



BIZI ARQ ARCHITECTURE & PLANNERS BRINGS ARCHITECTURAL DESIGNS TO LIFE THANKS TO PRISM RENDERINGS

PROBLEM

With more than thirty years of experience in the architectural and planning industry, Beatriz “Bizi” Hernandez founded her own firm, Bizi ARQ, in July 2023. Multi-family, residential, and mixed-use projects are the firm’s specialties, and Bizi sought a quality 3D renderer to help clients and stakeholders better visualize and promote those projects.

“Our clients use renderings for marketing and advertising, and we use them to show city officials, municipalities, mayors, and commissioners how projects will ultimately look,” Bizi said. “Sketches and floor plans don’t show much 3D information, so realistic renderings help us communicate designs on a whole other level. They’re part of our sales pitch to get projects approved.”

Bizi had already collaborated with PRISM Renderings for more than eight years during her tenure at another architectural firm, so when she realized her need for a 3D renderer, the choice was clear.



“The PRISM team provides us with good graphic products that communicate our designs. The quality of their work has really contributed to our success.”

Beatriz “Bizi” Hernandez

Founding Principal/Owner
Bizi ARQ Architecture & Planners

CITY / STATE

Miami, Florida

CLIENT



MARKET SECTOR

Residential

SUB-MARKET SECTOR

Multi-Family/Mixed-Use



SOLUTION

PRISM Renderings is a renowned 3D rendering firm that has created thousands of photorealistic renderings for architects, investors, and developers in over eighty cities. Bizi's relationship with the PRISM team has endured, continuing beyond her previous employer and into her own firm. Bizi ARQ now brings in the PRISM team at the initial stages of every project to aid in design development, and Bizi has been impressed with their flexibility.

"A lot of other rendering companies I've talked to say, 'We won't do anything until you send us everything we need,'" Bizi said. "The PRISM team is more understanding of the process, and that gives us the ability to start a project even though we're not completely done. Sometimes, we give them only sketches, and they're able to do renderings from that."

The process of working with PRISM also unveils design flaws, giving the Bizi ARQ team opportunities to correct and perfect their work.

"Seeing certain things in 3D reveals things about the design that we can always improve, which we may not normally find if we didn't do the renderings with PRISM," Bizi said.

Bizi appreciates the PRISM team's commitment to showing that they value her firm's business.

"They go above and beyond just the nine-to-five type of work," Bizi said. "They've worked on weekends and holidays for us so we could meet our deadlines."

Bizi would recommend the PRISM Renderings team to other firms without hesitation. "They do good quality work, they're flexible and responsive, and they understand the process."

▼ A rendering PRISM Renderings created for Bizi ARQ



RESULTS

FASTER APPROVALS

"We need to get approvals before we can move forward with construction, but city officials need help visualizing designs in 3D before they approve," Bizi said. "The PRISM team's work helps us get across the finish line to get our approvals."

RESPONSIVE COMMUNICATION

"The PRISM team is always available," Bizi said. My team works with them mostly on a day-to-day basis in terms of project management, and they've been great. They understand our clients' needs and how we like to present designs."

SIGNIFICANT TIME AND COST SAVINGS

"If we were to do what the PRISM team does, we'd need a lot of programs, and there's a lot of time we'd have to put into it," Bizi said. "Thanks to PRISM, we can focus mainly on executing the design, not the design presentation."