



# DOSSIER

selected works

GAYARRE  
i n f o g r a f í a

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Juan is a veteran media executive who brings over **30 years of experience** in the fields of architecture, film, animation, visualization and brand development.

He puts this experience to work **creating award winning productions** for national and international clients since its foundation.

Since then, with my fabulous team,

## **WE BOOST THE EMOTIONAL SALES**

of your Real Estate Development before it is built

Is this happening to you?

You are looking to sell more with less effort.

If you are a developer ...

- has **difficulties** to sell houses quickly or
- your marketing does not get enough **attention** from your client or
- you find the sale process **unpleasant** or
- the **renders** you hired were **not up** to your project and, ultimately,
- you know the way to convince your client **needs a little help** and,
- you know **you have to invest more to earn more**,

then...

our services are perfect for you if...

- you understand that we are even more useful in **difficult times**
- sometimes you do not mind waiting for a bit longer because the result is worth it
- you are proud and happy for taking us on, you brag about it because you are a developer **who values quality**
- in the end, you realize it was worth it, we are even **cheap**
- you want **to shorten your sales cycle** and you are able to delegate to professional firms
- you'll provide us the necessary information to carry out the project with a high degree of exactitude. **The more we receive, the more we give.**

you are in the right place!

These problems will disappear.





# why us?

However, the main proof we have that our services are successful, is the fact that **98% of our clients coming back** asking for more.

Many people make real estate videos, however the key difference is in how we make it.

We reach the hearts of your clients and we are experts in the field.

## EXPERIENCE

We have over 30 years of experience and over 300 developed projects.

## ALL THE “WEAPONS”

We have been in many battles, and we work for you with the tools you need in each project: video, images and virtual reality... whatever you need in each case.

## MAGIC

Beyond technical considerations, we capture the essence of your project and create magic to convince your client

## VIDEO

Many companies make renderings, some also make video and only a few, the most experienced ones, get to the heart of your client to accelerate your sales like you never dreamed before.

## AT YOUR DISPOSAL

We listen to your needs and organise a response strategy. We are never satisfied until you are.

... in short, all this together makes us your best option.



what will **you** gain?

Not just the ability to sell more real estate,  
but to do so quicker, easier, and in a more profitable way.

### **QUICKER** Sales

You will give your client the confidence to confirm their decision to buy earlier, with a memorable sales experience.

### **EASIER** Sales

You will enjoy selling like never before, reinforcing your success towards competitors.

### **PROFITABLE** Sales

You will be able to optimize your resources, avoiding large expenditures on actions that do not help you towards your goal.



# how can we help you sell better?

we recommend the most suitable services for your project.



**video** the most efficient visual tool to convince



**image** our images go straight to your client's mind and heart



**floor plan** the intermediate step between the project drawings and perspective



**360°** visit your home interactively







This document is a compilation of some of the work done in the last years.

Not all of them are here, but that was not the intention either.

We want to **inspire you**.

That you see in us that **“audiovisual partner”** who wants to help you sell your projects faster, easier and more efficiently.

It is not a summary of beautiful images. It is a set of **effective images**.

They all served the same purpose: **to sell better**.

Take a look at them and ask yourself a question:

Would images like these  
have helped me in promoting my project in a better and more efficient way?



