

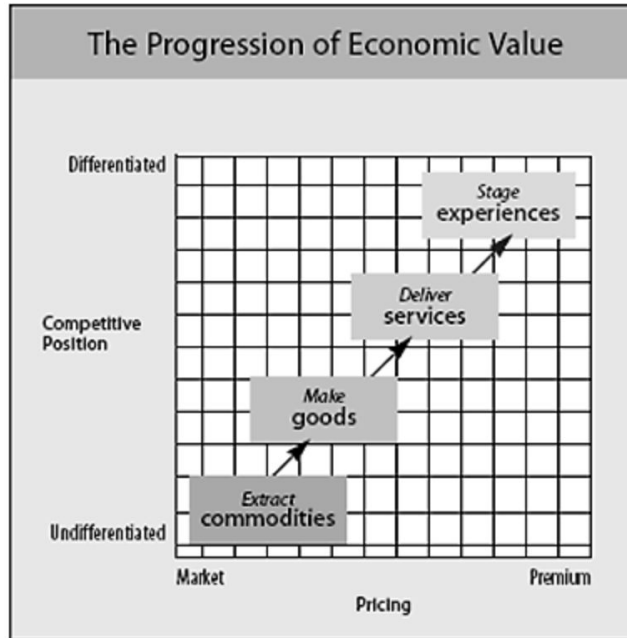
Content Collides with Experience

How architectural & real estate CGI & Animation is breaking through the screen into the emerging space of DIGITAL EXPERIENCE (DX)

Andrei Dolnikov
Founder & CEO

B I N Y A N

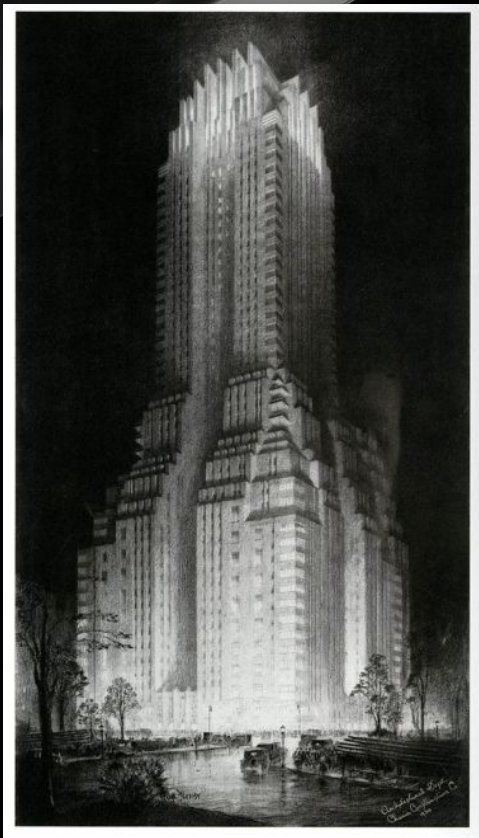
A Brief History of Arch-Viz



The Progression of Economic Value

“

*Commodities are fungible, goods tangible, services intangible, and experiences **memorable**.*





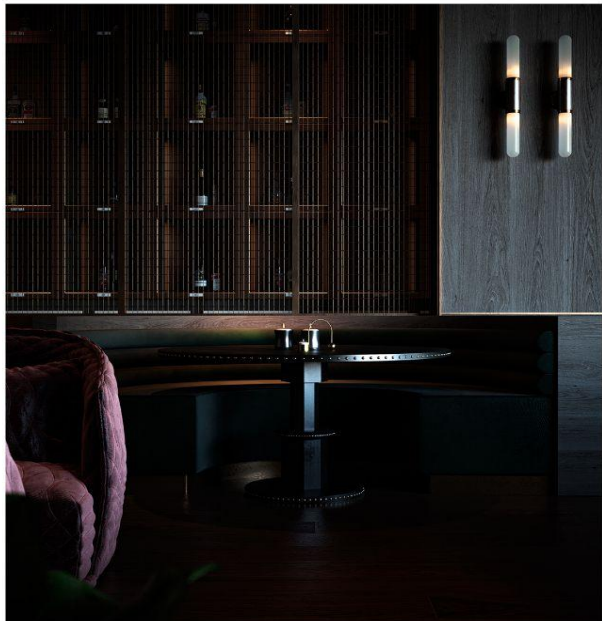


Commodity - we can use the tools



Goods - we can use the tools to make art





"dip to black 001"
07-2020







BENNETTS LANE



PARK NOVA



RIVIERE

Service - we can serve our clients' campaign needs



DX

**The Next Stage in the Arch Viz
Industry (r)Evolution**

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Commodities, goods, & services are external to the buyer.

