
DESIGN ENVISIONED

FROM RENDERING TO REALITY

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Working alongside Arel Capital, BOGZA brought The River Oaks to a new visual life. Creating stylized interiors, captivating exteriors, and idyllic amenity spaces, BOGZA captured the true essence of The River Oaks.



Original Rendering with Pool Sculpture

After pondering ideas, our visual team homed in on the idea of an art sculpture to anchor the scenery. The inspiration for the art had to be stately and gracious; one that would grace the landscape with subtlety and poise yet intrigue curiosity. The inspiration that was uncovered was found in the most unlikely of places. It was discovered in an image of an ornamental desk sculpture.

THE STORY

On a September evening in 2015, our visual team was rendering out designs for the amenity spaces that would soon take form in the River Oaks high rise located in Houston, Texas. One of the included amenity spaces was a serene pool surrounded by a sprawling lush pool deck. At the far end of the pool deck, an opportunity arose; originally placed in the first drafts of the designs, was a simple placeholder art piece. The landscape designs were expertly crafted and stood beautifully as is, yet a focality for a gaze to be engaged stood absent.



Original Sculpture Inspiration



Exterior Rendering of The River Oaks Condominiums

A TRUE LANDSCAPE CENTERPIECE

After the sculpture was rendered into the image of the pool amenity, our visual team didn't think too much of it. Typically after a rendering is completed, it is sent off to the client for any comments or requested revisions. One of the comments for this particular rendering is one we encounter often, where can I find this art piece, furnishing, table, etc.. Interestingly enough for this particular rendering, the client requested where they could locate the art sculpture that was placed by the end of the pool.

Originally just intended for the rendering itself, we informed the client that the art sculpture was just designed by our visual team for the rendering alone. The client was so impressed by the piece itself that they decided to bring the piece to life. In order to produce the sculpture our client, Arel Capital, sought out the Weingarten Art Group to bring the design into reality.



Rendering with Pool Sculpture

THE CONCEPT

With only an image to serve as the heart of the inspiration, the Weingarten Art Group meticulously planned and executed this engaging art sculpture. The stainless steel material is striking against the lush landscape and destined to stand out. The sculpture dimensions sits at 48" tall x 36" wide x 120" long.

THE ARTISTIC LANDSCAPE

After completion, the sculpture was lifted by crane to its final showcase at The River Oaks residences. The grace and curvature of the steel bring about a unique perspective of the surrounding landscape. It couples the femininity of its shape while engaging the masculinity of its material. A piece to be marveled.

From rendering to reality, this art piece masterfully becomes one with the landscape yet is bold enough to be noticed.

It will serve as a creative and engaging art piece that will be sure to be admired. A true classic masterpiece.

