Emotion through architecture.

Binyan Studios uses Adobe Creative Cloud to create emotive images that capture the vision of architects and developers.

BINYAN

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Andrei Dolnikov, Founder and CEO, Binyan Studios

SOLUTION

Adobe Creative Cloud for teams

RESULTS

Creates **PHOTOREALISTIC** images and videos of architectural projects for developers

Adjusts images so they **LOOK AND FEEL** real to viewers

Delivers **TOP QUALITY** work for clients around the globe

Infuses images with **EMOTION** that can influence purchase decisions

Binyan Studios

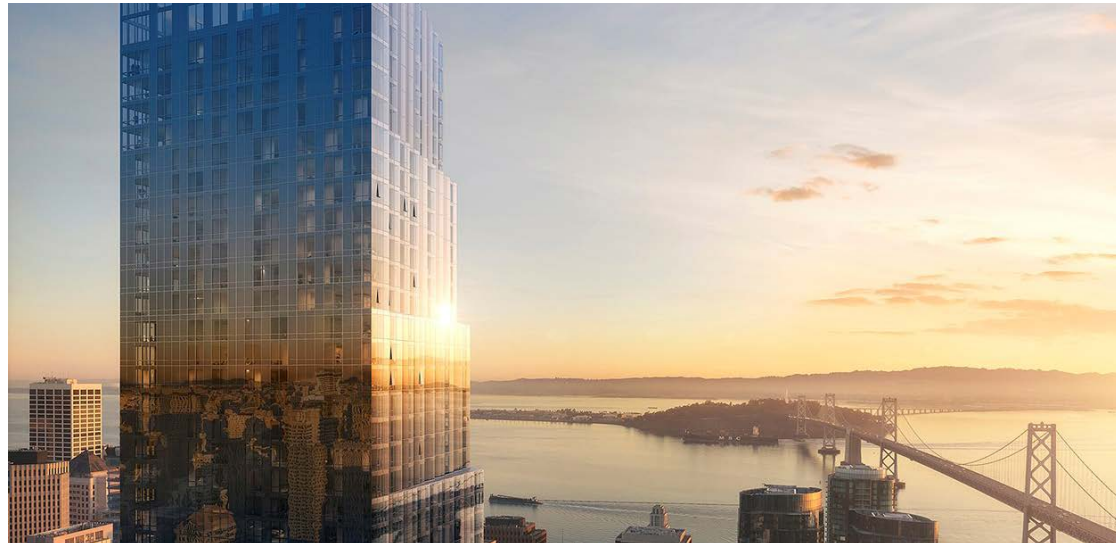Established in 2011

Employees: 114

Sydney, Melbourne, Brisbane, Australia

New York, USA

www.binyan.com.au

CHALLENGES

· Help clients sell their project visions

· Deliver images and videos that create a connection with the viewer

· Continue expanding skills and expertise with 3D and 2D tools
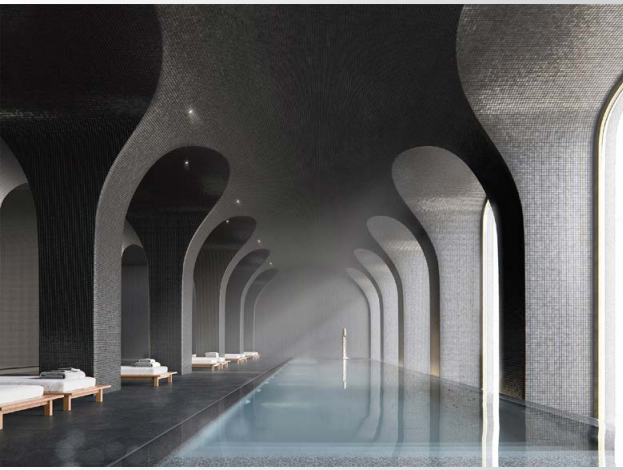

The art of architecture

Architectural 3D rendering and animation powerhouse Binyan Studios is not only the largest studio of its kind in Australia, it is one of the largest in the world. Starting modestly in the spare room of a Sydney flat in 2011, the company has grown to a staff of over 100 working from offices in Sydney, Melbourne, Brisbane, and New York.

The studio works with property developers and architects the world over on high-end projects across residential, hospitality, commercial, retail, education, and other sectors. When developers and architects need to market a project that is yet to be built, they rely on Binyan Studios to show the world their design and vision through glorious photorealistic images and videos.

Where the magic happens

Binyan takes 2D architectural drawings and translates them into 3D models. Its team of talented artists then uses 3D rendering software together with Adobe Creative Cloud software to turn these models into the stunning final product. As such, Adobe Creative Cloud has been an essential tool on every project Binyan has ever undertaken.