2023

**beach houses**  
Cambrils

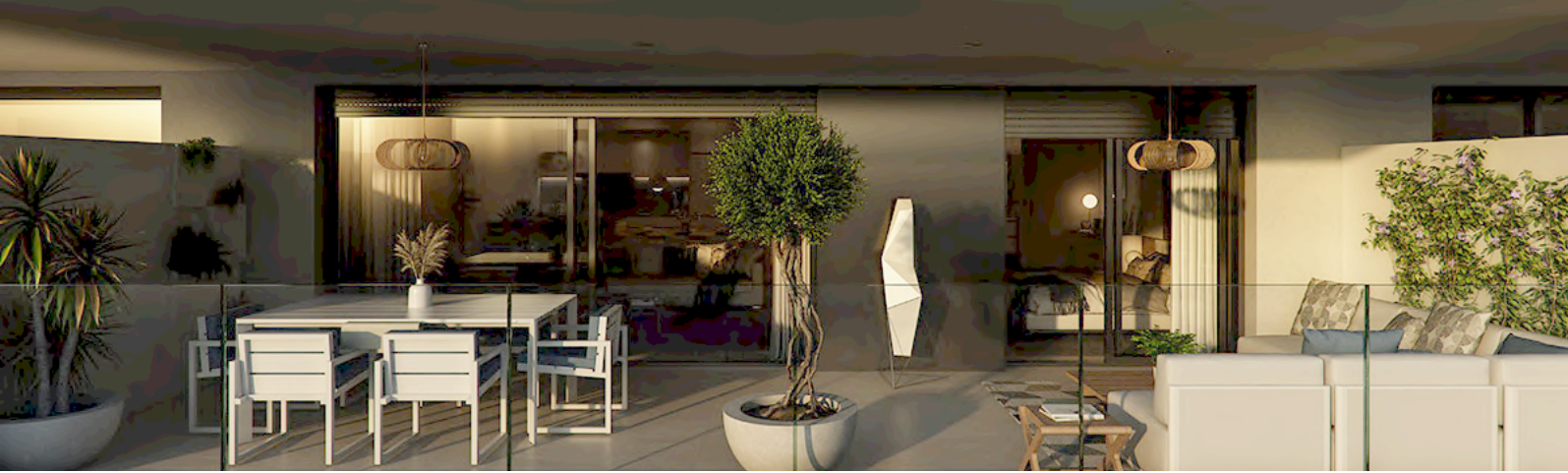






**housing in  
the mountains**  
Benasque





**beach houses**  
Cambrils







**luxury homes**  
Zaragoza











**residential complex on the coast**  
Málaga











2022

**residential development**  
Benidorm









