



SGP

Architects + Masterplanners

CGI PORTFOLIO



+

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EXTERIOR



We work closely with the clients and architects to understand what the images are representing, the story they are telling and the response the client wants to evoke.

The images here have been created in collaboration with landscape architects and the architectural team.

The Level of Detail is high, with accurate materials creation and close attention to details and landscape information, such as suitable planting and textured and coloured hard landscaping.

These are high-end ray traced rendered images, realistically simulating the lighting of the scene, and depicting physically accurate reflections, refractions, shadows, and indirect lighting.



+ EXTERIOR



Engaging and attractive images are a vital aid in marketing a scheme and encouraging buyers or renters to look positively at the buildings and their context.

The buildings and site can be fully modelled, or we can blend exsiting photographed images to create photomontage CGI's.



+ EXTERIOR



Exploded and cut out (or cutaway) diagrams can be useful in explaining a complex scheme, showing the relationship between different elements and how they fit together.

Images can be photorealistic or sketched, depending on a client's needs.

Sketches used in pre-planning discussions or planning submissions create the impression of the scheme whilst reassuring stakeholders the design is still being developed.



More photorealistic visuals give a stronger impact and clearer sense of the finished design.

Interior Spaces



1. Reception



2. Welfare



3. Warehouse



4. Spring Place Elevation

SPRING PLACE - KENTISH TOWN

Specification

New roof covering complete with manufacturer's warranty and improved U-Values and reduced heat loss. This will be a significant improvement over the existing fabric and reduce the energy used for heating.

New insulated sectional loading doors specified to visually enhance the street scene and to reduce heat loss and energy usage.

New pedestrian access doors for improved security and to enhance the street scene.

New Crittall double glazed windows units to compliment the local vernacular, to improve security and reduce the visual impact on the street scene.

Fully fitted out interior reception and waiting area with hot beverage machines, along with new toilets and washrooms.

The rainwater harvesting will save an estimated 187m3 per year.

Roof mounted PV arrays to be installed on the west facing pitched roofs and flat roof areas to maximise the kWp output to 58kWp.

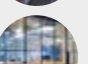
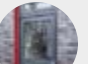
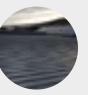
6No. EV car charging points.

Internal green walls for air cleansing, visual softness and wellbeing. External green walls for amenity value.

BREEAM excellent

Zero Carbon

Low water flush W/C and non-concussive taps to W/C specified to reduce water wastage.



SEGRO







AERIAL



Aerial CGIs is an excellent way to show a whole scheme in context.

The site can be modelled in whatever level of detail is needed and blended into an existing photograph or into Drone photography to create Photomontages.







INTERIOR



Each project is unique.

We work alongside our clients and technical teams from the start to understand and deliver the best visual output for the project, from pre-planning submission to marketing collateral.

From sketches and 2D CGIs to photorealistic images, animated walk-throughs, and immersive VR, we offer different packages bespoke to their needs, timeframes and budget.

We will take our clients on a journey through the process, starting with

draft camera set up, lighting, material creation, adding assets and through to final renders.

We can take 3D data from external sources and develop it into a more or less detailed model. This both aids communication and facilitates changes during the design process.

SGP is involved in many sectors, and we can draw on expertise from skilled architects and interior designers across the practice to support the final visuals for the project.







ANIMATION



Animations are becoming more popular, engaging the viewer, and enhancing the impact of the design.

They are a great tool to show a scheme, creating more interaction between the user and the design.

Again, these can be extremely realistic or more stylised or like a sketch.



+ 360° tours

Interactive 360° tours have increased in popularity, especially during the pandemic.

Viewers can “walk-through” a building or around a development and get a better feel of the massing, landscaping, views, and details.



Tours are equally great for interacting with interiors and understanding how users may perceive the space.





VIRTUAL REALITY

Virtual Reality is a powerful design development tool that can substantially help collaboration and communication during the design process.

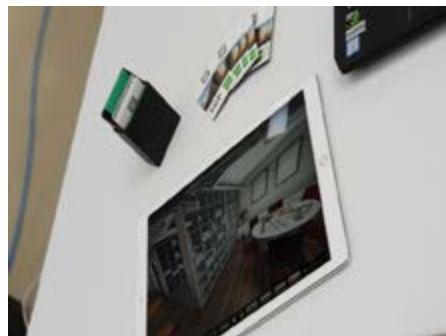
The immersive, visual experience gives clients a better understanding of the space and how it may work, helping inform design choices.

VR and AR technology can be used on site, particularly to overlay the physical location with the virtual design.

It also allows end users to experience the building and spaces and offer comments and suggest changes before the structure is built.

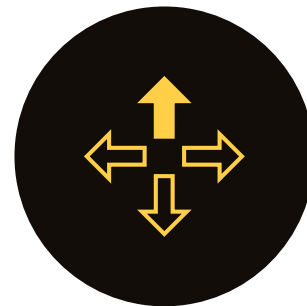
SGP can set up VR systems on site as well as in our offices, to enable clients to walk through their schemes.

We can also put together a VR set up for other companies, including hardware, software and user guides.

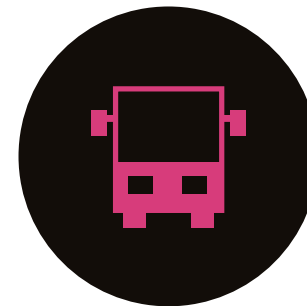


OUR SECTORS

INDUSTRIAL



TRANSPORT



SCIENCE + INNOVATION



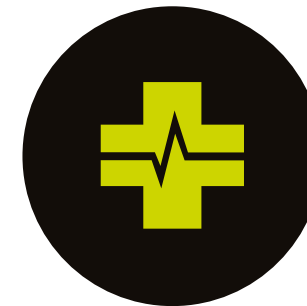
RETAIL + MIXED USE



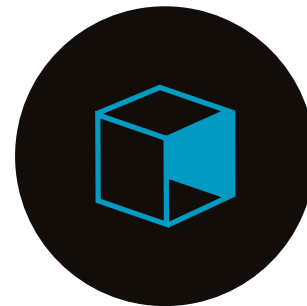
EDUCATION



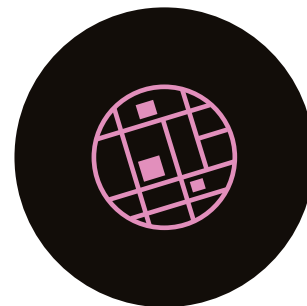
HEALTHCARE



INTERIORS



MASTERPLANNING



OFFICE



RESIDENTIAL



LEISURE



OUR PORTFOLIOS

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