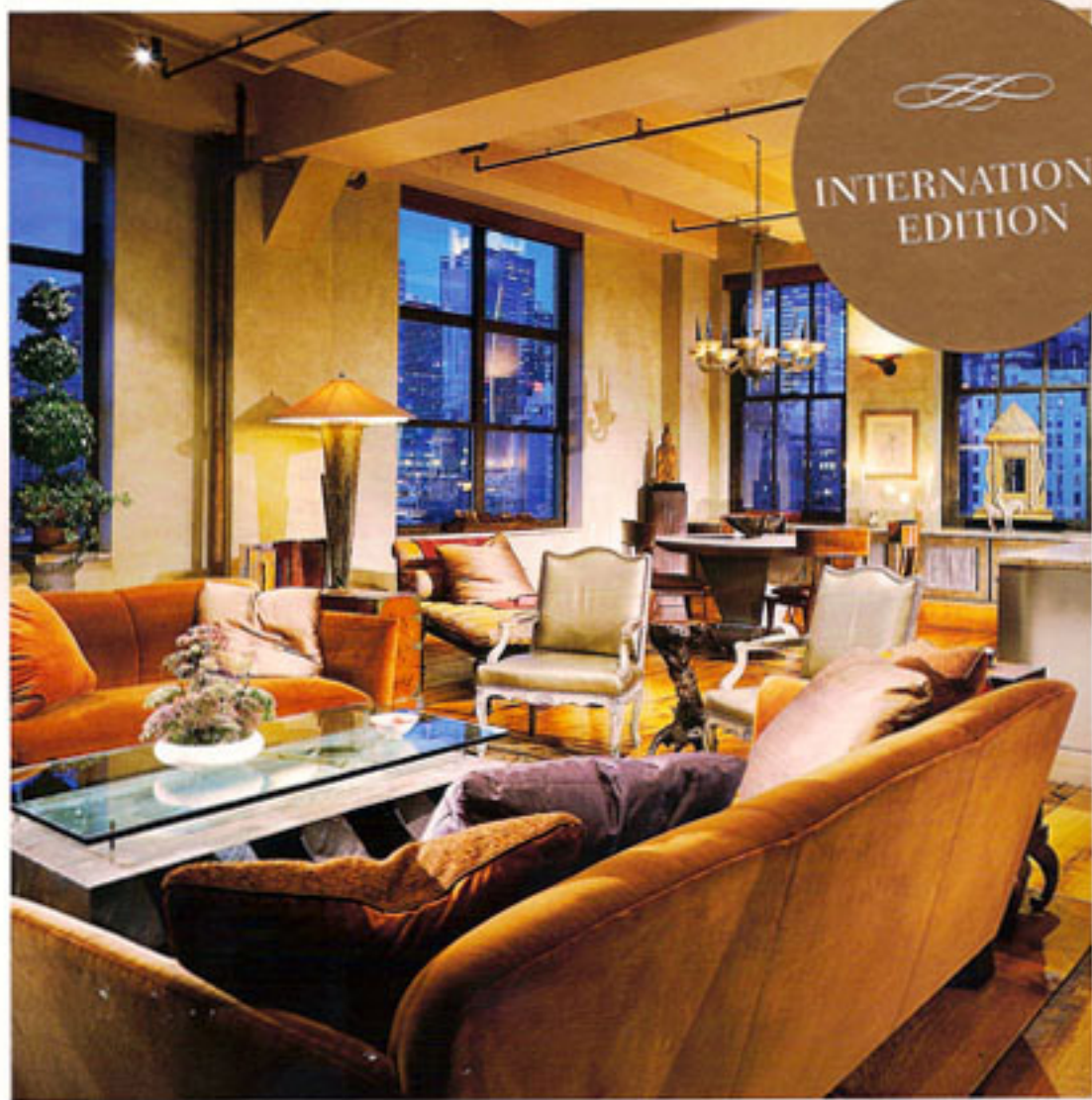# The Robb Report
COLLECTION™

REAL ESTATE AND HOME DESIGN

Downtown Sizzles

THE LOFT: Wide-open spaces in unlikely urban places

THE PIED-À-TERRE: Escape to your apartment in the city

Life in Detail

"IF CLIENTS ARE ABLE TO SEE EXACTLY HOW a room will look—right down to the design of the sofas, the granite on the countertops and the art on the walls—then it's a lot easier for them to envision spending their time there," says Sanaya A. Hoon, cofounder of Agency Red. "Our company's renderings factor in not only dimensions and layout, but building materials, the view, natural light . . . even the kinds of cars parked outside."

Since its founding in 2005, Agency Red has done renderings for developers such as the Related Group, designers like Philippe Starck and individual homeowners who want an almost photo-perfect picture of how their homes will look postconstruction. Unlike traditional sketches, Agency Red's renderings place the viewer inside the space, much as a photograph does. Instead of using flat colors to represent textiles, the company accesses a library of real textiles and materials that it has digitally scanned. Appliances do not just look gray; they shine like real stainless steel. Wood floors are not just brown; they have finely detailed grain.

The firm relies on various computer programs, but a human hand still draws most of the images. Compiling precise area dimensions, room layout and desired furnishings, the company's artists create the atmosphere for a client in the form of a digital drawing. Once the general forms are in place, surface materials, furniture patterns and wall coverings can all be interchanged. "If the renderings are for clients who are building their dream home, being able to see what the home looks like with walnut floors instead of oak floors before the wood is installed means that they get exactly what they want on the first try," says Hoon.

Agency Red, 646.216.8798, www.theagencyred.com

Renderings for the same room in both contemporary and traditional styles help clients visualize their design options.