



A model constructed of recycled office paper for a private client.

# POPARCHITEXTURE

BUSINESS ENGINEERING

## 3D MODELS ONLINE AND IN-HAND

PopArchitexture bridges the digital and analogue worlds. Send photos of architecture and PopArch builds digital models for use in Google Earth and SketchUp. We also build models using reclaimed office paper. A per-model fee is charged.

*I co-founded the business, leading a team of three to perform market validation and product development.*



# PopArchitecture's Model Shop

1. Take Photos





2. Place Order



3. Get Model



 Simple	 Moderate	 Complex	\$95 USD
	 Moderate	 Complex	
		 Complex	
		 Complex	\$595+ USD

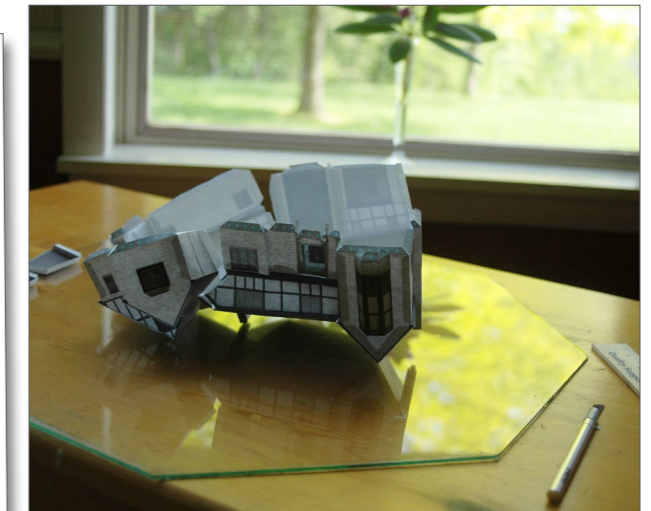
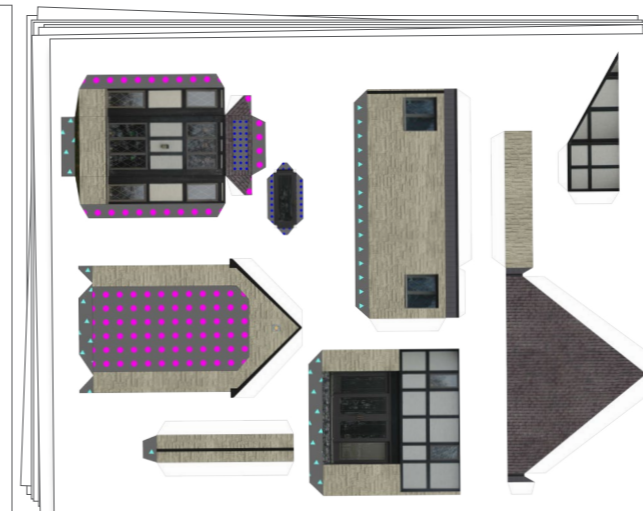
## SIMPLIFYING CONSUMER EXPERIENCE

The Model Shop was among the first of its kind in the market to make the sales process nearly frictionless. Notable features:

- self-service
- transparent fee structure, pegged to the number of corners on a building's exterior.
- layperson materials, including in-browser model viewing, stillshots, and video animations.

I learned that customer engagement increases when complexity and jargon are minimized.

From left: Development process of digital and paper models: photos → digital model → paper templating → papercrafting.



### PULP NON-FICTION

To withstand years of varying humidity, temperature, and vibration, the paper models challenged my structural design ability, requiring techniques including redundant tabs, interior structures, and multilayered glue wells.



### MORE INFORMATION

- PopArchitecture.com
- Coverage on Google Earth Blog