***Experiences** are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level.*

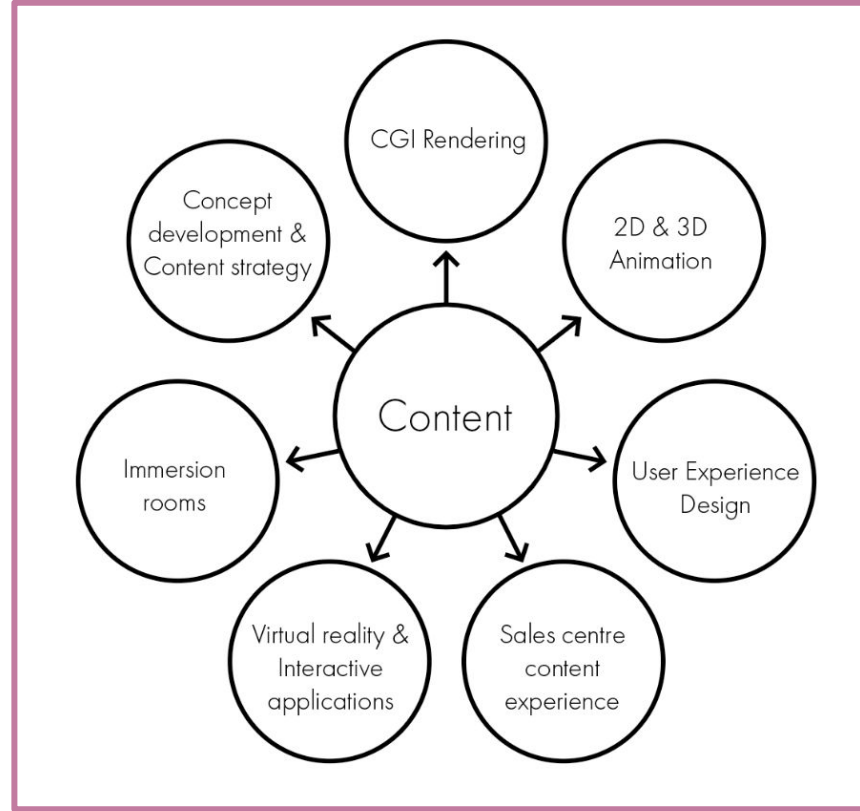
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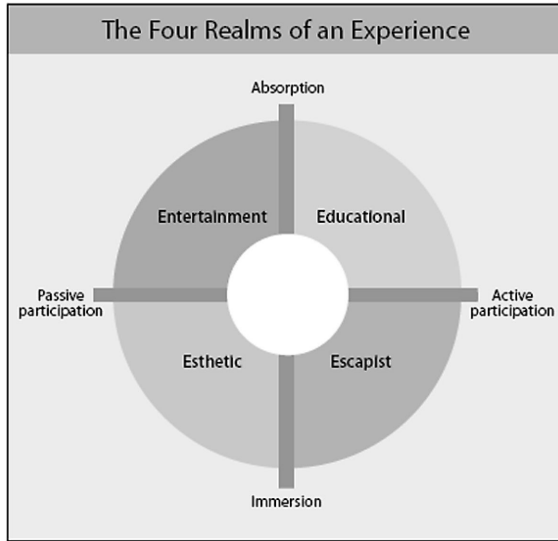
The “commodity mindset” is to “think that a business is merely performing a function—in our case, transporting people from point A to point B on time and at the lowest possible price.”

