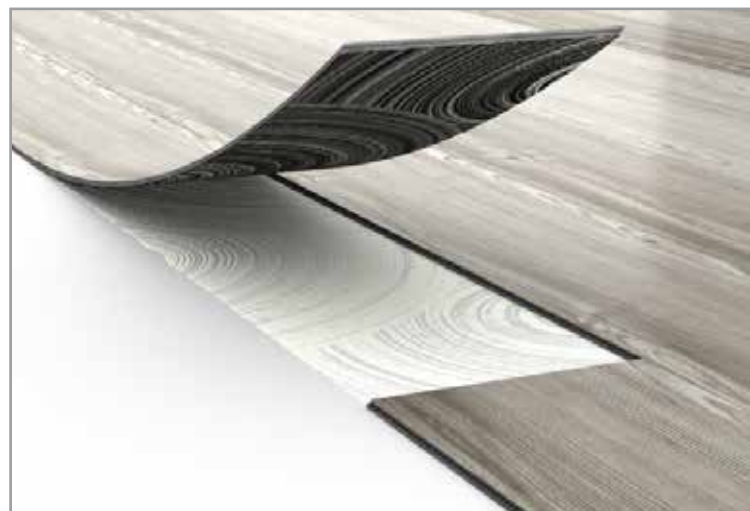
The success of every emerging product is met by a variety of challenges and the unlimited potential of CGI provides a valuable tool in all aspects of production from confirming technical details, to establishing the desired aesthetics, to marketing and beyond. With the evolution of 3D printing now opening up very real design possibilities 3D visualisation makes more sense than ever before.







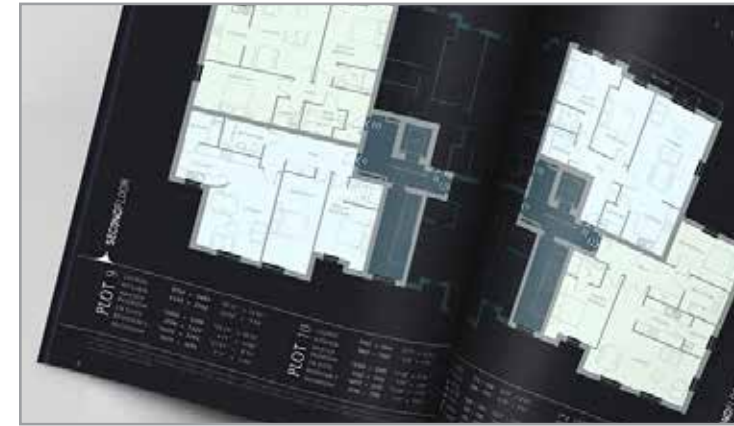






# Architectural Visualisation

We handle all aspects of design, which can be very handy for any of our clients, but over the years we've evolved into architectural visualisation specialists which means we are able to work directly with property developers to create an accurate representation of the final build using only the architects drawings.









# Why CGI?

The power and flexibility of CG visualisation marries perfectly with the needs of property developers. Working from architects drawings and designs we are able to create an accurate representation of the finished article long before building begins thereby providing a valuable tool at every stage of development:

**Create:** Get a pre-emptive vision of potential layouts, alternative material finishes, landscaping possibilities and every other possible feature that may be important to a development before committing to the final design, both ensuring the desired outcome is achieved and potentially saving time and costs during supply and final build.

**Plan:** Application for planning permission can be a long and drawn-out process, particularly when dealing with renovations and locations with aesthetic precedents CGI can be a

**Market:** Realistic lighting simulations and ever-evolving 3D software continue to blur the line between CGI and photography allowing a developer to market and potentially secure sales at the early stages of the project.

## Exteriors



## Interiors



## Apartments



## Aerial Views



## Streetscenes



## Photo Matching & Editing



## Animation & Interactive

By utilising to the latest software we can offer full HD fly-through animations of both exterior and interior scenes and can even create interactive material to implement online or via mobile apps.





# Design & print

From sales brochures to 'point of sale' displays to press advertisements to instructional graphics and videos, The Drawing Room can provide all manner of print solutions and take projects from concept right through to production. Our aim is to provide you with lasting continuity in your supply chain by taking care of all your marketing needs and ensuring a quality of finish that your project deserves. We understand that every project and every customer is different so one of our designers is always available and happy to talk you through the options available to find a solution that fits your budget without compromising on your vision.



# Client Testimonials

"I have had the pleasure of working with TDR for a number of years. But most recently I have worked directly with them on a number of development projects for Miller Homes. The team are incredibly passionate about what they do and they have played a key role in the new-look miller homes literature. Not only have I been pleased with the quality of their work, I hadn't appreciated what a considerable archive of Miller material they have at their disposal, which I have to say has been utilised on many projects to date. This saves time and cost, but it is also comforting to know that we are working with a team who understand the client and the developments."

Jon Evans - **Owner**  
**Blood Creative Limited**

"We have worked with The Drawing Room for many years; well, it has actually been that long that we cannot prove the definite period of time! Doesn't time fly...anyway as our sole creator of CGIs and regular supplier of packaging designs, advertising and literature, The Drawing Room is a vital asset to our marketing team. We continue to use them because they are efficient, creative (with excellent attention to detail), trouble-free to work with and they apply their initiative to our briefs following many years learning about our products and respective industries."

Lynne Flavell - **Marketing Co-ordinator**  
**Instarmac Group Plc**

"I have been commissioning work with The Drawing Room for over 7 years now. During my time at Navyblue Design Group they produced CGI's and development site plans for our work with Miller Homes nationwide. Over this time Nitil and his team have always provided the highest level of service at competitive prices and are a true pleasure to work with. Since starting my own agency, Studio Norse, in 2011 I have continued to commission work with them for a variety of our projects. I wouldn't hesitate in recommending them."

Julia Macleod - **Partner**  
**Studio Norse**

"The certainty with which we can view our cash position is vital to us in order to be able to invest with confidence in future projects. For this we need forward sales which requires selling off plan. The project's brochure is a key tool in securing forward sales. The degree to which a customer feels confident that the brochure is a representation of what they want to buy influences their decision to commit early. TDR's tireless attention to detail along with their inspirational, clear and simple images are a first rate contribution to this process and places them amongst our key consultants."

Graeme Eastham - **Managing Director**  
**Townstone Developments**



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