

REAL ESTATE

IR Architects unveils virtual reality real estate tool

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IR Architects new tools lets customers view both concepts for homes and homes that are already built. Image credit: IR Architects

By DANNY PARISI

Los Angeles-based architecture firm IR Architects is bringing a digital twist to luxury residential real estate thanks to a new virtual reality project called AVR Studio.

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The project will allow potential buyers to tour virtual homes and experiment with interior decoration all through the power of virtual reality. As VR has become increasingly accessible, powerful and usable, more brands and companies in the luxury world have begun experimenting with its unique capabilities.

"AVR Studio is going to change how clients design, review and approve projects," said Ignacio Rodriguez, founder of **IR Architects**, Granada Hills, CA. "The challenges that people feel when trying to understand 2D architectural plans will no longer be an obstacle.

"With VR, we are speaking the universal language of volume and space."

AVR Studio

Virtual reality, once considered merely a toy or pipe dream, has been undergoing a renaissance in the past few years.

As the technology has grown and become easier for companies to develop and consumers to use, more brands are looking into the options that virtual reality presents.

IR Architects is taking the immersive benefits of virtual reality and applying them to the world of real estate in a new project called AVR Studio.



Christie's VR walkthrough in its salesroom. Image credit: Christie's

With AVR Studio, customers will be able to view real estate listings in virtual reality, exploring both building concepts that have not been constructed yet and in-progress works to see what they will look like when completed and finished.

The tool lets customers get the experience of touring a home without having to physically be there, allowing for greater flexibility, particularly for luxury consumers looking at homes in other countries.

IR Architects is hoping that the tool will let customers see every last detail of a home, from the countertops to the view from outside, as a way of making sure they can glean everything they need to know about their future home.

VR takeover

Real estate is not the only luxury category to make use of virtual reality in the last few months.

Kering-owned Gucci recently used a technology-driven approach to raise awareness for its 2017 gifting catalog through placement on New York Times' digital edition.

Gucci made digital its main focus for this past year's gifting season with efforts ranging from peer-to-peer communications to out-of-home displays and scannable store windows. The latest addition to Gucci's gifting initiative leverages virtual reality video to explore its creative partnership with Spanish artist Ignasi Monreal ([see story](#)).

French department store Galeries Lafayette rolled out a variety of new features both in-store and online for the holiday season in an extravaganza called Noël Spectacular Spectacular.



Galeries Lafayette's holiday event introduces video and virtual reality. Image credit: Galeries Lafayette

The department store decorated its locations to be in line with the holiday spirit in addition to several digital campaigns including a virtual reality experience ([see story](#)).

As virtual reality becomes prevalent in branding, auction houses are adopting the strategy to better serve their global consumer base.

Auction house Christie's, for example, has recently created a virtual walkthrough for its latest photography exhibit that expands the reach of its salesroom, by allowing those at home the same experience without stepping foot on-site. A highly interactive virtual walkthrough allows users to view and appreciate its inventory of work for sale ([see story](#)).

With AVR Studio, IR Architects is translating the unique capabilities of VR that so much of the luxury world has already embraced and applying it to the viewing of luxury real estate.

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