

THE WALL STREET JOURNAL.

November 6, 2014

Real or a Rendering?

See if you can tell the difference between the real photos and the renderings of spaces



Rendering: When it's completed next year, 15 Renwick in Manhattan's Hudson Square neighborhood will have 31 units priced from \$2 million for a two-bedroom unit to \$10.5 million for a penthouse. The Brooklyn-based design and consulting firm March created the renderings in eight months, with six to eight people working on the project, says Brandon Hicks, co-founder of the firm. "Everybody does these renderings now, so we have to look at ways we can stand out," he says. March renderers look for styling elements that make the space feel lived in. The faux taxidermy and the dog statue behind the chair convey a quirky character—but the space still looks real. "We consider it photography for a project that hasn't been built yet," says Mr. Hicks. The building was developed by IGI-USA, a subsidiary of Israel-based Izaki Group Investments, and designed by ODA Architects.