# residential development

Lleida







**flat block on the beach**  
Cambrils









# housing in the mountains

Benasque





**luxury residential development**  
Boadilla del Monte



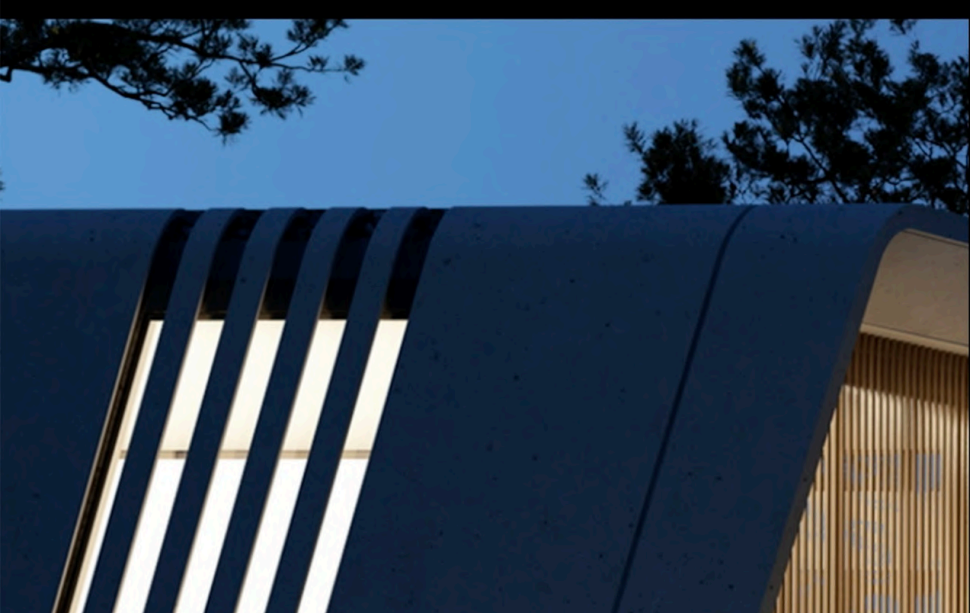
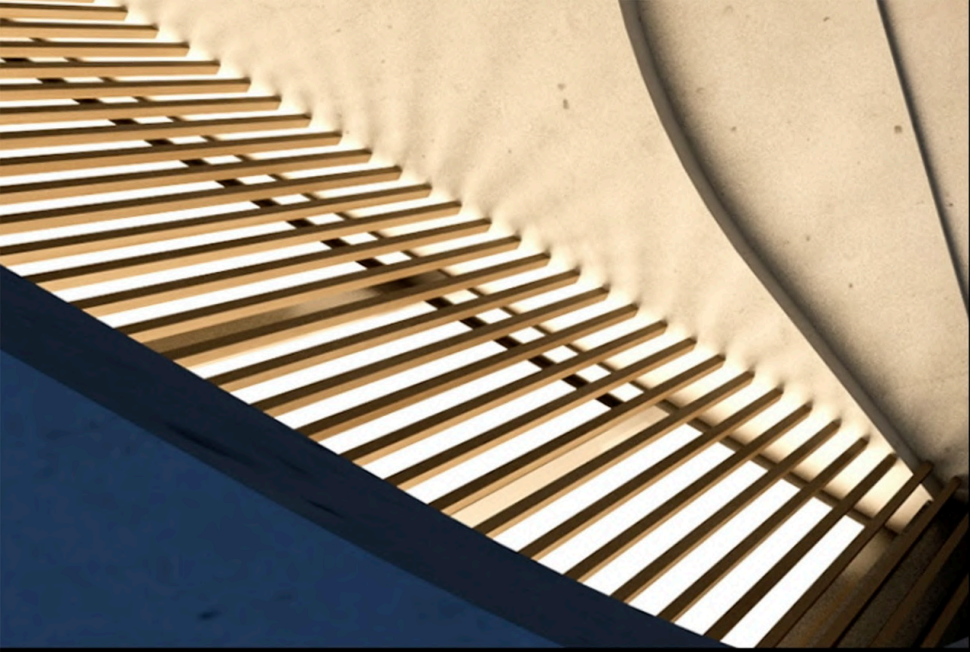


















