

Rendering 2012-01-01

as information is distributed and consumed at an increasingly rapid pace one of the most effective or at least pervasive ways to communicate architectural ideas is through renderings typically a perspectival image that can be understood without any knowledge of architectural drawing conventions the rendering derives power from its accessibility to a wide audience hence its crucial role in design competitions client presentations press releases and other such public forums while these architectural visualizations are certainly nothing new advances in software and hardware have enabled renderings to be made faster and more realistic than ever before this presents both an opportunity and a challenge on the one hand design concepts can now be tested and conveyed with an unprecedented degree of visual accuracy conversely whether through omission extreme dramatization or even intentional fakery architects now have the ability to realistically depict the impossible furthermore both clients and public are beginning to expect photorealistic imagery even at the earliest stages of a project when supposed realism can oftentimes belie the fundamentally speculative nature of design given the importance of these images in mediating between architects and the people they ultimately serve clog will critically assess the state of renderings today contributors michael abrahamson bertrand benoit rachel berger jon brouchoud eric de broche des combes ilana cohen margot connor victoria easton scott farrar kurt w forster kevin frank fabrizio gallanti pablo gallego picard donald p greenberg trond greve andersen benjamin

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