

FURNITURE MODELING FOR LEADING AMERICAN E-COM FURNITURE STORE



The Client

Flatworld Solutions was contacted by a furniture and home goods company located in the United States. The client needed a team that could recreate their furniture designs in 3D model. All client models required texturing and lighting, as the final designs were to be added to their e-commerce website. They also needed a partner who could complete 3D modeling for over 1000 furniture models each month, and deliver timely 3d designs in multiple formats, including -

- + Vignette
- + Silo
- + Silo Dimension
- + Environment

The company found Flatworld Solutions online and was impressed by our prices, capabilities, and experience. They elected to try our services for their 3D modeling needs.

The Challenges

Flatworld Solutions faced many distinct challenges while working on this project. Coordination was the first challenge, as some of the designs did not come with the appropriate dimensions.

The team members supposed to work on this project were supposed to have knowledge of ergonomics and usability and understand the environments and aesthetics even when they were not disclosed by the client.

Our Solution

We provided the following furniture modeling solution to the US e-com furniture store -

- + Flatworld Solutions first established a secure file exchange system to ensure better coordination, and to make it easy to download SKUs and data
- + We then established a workflow that would make it easier to complete each design, and respond to any corrections
- + In order to handle 1000+ models per month, Flatworld Solutions also brought several skilled artists onboard, along with 3D modelers, texture artists, and lighting specialists
- + All work was completed in 3D Studio Max, Adobe Photoshop, and Adobe Illustrator

The Results

The client was highly satisfied with the project delivered by the team at Flatworld Solutions, as we were able to showcase their products in their desired environment. Our quick service delivery shortened the client's turnaround time and time to market. Also, the client had to pay lesser for our services as opposed to when they were working with the high-end artists previously.

Interestingly, Flatworld Solutions also benefitted from this project, establishing a workflow and adding resources that would help us successfully deliver with other projects in the future. Flatworld Solutions established a long-term client relationship, and continues to provide the designs to the client on an ongoing basis.

Contact us for Custom 3D Furniture Models

Flatworld Solutions is a reputed [engineering outsourcing services provider](#) offering comprehensive engineering services like [3D furniture modeling](#) to global clients for over a decade. We have the resources, infrastructure, experience, and the capability to successfully deliver any of your customized modeling requirements.

If you have any queries regarding this case study on furniture modeling, feel free to get in touch with us for details. For more information about our [3D modeling](#) and engineering services, and to enquire about our work processes, [please contact Flatworld Solutions](#) today.