2021

**residential development**  
Zaragoza





# mountain flats

Benasque







**block of flats**  
Lleida









# residential development on the coast

Cambrils









**urban park**  
Comillas Cantabria







**block of flats**  
Zaragoza





2020



**residential block of flats**  
Zaragoza



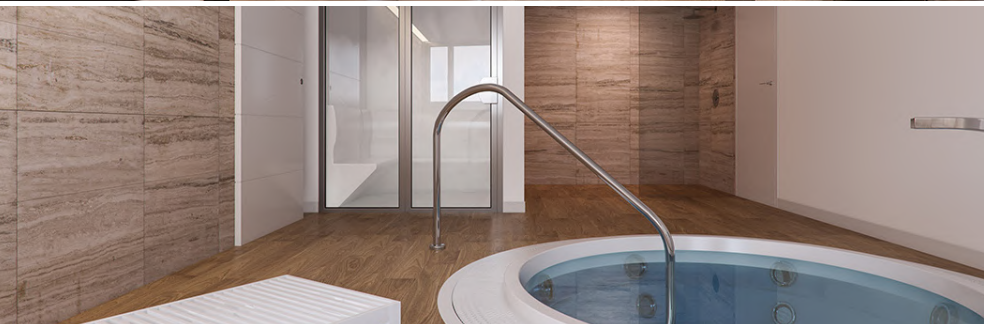


**luxury homes**  
Cambrils





**block of flats**  
Zaragoza







