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## THE POWER OF VISUALIZATION IN INTERIOR PROJECTS

*3D visualization* is a powerful tool that enables a three-dimensional view of the project at the development stage. It provides an opportunity to evaluate the design, design features, essential details, and even the object’s physical properties. It is imperative in interior projects, where every detail can affect the overall perception of space and its functionality [2].

3Ds Max software is a professional modeling and 3D visualization tool widely used in architecture and interior design. It allows for creating realistic three-dimensional models of both exteriors and interiors, providing an opportunity to

showcase objects, furniture, and other elements in detail. With the help of the 3D Max functionality, one can virtually “walk” through the projected space, allowing the customer to evaluate all stages of implementation in advance.

This approach becomes a central element in risk management. 3D visualization helps reduce misunderstandings between the designer and the customer because the client clearly understands the future result. 3D visualization helps to prevent potential shortcomings in the project, evaluate aesthetics and functionality, and avoid rework and additional costs. As a result, interactive visualization tools such as virtual tours and animations become indispensable tools for predicting risks and improving communication in the implementation of interior projects. It ensures a high level of control over the quality of the project, providing all sides of the project process with the necessary information for decision-making at the early stages.

Continuing the thought, intelligent computing technologies (ICT) provide additional depth to the project management process using 3D visualization. Thanks to process automation and integration of artificial intelligence (AI), these technologies can significantly improve the planning and forecasting of possible problems at different stages of project development. It is critical to ensuring effective risk management, as it allows one to anticipate and avoid potential difficulties before implementation begins.

Also, artificial intelligence can improve work speed for a better understanding of ideas between people working on a project in a short time. For example, if a person works on a project for two days, then with the help of an additional generation of artificial intelligence, he can reduce the time to create a rough visualization to one day. After that, colleagues can discuss the edits that need to be made or vice versa and continue to work. Then, during the presentation of ideas to the client, he will see the speed and quality of work, which will develop an overall positive impression of the professionalism of the design studio [1].

As a result, the overall project will be adopted faster because all parties have access to interactive visualization, which enables quick changes and decisions. It

helps to avoid significant delays in the implementation process and minimizes the risk of problems in the future.

In the context of risk management in interior projects of modern management, 3D visualization becomes a vital tool for minimizing risks. 3D visualization identifies potential problems in advance at the design stage, avoiding significant financial losses and rework. It allows the customer to see the final result before physical work starts, reducing the likelihood of misunderstandings and contributing to more accurate decision-making in the early stages.

In addition, introducing intelligent computing technologies, such as artificial intelligence, in 3D visualization helps accelerate the work process. It enables faster creation of virtual models and optimized design, facilitating risk management. Automating some processes allows project managers to quickly identify possible problems and adapt the project to changes or new requirements of the client. Due to this, the risks of rework or budget overruns are minimized, increasing the project's overall efficiency.

Thus, integrating modern visualization tools and intelligent systems into managing interior projects gives companies a competitive advantage, reducing risks and improving the quality of the final result.

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