



KEY PROJECT EXPERIENCE

DreamSpace - Luxury Apartments, Takapuna

High density housing that feels like the high life.

DreamSpace exist to create and accelerate better opportunities for home owners to enjoy sensational, sustainable inner city life. DreamSpace build spaces which feel like a home in the sky, so your lifestyle can be spacious and private yet effortlessly connected and convenient within the hustle and bustle of the city at your doorsteps.

asBuilt were approached by DreamSpace and Sotheby's to help bring their luxury apartments to life in the Immersion Lab, a 360° immersive theatre. We incorporated a variety of media supplied by the DreamSpace and drone footage captured by asBuilt.

PARTNERS DreamSpace and Sotheby Real Estate | **SCALE** 5 Storey Luxury Apartment Development

PROBLEM

Need to sell the apartments prior to development starting and showcase how spacious and luxurious the DreamSpace apartment apartments are.

SOLUTION

360° walk-through of the apartments and showcasing the whole building and location, including drone capture of Takapuna.

OUTCOMES

- Drone footage of Takapuna to then stitch the model into the drone footage
- 360° Content Creation for the Immersion Lab showreel and apartment walk-through
- Immersion Lab Hire for Sotheby's to bring clients through and showcase the apartments

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DreamSpace - Luxury Apartments, Takapuna continued...

Capture – asBuilt used a drone to capture the surroundings of Lake Road in Takapuna and down Sanders Ave to Takapuna Beach with a 8k 360° video. DreamSpace also wanted to know what ocean views each apartment would have. So we worked out the heights for each apartment and the average height of a person to get the exact views the buyers will see from their balconies.

Communicate – A variety of methods were used to communicate the DreamSpace development to potential buyers, from visualisation to immersive workshops in the Immersion Lab. We created a multiple 360° showreels to be displayed in the Immersion Lab that DreamSpace had rented for two months. Our team incorporated the 3D model of the apartment block into the 360° video footage we captured with the drone and combined it with multiple apartment walkthroughs and rendered images and videos supplied by the clients architect.

“asBuilt is a forward thinking technology solution which has helped DreamSpace bring our luxury apartments to life for our clients. Our large open-plan designs fill the space and allow people to feel as though they are walking around the homes. This has been an epic experience for both us as designers as well as our clients to experience.”

Annelies Powell, Director – DreamSpace.



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