**residential development**  
Campoamor

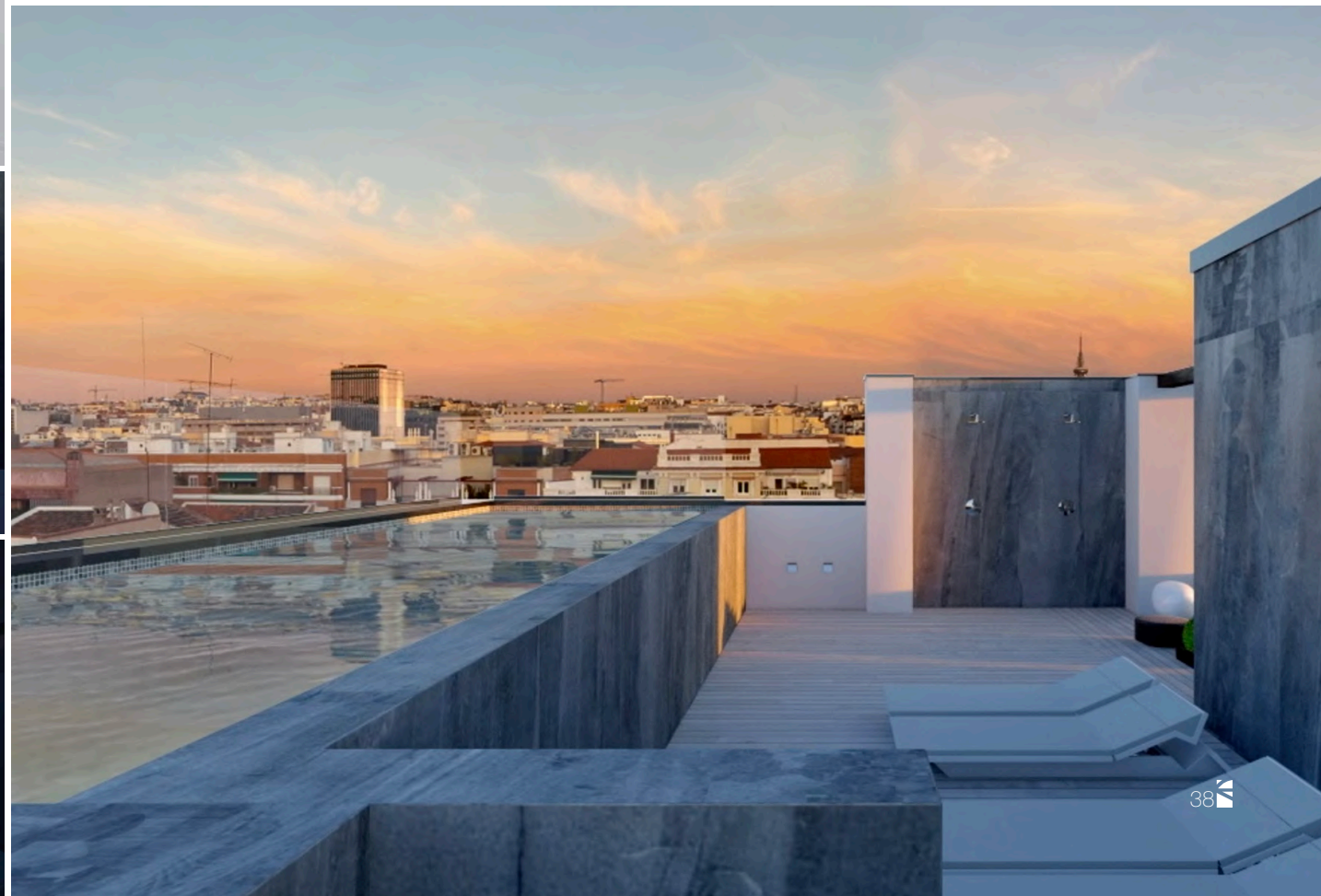






## luxury housing block

Madrid





**virtual stage**  
Estados Unidos





2019



**integral reform central market**  
Zaragoza







**block of flats**  
Leida







**block of flats**  
Zaragoza





2018

**luxury homes**  
Cambrils







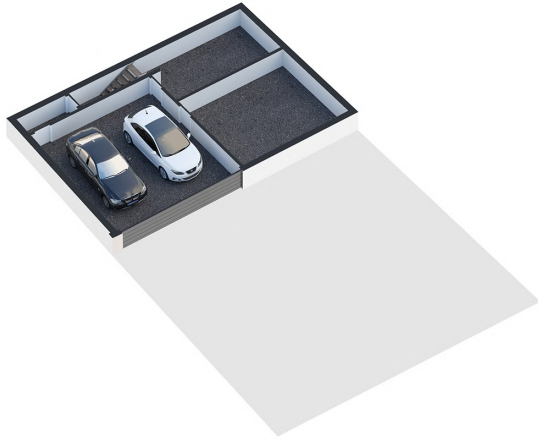
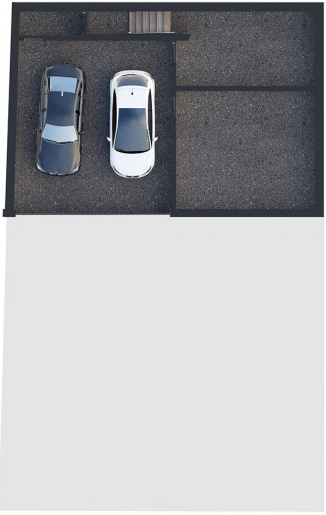














