



CGIFURNITURE

CREDENTIALS

About

CGIFurniture is a furniture-oriented CGI company providing manufacturers and e-commerce retailers with high-end 3D rendering solutions.

We deliver visual content that drives interest, clicks, likes, shares, and conversions. So we create photoreal silos, lifestyles, 360° views, and 3D animations for online and offline product promotion.

Approach

Right solutions. Your personal manager suggests the best CGI products based on your goals.

Guidance. Your personal manager can provide you with technical assignment samples and advise you at every stage of your project.

Info safety. All rights to the imagery belong to you, and you can ask for an NDA.

On-time Guarantee. You get results on time, or you get them for free.

Dedicated team. You get a squad of 6 CGI artists, a project manager, and a mentor. They'll work with you permanently, and know your wishes. Plus, we register your requirements for projects in our CGI CRM.

Easy communication. You talk to your CGI team in our CRM. This way, you'll work as if in the same space, right next to each other.

Asset Management System. All your 3D models, materials, lifestyles are stored in your personal library. That'll reduce the cost of your next projects.

Clients

GRAIN & FRAME

GEORGE CHEBIB

SIEMENS
Ingenuity for life

OCTANE
SEATING
HIGH PERFORMANCE SEATING

unify

HILTI

MIGHTY
BRIGHT.

KRAMER
DESIGN

BDI

Wroxeter
Furniture Co.

JOFRAN INC.

VAN DE SANT
a Circular Innovation Company

WRW
&CO.
FURNITURE

DENVER MODERN

dhp
furniture

DOREL
Living

closet
world

LAMVIN™

VOGEL

Deschamps
CUSTOM FURNITURE

sklar
FURNITURE

TROY SMITH
STUDIO

Trueform
concrete

hotbath
italian bathroomware

AMREIN
WOHNEN

Anaya

SMALLBONE

Z
ZEPHYRSEAT

renewed materials Inc.

URBAN IRONCRAFT
designer quality craftsmanship

Services

3D Modeling

Creation of a virtual model for a product. Depending on the type, the 3D model can then be used in silo and lifestyle renders, 360° views and animations, AR apps.

Product rendering

A digitally created photoreal pic showing a product, isolated or in a staged environment. Used for websites, e-commerce platforms, social media, blogging etc.

3D Animation

A digitally created video clip used for video marketing and advertising. Can be used on companies' websites, Youtube, Vimeo, Instagram and Facebook, Amazon.

3D Configurator

A digital interactive tool allowing users to customize products as to their liking with a click. Can be integrated into eCommerce websites and added to listings.



Scan the QR code
to see the product in AR

3D Modeling

CG modeling is key to benefiting from cutting-edge e-commerce solutions. It comes in 2 types:

- **Low-poly 3D modeling:** needed for interactive online tools. Like 3D configurators allowing buyers to customize products in real time, or VR and AR-based apps showing what the product will look like in real life.
- **High-poly 3D modeling:** required for the creation of photoreal marketing materials, such as silo and lifestyle renders, product animation, 360-degree spins.



Rendering

Product rendering is a time and cost-saving alternative to photography. It allows getting photoreal silos, lifestyles, and 360-degree spins digitally. Which means no photoshoots or transportations!

Brands also value product rendering for the ease of use. For instance, to showcase color variations of the same product, one just needs to get 1 CG model and ask the 3D artist to tweak it. Not to mention that there's no need to build a scene to get a beautiful lifestyle shot - the 3D artists will create any space digitally.



3D Animation

CG animation is the easiest and most impactful way to show product features in movement. With no video shooting or physical prototyping required, a brand can get any type of cg video. Be it a product demo, break-apart, close-up, an instruction - one can just order it with a CGI studio and get a photoreal result.

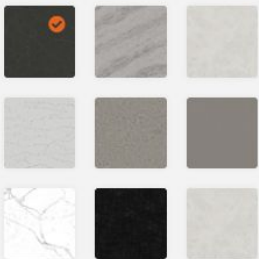
The animation then becomes an asset in a brand's video marketing campaign. It can be used on product pages, Amazon, Youtube, Vimeo, Instagram, etc.



SELECT FINISHES



WORKTOP



SPLASHBACK



CABINET STYLE



DOOR FINISHES



CABINET CORNICE



HANDLES



Configurator

3D configurators allow buyers to customize products.

As a result, they help improve customer experience, shorten the sales cycle, cut stock expenses, and decrease return rates.

What's more, configurators help track the behavior of the shoppers and thus enhance the service and assortment according to their needs.

Projects

We'd love to show all our CGI projects, but that'd triple the size of this presentation. So we're sharing the selected few we're particularly proud of.

3D Rendering of Bathroom Fixtures for HotBath

The manager of HotBath, got in contact with CGIFURNITURE and set the first project at the beginning of 2020. Since then, our team has completed more than 20 projects with almost 200 tasks for the brand. That included making silo renders with minimalist backgrounds, lifestyle images with different creative concepts, and AR models.



