

## 3D MODELLING

# ENGINEERING EXCELLENCE

Few companies are as adept at bringing 3D worlds to life as vrbn solutions. Founder Matthias Buehler reveals what it's like being at the forefront of one of the most exciting sectors today

## How did vrbn solutions come about?

I grew up marvelling at the fictional worlds in movies and video games. As I got older, I realised that there was a need for specialists to create these 3D environments for films, games and real-world applications. After studying architecture and taking a detour via Hollywood where I trained in visual effects, I returned to Switzerland and founded vrbn solutions in 2017, with the intention of helping people do just that.

## What is it that you are offering?

We combine our technical expertise and knowledge in architectural design to build

3D worlds for everything from advertising and film & TV to historic reconstructions. I believe that why we do this is more important than how we do it – extrapolating the emotional aspects of a 3D environment so our clients can tell a story that people can identify with is our main goal.

## Can you give us an example?

We created a reconstruction of a 5,000-year-old lakeside settlement as part of a Virtual Reality animation for the City of Zurich using geographic data of preserved Roman architecture. The precise modelling of 3D buildings and other artefacts was able to bring this ancient world back to life.

## How will technology shape the work you do in the future?

I think the rise of AI will lead to the greater dominance of the creative industries, especially as people are demanding more and more content. Architecture is very complex but follows scientific rules, therefore we will invest in tools like AI to support our goal of creating consistent architectural content, both faster and better.

**vrbn.io**

*Extrapolating the emotional aspects of 3D environments is key, says Buehler*