**block of flats**  
Zaragoza







## residential development

Benidorm









2017



**block of flats**  
Zaragoza







**block of flats**  
Zaragoza







**luxury housing development**  
Zaragoza











**majlis**  
Qatar





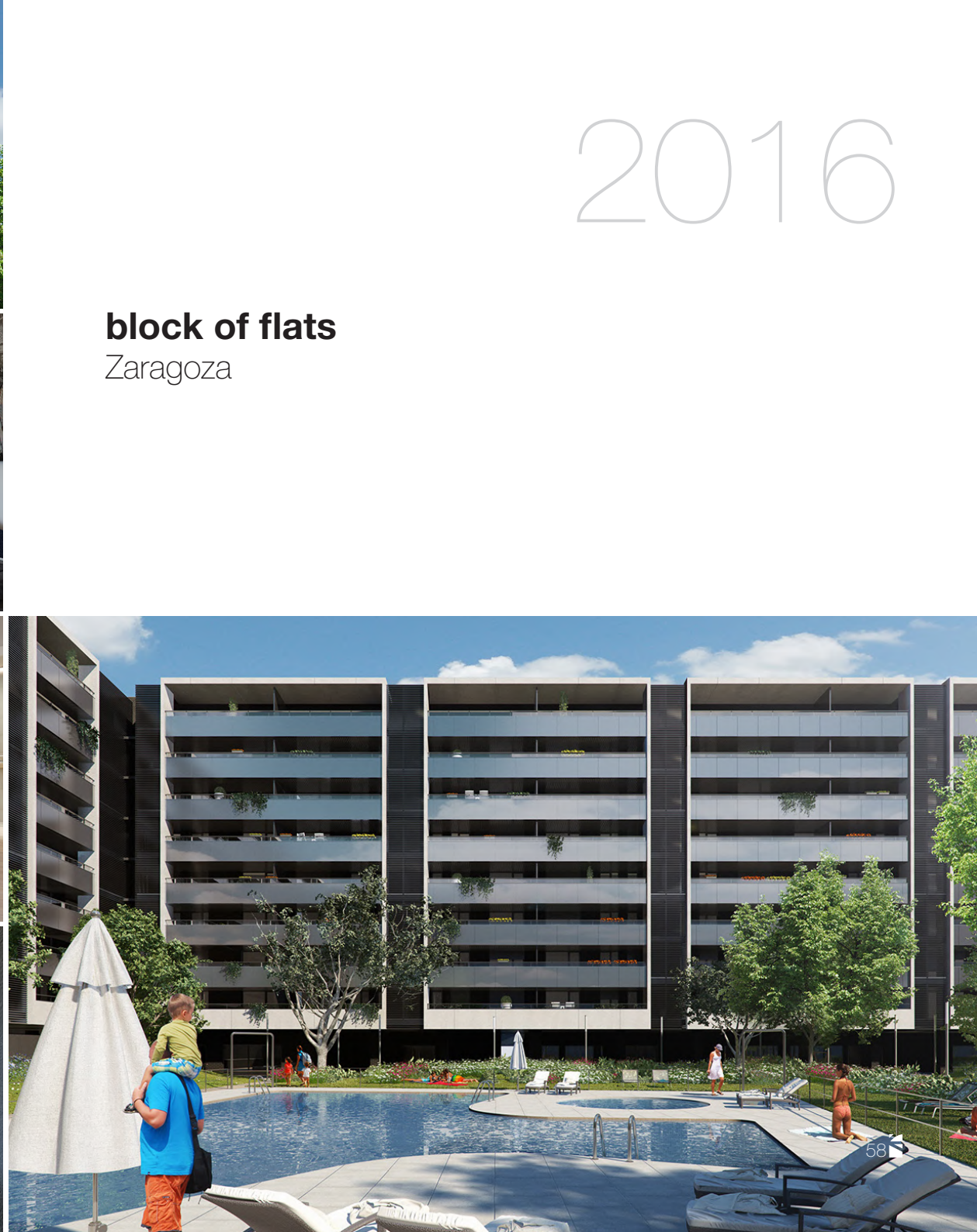




**block of flats**  
Zaragoza







2016

**block of flats**  
Zaragoza





## residential development

Mijas







**block of flats**  
Gijón





**luxury homes**  
Zaragoza







**luxury homes**  
Madrid







**residential development**  
Zaragoza

2015







**block of flats**  
Casetas







**luxury homes**  
Zaragoza







**house renovation**  
Zaragoza





**mountain housing**  
Formigal











2014

**block of flats**  
Zaragoza







**hallway**  
Bruselas





**block of flats**  
Zaragoza





**tourist resort**  
Guinea Ecuatorial





**hospital**  
Estados Unidos





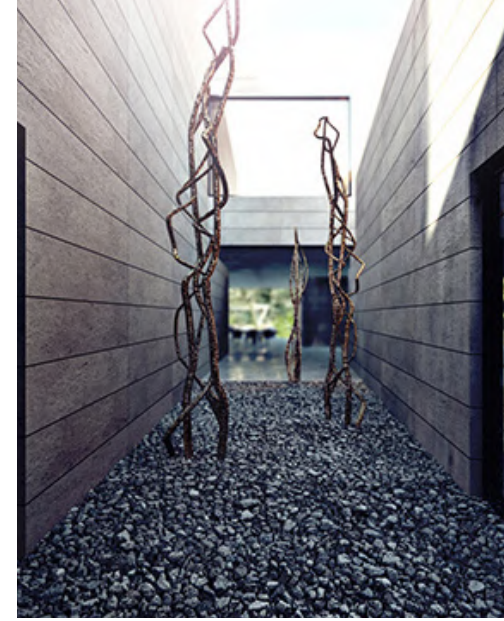




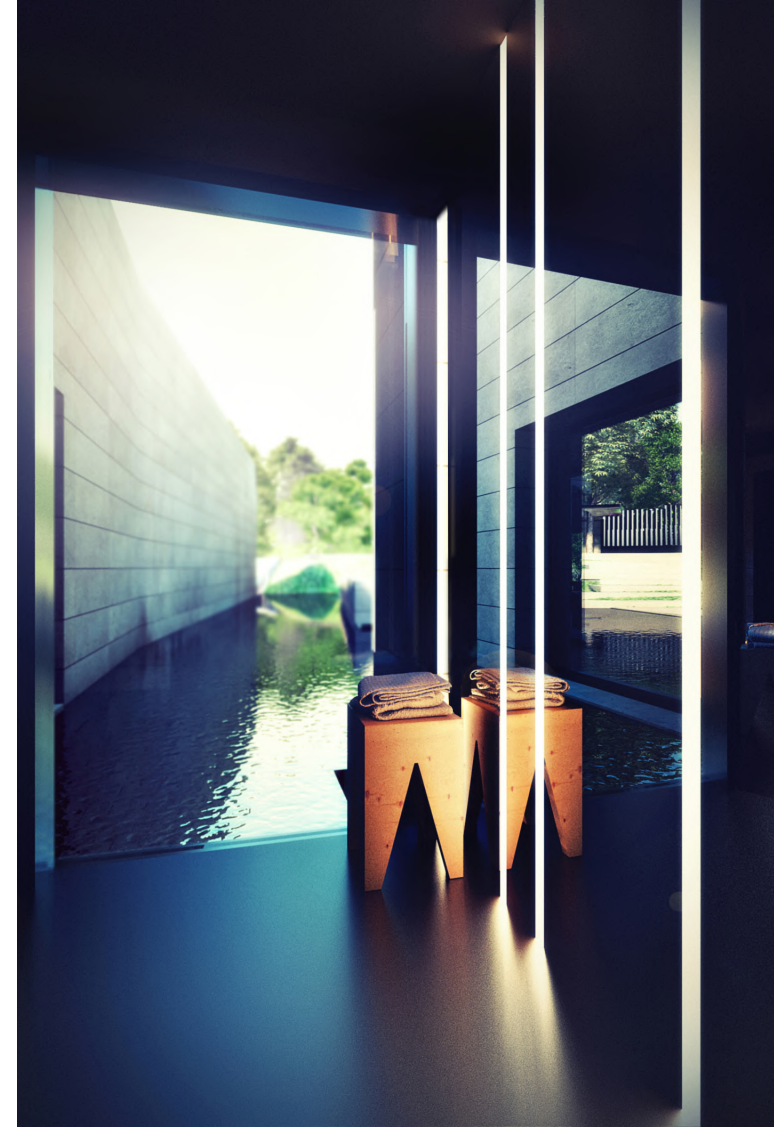
# 2013

**alone**

Nominees for the 2013 CGArchitect Awards  
project by A-cero Architects











**block of flats**  
Zaragoza







**tram**  
Zaragoza









# testimonies



## Lori Dowd

Executive Producer and Founder at StoryTrack

*"We've worked with various CGI and architectural animators over the years. Working with GI makes all the other firms seem obsolete.*

*They hit demanding deadlines. They created fully realistic interiors of hospital rooms and broadcast studios. They created photorealistic exteriors of an entire campus redevelopment.*

*Their attention to quality and superior customer service was greatly appreciated. Our team has complete confidence in GI no matter what the demanding task!"*



## A-cero architects

Joaquín Torres and Rafael Llamazares

*"We know the architectural visualization work of GAYARRE infografía from a while ago, when they made a video titled ALONE of one of our houses in Marbella. It's not by chance, this video, was nominee to the CG Architect Awards 2013.*

*A few weeks ago, we proposed, among others, the team of Juan for the realization of a promotional video of a rehabilitation's project in the center of Madrid.*

*We would like to highlight both the quality of their images as their elegant camera movements. The ability to show the virtues of the project with his animations, make them a persuasive tool, a seduction tool.*

*Both, the property and us, we are extremely satisfied with the result and we look forward to continue working with them in upcoming projects."*



## Francisco Pellicer

alma pater Expo Zaragoza 2008

*"Saragossa has fantastic people who are extraordinary professionals. I have the chance to meet many of them in the development of urban, environmental and cultural projects.*

