

## COMPANY

**BOC Studio**

www.bocstudio.com

## LOCATION

Ho Chi Minh City,

Vietnam

## SOFTWARE

3ds Max

# DELIVERING MULTI-FACETED PROJECTS WITH 3DS MAX

Autodesk enables homegrown BOC Studio to provide a wide range of 3D design services in photo-realistic detail



Image courtesy of BOC Studio

“I turned to 3ds Max as it had the tools and features that I wanted, and it was the best software solution I found.”



Dương Thanh Nguyễn  
Founder,  
BOC Studio

Founded by architect Dương Thanh Nguyễn, BOC Studio is a leading 3D architectural visualization company in Vietnam. In addition to providing high-quality 3D rendering of interiors, exteriors, landscapes and even modular furniture, the homegrown studio also creates 360-degree panoramic views as well as 3D architectural animation and walkthroughs.

We caught up with Nguyễn as he related how he got started in using 3ds Max. “I was a student at the University of Architecture in Ho Chi Minh City when I first encountered 3ds Max. At the time, the software was not popular at my university and I had to learn how to use it on my own, mostly through resources from the internet. The application that we were taught to use was Sketchup, but even then, I recognized it had certain limitations especially in creating immersive virtual reality environments. I turned to 3ds Max as it had the tools and features that I wanted, and it was the best software solution I found.”

3ds Max remained Nguyễn’s preferred choice after graduation, when he started BOC Studio, which today employs a team of seven to engage and consult with customers on their design requirements.

“Our customers typically require very detailed and photo-realistic 3D models of their projects, which often means we have to deal with huge data files. 3ds Max’s advanced capabilities and features enable us to capture these fine details and deliver such large projects with few problems.” BOC Studio receive design assignments from both abroad and Vietnam, and has completed several large projects such as the Aurora Residences and Auris City Apartments.



*Image courtesy of BOC Studio*

Nguyễn also shared that since 3ds Max is widely used, he was able to work easily and closely with external stakeholders such as consultants, architects and other design studios. Files can be readily shared and modifications to the designs can be made quickly. “We can collaborate and work effectively with external parties as 3ds Max allows changes to be made easily to any element in a scene, be it a chair, a table or a bed, for example.” he elaborated.

Even though Nguyễn has been an avid 3ds Max user for years, he still feels he has yet to fully exploit the capabilities of the software. Even so, he

Autodesk, the Autodesk logo, and Autodesk products mentioned are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document. © 2018 Autodesk, Inc. All rights reserved.

has been satisfied with the results he has been able to derive from it so far. “I am very impressed by the final render that we have been able to achieve with 3ds Max, especially when used in conjunction with Vray.”



*Image courtesy of BOC Studio*

In addition to running BOC Studio, Nguyễn has been advocating and promoting the use of 3ds Max for architectural design visualization through a training centre that he has set up. The 3ds Max course that he delivers himself covers basic topics like lighting, materials and workflows. “As a trainer, I hope Autodesk will continue to invest in making the software freely available to students.”

Not resting on his laurels, Nguyễn has one eye firmly fixed on the future improvements needed for BOC Studio. “To provide even better solutions for our customers, we are currently evaluating other Autodesk software solutions. We are looking at Arnold for our rendering needs, Maya for animation, and even the Media & Entertainment Collection for better overall capabilities and value for money.”