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Realistic CGI for Deschamps Custom Furniture

To convey the realistic look of cabinetry, the founder and head furniture designer of Deschamps Custom Furniture sent us photos of it as references. His main requirement was to highlight the materials and craftsmanship that went into the finished product. And in terms of choosing context lifestyle scenes to put pieces in, he gave our artists creative freedom..

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Photorealistic Product Renderings for LAMVIN Acoustical Products Manufacturer

The managers at LAMVIN engaged CGIFURNITURE to create silos, lifestyle 3D renders, and animations of a couple of products. The collective goal was to effectively showcase the products as separate construction elements easily incorporated into stylish interiors, and leverage animation capabilities to convey how the products could be used and installed.



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3D Rendered Product Images for Clawz

To showcase the value of the unique products to caring cat owners, the CEO of the brand decided to order different types of CG tools. So, he contacted CGIFURNITURE for silo and lifestyle renders, multi-row 3D views, and AR models for cat furniture. Working on such an unusual project was a great pleasure and fun for our team.

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CG Rendering Services for Jofran Furniture Inc.

Jofran team contacted CGIFURNITURE in January of 2021. Since then, we've completed more than 30 projects together. So far, we've created silo and lifestyle CG images as well as 360° spins and AR models for the brand. This diverse visual content was then used on different marketing channels.



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3D Modeling and Rendering for Dorel Industries

The **task** was to showcase the classy and elegant Dorel furniture with product imagery.

Our **solution** was to create a *series of 3D models and lifestyle renders*. The models perfectly conveyed the quality of materials, design and fine detailing, and the imagery showed how the pieces bring a homely look to a room.

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CGI for Lie-Flat Airline Seats by Zephyr Aerospace

[Read more](#)

Our **task** was to show a new social-distancing compliant seating module. The imagery was necessary for a crowdfunding campaign.

The **solution** was to show how the invention works. So we've created a series of *lifestyle renderings* demonstrating how the seats are used and how they all look in the plane.



Product Rendering For BDI Furniture

The task was to show that new collection pieces are versatile, multi-functional and can be used for spaces with various looks and styles.

Solutions. We created a series of *lifestyle renders* showing how well the products fit in different interiors.

As well, we created a *video explainer* to showcase innovative features of the new media console.

[Read more](#)

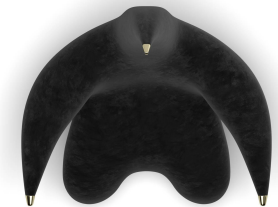
High-end CGI Project for Troy Smith

The **task** was to show the unique personality of every furniture piece. The collection boasted complex shapes, luxurious materials, sensual textures, vivid colors, and patterns.

As a **solution**, we created a series of *high-poly 3D models* and *silo renderings* showing the masterpieces from different angles.

This way, the viewers could appreciate every feature of the exclusive designs. Plus, 3D modeling allowed for easily showing customization: we created 3D models for every color and pattern variation.

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Troy Smith is a famous Canadian Designer and one of our oldest clients. Each design he sends us takes our breath away, but this collection positively blew our minds with its impact and beauty.

3D Modeling and Rendering for Wroxeter Furniture Co

The **task** of the project was to show how high-quality furniture can be used for creating various interior designs and fit literally any taste.

As a **solution**, we created a series of *lifestyles* with stylish bedrooms, each featuring a certain bed model by Wroxeter.

As well, we made a *360 degree spin* for a chest of drawers. The asset allows viewing the item from every side.

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3D Modeling And Rendering For Octane Seating Project

The **task** was to show that the armchairs for home theater are both gorgeous and extremely well-crafted.

As a **solution**, we created *photoreal 3D models* for the armchairs and a *series of lifestyles*. In the latter, we showed different ways to adjust the armchairs to get comfortable seating.

To show off the unique construction of a chair, we also created a *cutout 3D rendering*.



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CGI For HILTI Project



The main **task** was to get the imagery of the new product assortment for the website. Another creative task for visuals was to educate customers.

Solutions. For the website, we created a *series of silos*. As for the second task, we created 3D renders showing the anchors' usage. This would allow buyers to easily find what they need and have a good post-purchase experience.

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CGI for Kramer Design Furniture Catalog

The **task** was to showcase the brand's new super comfortable furniture in the catalog.

Solution. We suggested showing products against both staged and neutral backgrounds. So we created a series of *silos and lifestyles* with furniture pieces shown from different angles.

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CGI for Trueform Concrete

The **task** was to show the vast choice of sink models, design variations, and accessories. The **solution** was to create *lifestyle* and *silos* renderings for each model.

Lifestyles showed how elegant concrete sinks looked in a bathroom, and how there was a color and shape for every taste. The silos helped show the sinks from different angles and thus highlight all the functional features.

[Read more](#)

See more projects on the website

Need to see more of our work? Go to our website. You'll find there more info on the projects outlined above, as well as many new case studies for cooperation with well-known brands.

[Go to website](#)

Contact us

We can help you figure out how your business can benefit more from CGI. We'll advise you on the best solutions and help adjust them to your needs. Book a demo, and let's chat!

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