

CREATING INTERIOR DESIGNS

WITH CATHERINE AMATO

Customer Case Study

Design Visualization

AUTODESK.

Image Courtesy: Catherine Amato



A CONVERSATION WITH CATHERINE AMATO

INTERIOR DESIGN AND PRODUCT VIZ

CUSTOMER CASE STUDY
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CUSTOMER STORY

This series highlights the projects of ambitious 3D artists redesigning the world one idea at a time.

Meet Catherine Amato, a CG artist specialized in interior design and product visualization. In this conversation, Catherine shares her atypical journey, along with the challenges she has faced and her tips for overcoming them.

Q. TELL US ABOUT YOURSELF AND YOUR PROFESSIONAL HISTORY. HOW DID YOU GET YOUR START IN INTERIOR DESIGN?

I started my career far away from the creative field. I graduated in economics and mathematics and worked as an Analytics Specialist in a local telecommunication company. When I met my husband, who was an architect, I loved his work and decided to abandon my job and guaranteed income to give it a shot. We built a small design studio together and that's where everything took off! I still remember the first time I saw my creation on paper taking the form of virtual reality. I couldn't believe it!

> **"The fulfillment of creating something real that you can touch is unbelievable."**

AUTODESK.



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However, as in any other field, it has its good and bad sides. The clientele in our conservative region is very picky and wayward, with a shifted sense of beauty. We got tired of this and decided to move into architectural visualization and concept design. This enabled us to share our work all over the world, without the feeling of being restricted by the local market and taste. I have never been happier in all my career!

Q. DOES THE REGION YOU COME FROM STILL SHAPE YOUR WORK? IF NOT, HOW DID YOU GROW PROFESSIONALLY OUTSIDE OF THIS ENVIRONMENT? IN WHAT WAY?

I live in Central Asia in a Post-Soviet country that strongly shapes and limits what is considered stylish.

To give you an example, the symbol of highest success and prosperity in my community is classified as palaces and “the more baroque, the better!” After a couple of years, we couldn’t identify with that style anymore.

> “***Similis simili Gaudet.***”

This Latin quote became my motivation to re-arrange my portfolio from scratch; I was convinced that I would get the clientele that fits the style that I was identifying myself with. Surprisingly, I got awesome feedback from numerous clients.

Q. IN THREE WORDS, HOW WOULD YOU BEST DESCRIBE YOUR INTERIOR DESIGN STYLE?

Minimalistic, light and narrative.



Image Courtesy: Catherine Amato

Q. WHERE DO YOU DRAW INSPIRATION FROM? ANY DESIGNER'S WORK YOU'RE CURRENTLY ADMIRING RIGHT NOW?

Nowadays, I believe that all modern designers draw inspiration from plenty of social platforms such as Pinterest and Achdaily. As for designers I admire right now, I would say Sergey Makhno, Peter Tarka, and Anthology Creative Studio.

Q. WHEN YOU DEVELOP A 3D ASSET, RENDERING, OR VISUALIZATION, WHAT GOES ON BEHIND THE SCENES? TELL US MORE ABOUT YOUR WORKFLOW FROM START TO FINISH.



Image Courtesy: Catherine Amato

> **"There is a universal law that says that you can't create something out of nothing."**

The first step is the reference collection. It can be anything from the mood that you are in, to the table lamp next to you that will inspire you to build the whole interior design around it. The second step is the modeling and texturing. Lastly, the most fun part is adding the final details, such as the camera angle and lighting.

> This is where all the magic happens. This is where you create the emotions!

Q. HOW DOES YOUR WORK PROCESS REFLECT YOUR ARTIST STATEMENT? IN OTHER WORDS, WHAT 3D TOOL CONTRIBUTES TO WHAT YOU SEEK TO COMMUNICATE?

Without any doubt, I would say that it is 3ds Max because of the flexibility and availability of its various plugins. The freedom that 3ds Max offers in terms of creativity and its precision for a CAD program is indispensable for a 3D artist.

Q. WHAT ARE THE BIGGEST CHALLENGES YOU'RE PRESENTLY FACING AS AN INTERIOR DESIGNER?

My biggest struggle is finding the perfect combination of rich and simple in order to achieve the "summit" of beautiful.

Q. WHAT KEY ADVICE WOULD YOU GIVE SOMEONE WHO WOULD LIKE TO BECOME A 3D ARTIST TODAY?

I believe that the most important thing in any kind of visual art is understanding two fundamental criteria: How light works and how composition is created – the rest is secondary. Mastering CG is a learning curve.



Image Courtesy: Catherine Amato



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> **“The tools, the engines and the equipment you use do not define you as an artist.”**

Also, don’t be discouraged when something goes wrong. Things don’t always go the way you expect them, especially when you are beginning and learning the tools. In fact, these struggles will lead you closer to your goal – bringing you to this feeling of fulfillment from a completed project. That’s worth every single sleepless night.



Image Courtesy: Catherine Amato

WANT TO LEARN MORE ABOUT CATHERINE’S WORK?

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