COMPANY
Kintsugi Visual
www.kintsugivisual.com

LOCATION
Surabaya, Indonesia

SOFTWARE
3ds Max
Maya

USING 3DS MAX TO ESTABLISH INDUSTRY PRESENCE

New creative studio Kintsugi Visual relies on 3ds Max to gain a foothold in the architectural visualization industry

Images courtesy of Kintsugi Visual

> "I love using 3ds Max because it is compatible with many other software and there's tons of asset libraries that we can use."

Ivan Satria
Founder,
Kintsugi Visual

Upon graduating from university, Ivan Satria worked for a large architectural design company for three years before deciding to set up his own studio. "I was stuck in my comfort zone, which I knew wasn't good for me. Moreover, I wanted to create my own legacy in the 3D design industry," he reminisced. Together with his partner Felix, Ivan founded Kintsugi Visual in October 2018. "Our vision was to create a sustainable company that afforded a comfortable, family-like working environment for both employees and customers."

Being a relative newcomer, Ivan's strategy to establish a foothold in the industry is to target large architecture companies for business collaboration. "Being a young company, it's difficult for us to win projects directly from end-customers such as property developers. Instead, we aim to offer high quality design services at very competitive prices to other, bigger architectural studios, both locally and abroad such as those in Australia. We hope these bigger industry players would outsource some of their projects to us. At the same time, we could also learn from them about how to improve the quality of our own designs."

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In terms of the production setup, even though Kintsugi Visual employs many different software in their workflow, 3ds Max remains Ivan's preferred choice. "I find 3ds Max simple to use. Unlike some other applications, I don't have to keep downloading different plugins for different tools; all the tools I need are already built-in. 3ds Max is compatible with many other software and there's a huge amount of assets available that we can simply import and use without having to create from scratch. We can also easily import files that customers share with us."
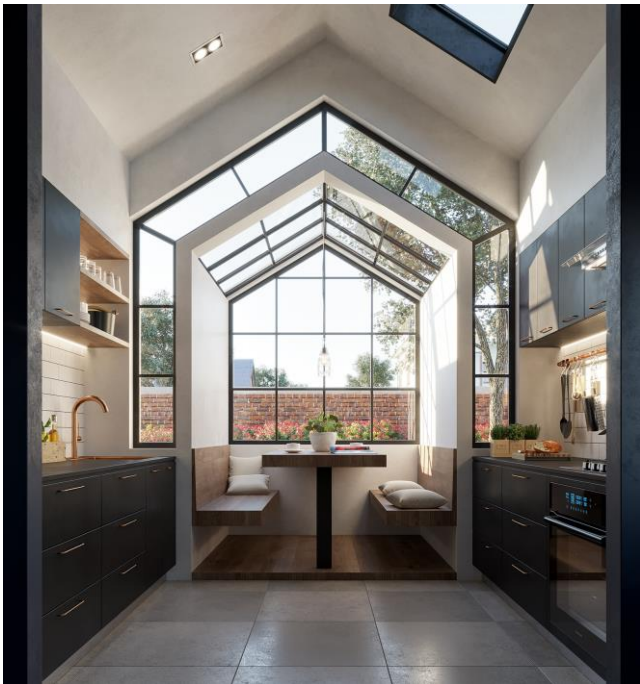
Ivan shared that 3ds Max also enables Kintsugi Visual to tackle projects that require huge amounts of details. "We had a project that required us to create ten 360-degree images in 10k resolution of an office building. We were able to execute the 3D model using 3ds Max mainly due to its poly-modelling capability that allowed us to capture the details within the memory specs of the hardware we use."

On another project, Ivan was able to use 3ds Max to convey the mood that he wanted for the scene. "We wanted to create a living room scene that would appeal to families, so we wanted an airy and bright design. We were able to test different scales of space for the room and simulate varying angles of sunlight to achieve the mood that we wanted."

Ivan shared that he is also working on immersive 3D models that allows greater user interaction and control using virtual reality. "I am using 3ds Max with Unreal to build VR scenes that allow users to change the colour or material of the objects they see. We can allow them to turn the TV or radio on and off, for example. I believe VR will change the architectural visualization industry and we have started to live in its future."

With 3ds Max, Ivan is confident he has future-proofed the studio at least for the next five years. "We intend to continue working with other large design companies, and because 3ds Max is widely used, I don't expect we will need to change in the near future." Ivan also plans to integrate more animation into his designs using Maya. "Instead of just having static buildings, we would like to introduce more action and breathe life into our designs. In fact, we are even thinking about expanding into the movie industry by leveraging on such animation work."

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