"We've employed Adobe Creative Cloud since day one. I mean, I've been using it myself for 20 years," says Andrei Dolnikov, Binyan Founder and CEO. "We use Adobe Photoshop CC and Adobe After Effects CC every day and couldn't do what we do without them. They're absolutely vital. No other software could handle the incredibly complex information contained within the texture, reflection, refraction, shading passes, and so on contained in every image or film we produce. Photoshop is where the magic happens."

> "Every single image we make, has to go through Adobe Photoshop. We couldn't do anything without it."

Andrei Dolnikov, Founder and CEO, Binyan Studios

There are some projects where it's not enough to simply create an image that is a physically correct representation of a 3D space—in the brain of the viewer it can still appear to be wrong. Dolnikov says that Adobe software helps Binyan bridge the gap between images that look completely real and ones that feel completely real.

"There have been some projects that initially haven't worked despite being completely physically correct 3D images," says Dolnikov. "Somehow, in the brain of the viewer it didn't feel real, or even worse, the viewer didn't feel anything at all. There was no emotive impact. Adobe Photoshop gives us the artfulness and the flexibility we need to make sure the image also causes emotion. The 3D software provides the realism but using Photoshop in post-production provides the lyricism and the creativity that causes that connection."

Binyan's Director Chris Worsfold agrees, explaining, "We're selling a dream, really. Adobe helps us create the dream."

New York state of mind

Binyan tackles hundreds of projects every year, and recently contributed to a marquee development in New York City called Hudson Yards, which consists of the redevelopment of a large area of Manhattan. When the project opens in 2019 it will feature the highest outdoor observation deck in the western hemisphere, and thanks to Binyan's work people won't need to use their imaginations to see what it will look like.

"Related's 35 Hudson Yards is going to be a very iconic tower, and part of the most important project in New York right now," explains Dolnikov. "Our client wanted to print a wide-angle image of the project, but it was another case of the image not looking right despite the physics being correct, so we heavily invested in post-production with Photoshop to create the right visual aesthetic."

Another project that is part of the Hudson Yards precinct is Henry Hall. According to Worsfold, the project, in collaboration with IF Studio, required a very specific look that paid tribute to the area's history as a district known for its jazz clubs and recording studios. This meant the team had to pay very particular attention to the tone and style of the images it was producing.

"We graded the images to make them seem kind of Art Deco in their tone—deep, rich, and emotive," says Dolnikov. "The design was quite eclectic, and very New York, in a way. We were able to create a great set of images that ran alongside each other, all carefully crafted in Photoshop to help ensure a really refined fit."

Another ambitious project for Binyan is Dubai Creek. When completed, the development will include a spire that will stand as the tallest structure in the world.

"Adobe Photoshop has been on the journey with us all along. And the level of skill that our team has developed with it is remarkable. It's a powerful tool that when used correctly produces stunning results."

Andrei Dolnikov, Founder and CEO, Binyan Studios

SOLUTION AT A GLANCE

Adobe Creative Cloud for teams, including:

Apps: Adobe Photoshop CC, Adobe Premiere Pro CC, Adobe After Effects CC, Adobe InDesign CC

For more information
www.adobe.com/creativecloud/business/teams.html

"This incredible project is focalized around a tower that's designed by Santiago Calatrava," says Worsfold. "It's this massive thing that goes up into the sky and above the clouds. We did a number of images of that, and one in particular that we created in black and white was displayed on a massive billboard in front of the city's airport."

Mutual evolution

Binyan has come a long way in its short history, and as the firm has grown and evolved, so too has Adobe's offering. As the team developed its skills and became undisputed masters of the craft, the tools employed also grew more powerful and sophisticated.

"Adobe Photoshop has been on the journey with us all along," says Dolnikov. "And the level of skill that our team has developed with it is remarkable. It's a powerful tool that when used correctly produces stunning results."

He continues, "The software has come a long way, too. Lots of things that used to be painstakingly manual are now automatic. That opens up creative possibilities that allow us to create more visually striking outcomes. The fact that it's been with us for so long and that it keeps on evolving is what gives us a real advantage."

Dolnikov and Worsfold don't take their responsibilities lightly. They know that the work Binyan produces can have a dramatic effect on decisions people make about where they want to live and when to purchase a new home.

"When people buy a property, they buy it off the renders they've seen," says Worsfold. "They look at the renders and make the decision as to whether they want to invest in this project or that project. That's no small thing, and it's our job to help them find that place to call home."

Using Adobe Creative Cloud, Binyan is able to create images that stir emotion in people. "Every single image we make, has to go through Adobe Photoshop," says Dolnikov. "We couldn't do anything without it."