

MY SPACE | MY STYLE | MY VISION

My HOME

IMPROVEMENT ATLANTA

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TRENDS

20/20 Reno Vision: See your new remodeling plans clearly using the latest tech tools

By Kevin C. Madigan

Innovative new gadgets, tools, maps and apps are transforming the design and renovation industries, making it easier than ever for homeowners to execute their makeover plans. You no longer have to imagine a design in your head and then try to explain it to a professional.

Denise Britti, of **3D Virtual Design Drawings** (www.3dvirtualdesigndrawings.com), is an Atlanta interior designer who **creates 3D renderings for homeowners, contractors and other professionals** so they can envision what a space can become. Britti models all manner of spaces, residential and otherwise, having most recently done a seafood restaurant and a community dog park.

“What these [homeowners] and professionals want is a way to visualize their dream space without involving the level of detail—framing, plumbing, electrical—or paying the higher fees of an architect at this stage,” says Britti. “They just want to transform their ideas into something observable and cosmetically detailed, and work with an approachable designer to help them hone their thoughts, layout the space and achieve a certain look.” ▶



Rendering courtesy of 3D Virtual Design Drawings.

3D RENDERING

Britti makes it clear that the concept drawings she produces aren't to be used as construction documents, but if your space requires an architect or remodeler, a concept rendering can help guide them toward what you hope to achieve. 3D renderings created by Britti start at \$200 per room.

Similar work is being done by the folks at **Brick & Batten** (www.brickandbatten.com). Their virtual makeovers, however, focus on the facade of a home. Based on questions posed to homeowners about style preferences and specific requirements such as garage doors and exterior windows, the Brick & Batten team uses an ordinary photograph of the front or back of a house to create a lifelike virtual rendering so that the owner "can see how their home would look painted, with new lighting, new everything," says co-founder Allison Vaccaro. **The client then gets sent a clickable shopping list so they can see each product used and pick and choose what they want, such as a particular kind of door, light fixture or even a shade of paint.** Virtual makeovers by Brick & Batten start at \$950 for one side of the house, with add-ons available.