*Today I want to emphasize Juan Gayarre whom I met 10 years ago through their visualizations. I wondered then where was the secret that made his images so seductive.*

*I soon realized that it was not only the sophisticated computer processing in terms of graphics, but also the enviable space management, typical of a good architect, and the aesthetics quality of a sensitive and content artist.*





## some of our **clients**



### ARCHITECTS

b720 Arquitectura  
David Chipperfield  
MBM Martorell-Bohigas-Mackay  
Jean Nouvel  
Zaha Hadid Architects  
Antonio Sanmartín  
Batlle i Roig, arquitectes, C.B.  
HOK  
Cesar Pelli Architects  
A-cero Architects  
Ruíz - Lacruz Arquitectos Asociados  
CLC Arquitectos, S.L.  
aldayjover ARQUITECTOS  
Jesús Marco  
CJ8 Arquitectura, S.L.  
José Antonio Aranaz  
José Manuel Pérez Latorre  
José Javier Gallardo  
Juan José Pelay  
David Ardanuy  
Carlos Turégano  
Francisco Villanueva  
Joaquín Magrazo-Fernando Used  
SCT Estudio de Arquitectura  
Enrique Diego  
García Ruiz Arquitectos  
Emilio Rivas  
María Pilar Sánchez  
Alberto Prado  
José María Gasca  
Longás-Macipe-Murlanch  
María Pilar Sancho  
Javier Belda  
Agustín Benosa  
Daniel Monfort  
Pilar López  
Fernando Tuesta  
...

### COMPANIES

Bassat Ogilvy  
TRAJECTORY-Severiano Ballesteros  
ACS  
SACYR Vallehermoso  
OHL  
FCC  
ACCIONA infraestructuras  
Grupo Bruesa  
CAS inmobiliaria  
Zaragoza Alta Velocidad 2002, S.A.  
EBROSA  
PRONISA Construcción y Promoción, S.A.  
Arquitectura Metropolitana Atópica, S.L.  
Urbincasa  
Construcciones Pinilla, S.A.  
Grupo Rosales  
IberCaja  
SEGIA Residencial  
Gestión Común  
Autopista Vasco-Aragonesa, C.E.S.A.  
Compañía Inmobiliaria y de Inversiones, S.A.  
Desarrollo Urbano Aragonés, S.L.  
Forcoduar Promociones, S.L.  
Tinerfeña de Promociones Inmobiliarias, S.A.  
Promociones Bernal y Ruberte, S.A.  
C.O.P.A., S.L.  
StoryTrack  
Inmobiliaria Izas 2002, S.A.  
Grupo SIPA 98 SLU  
Obras y Promociones Valle del Cinca, S.L.  
Cámara Urbana  
Cosehisa  
Construcciones Monrepós, S.A.  
Sector Zaragoza, S.L.  
PLAN 3D, S.L.  
Carinhiana Inmobiliaria, S.L.  
GRUPO BOXX  
...

Estudios CAVE, S.L.

### INSTITUTIONS

Diputación General de Aragón  
Govern de les Illes Balears  
Diputación Provincial de Zaragoza  
Ajuntament de Palma de Mallorca  
Ayuntamiento de Zaragoza / Urbanismo  
Ayuntamiento de Zaragoza / Arquitectura  
Ayuntamiento de Santander  
Ayuntamiento de Verona. Italia  
Sociedad Municipal Zaragoza Vivienda  
Suelo y Vivienda de Aragón, S.L.  
Universidad de Zaragoza  
IAF Instituto Aragonés de Fomento  
El Consorci Zona Franca Barcelona  
EXPOAGUA Zaragoza 2008, S.A.  
Ecociudad Valdespertera Zaragoza, S.A.  
Desarrollos VivirZaragoza, S.A.  
Fundación Castillo de Liscar  
Fundación Federico García Lorca  
Fundación Rey Ardid





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