British Airways Chairman Sir Colin Marshall









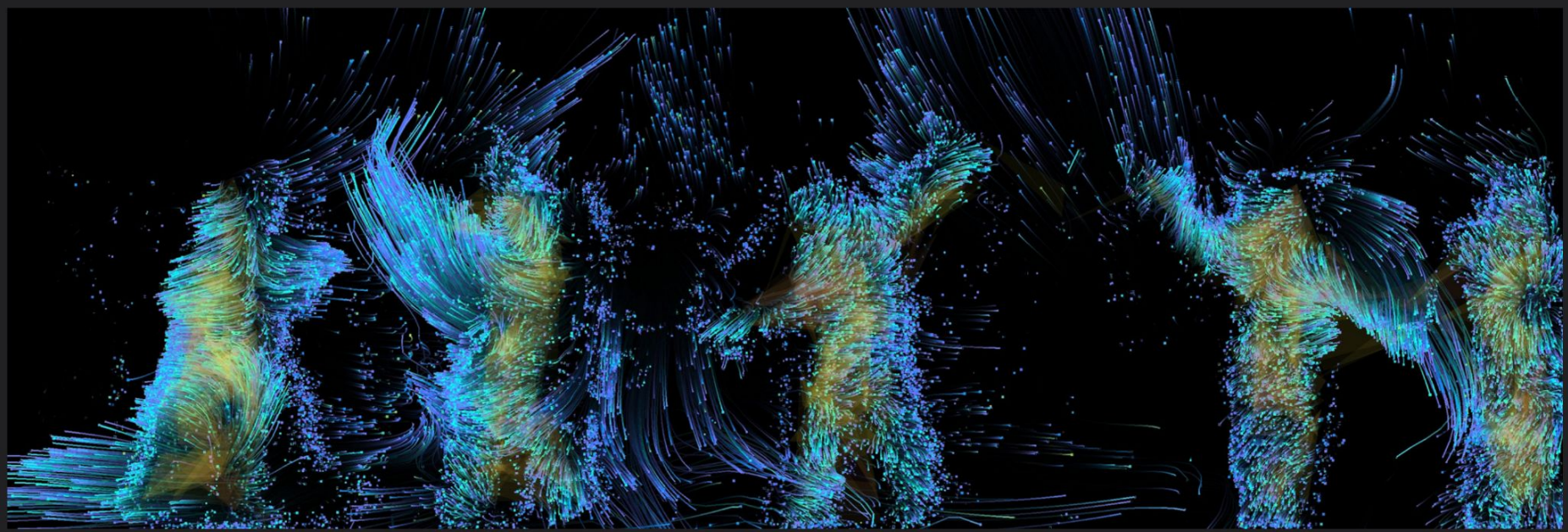
The Four Realms of an Experience

IMMERSIVE & DIGITAL EXPERIENCES



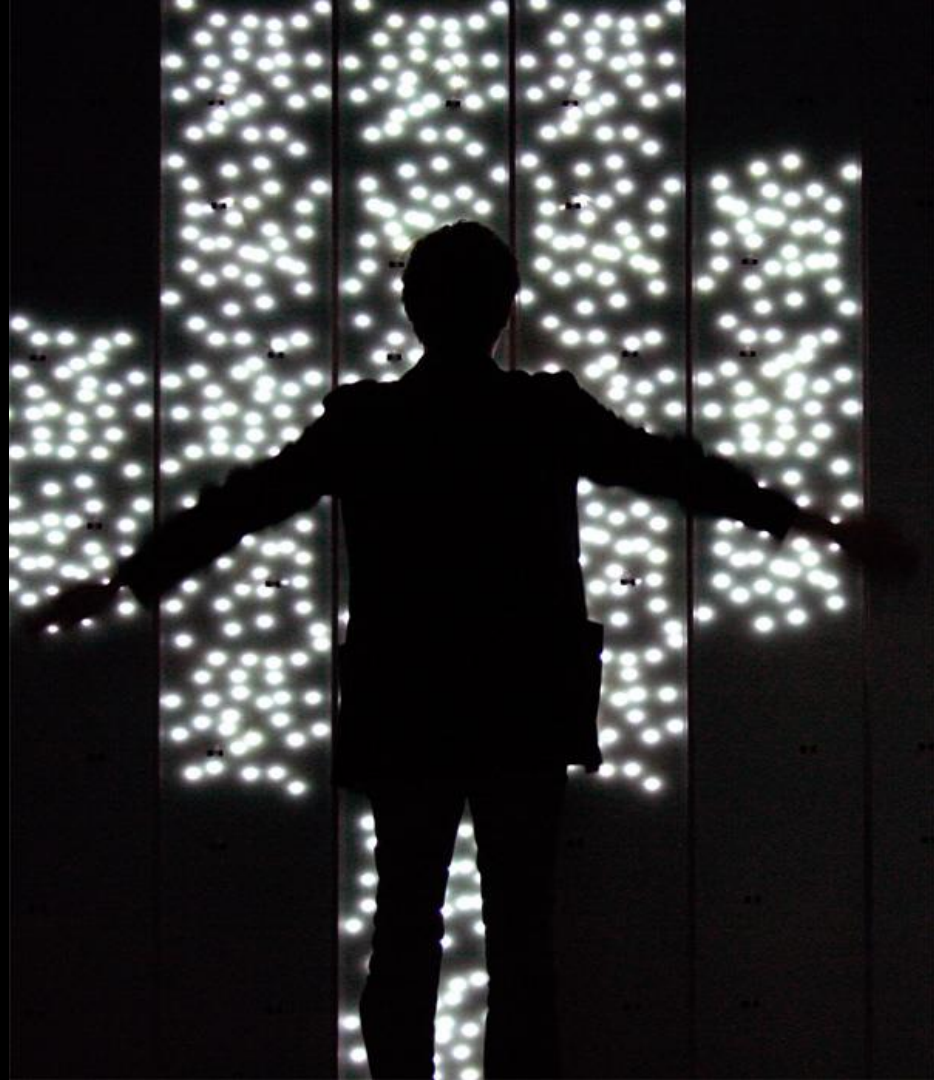


GREEN SQUARE - SYDNEY











Reel



LOCATION

SYDNEY

MELBOURNE

NEW YORK

LONDON



EMAIL

adolnikov@binyan.com.au

The background features a dark, almost black, space with several large, metallic, angular shapes that resemble parts of a mechanical assembly or a modern architectural structure. These shapes are positioned in the corners and along the sides, creating a sense of depth and industrial design. The lighting highlights the sharp edges and reflective surfaces of these components.

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