Visual identity

Lumia

Our Visual identity was crafted to unveil the universe behind our work, and the values that bring our vision to life.

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Browse. Explore.Take what inspires you.

Let inspiration lead the way.

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Introduction.
The story begins long before the image.
It starts with light.



Feel it before you define it.

A render isn't just a picture, it's a moment suspended between imagination and reality.

Before the first line is drawn or the first prototype exists, we craft an atmosphere. A feeling that moves, inspires, and ultimately, convinces.

Because emotion comes first.
Everything else follows.

Light defines us.
Material grounds us.
Our images express intention, with elegance and precision.



Our services.

Images that speak beyond words.
They shape ideas, reveal intentions, and connect disciplines from architecture to artificial intelligence.


Architecture & Real Estate


Product & Brand


3D Modeling



Marketing Material


Photography


Artificial Intelligence

Architecture.

- Photorealistic 3D renderings
- Exterior & interior perspectives
- Animations & virtual tours
- 3D site plans & sections
- Competition & real estate visuals
- Landscape & urban integration

Architecture is our field of expression.
Each render is a scene where light composes, material responds, and space tells a story.

We translate your plans into visual emotions, the warmth of sunlight on a surface, the silence of a perfectly balanced volume, the softness of an atmosphere that feels real.

We don't just create images. We craft visions that convince, seduce, and inspire.





Casa Arroyo
Austin, Texas



Place de l'Orme
Saint-Hyacinthe, Québec



Face B Rénovation
Saint-Caillez, France



Villa Aurea
Amalfi Coast, Italy

Product & Brand.

3D Product modeling

Photorealistic rendering

3D animations & videos

E-commerce visuals

Interactive 3D configurators

Packshots & art direction



Nexecur
Promotional Offer

A well-rendered object becomes iconic.
We design visuals that reveal the essence of a product, the precision of its design, the texture of a fabric, the subtle reflection of light on metal.



Each packshot and every scene is crafted as a sensory experience. Our visuals elevate your products with a photographic mindset and an art direction that aligns seamlessly with your brand.

It's the meeting point between the precision of 3D and the emotion of the real.





Teodor Vanities
Ashbury collection

Domus Living
Pietra shower floor



3D modeling.

- Detailed modeling
- File conversion
- Retopology & optimization
- Realistic texturing & materials
- AR/VR-ready modeling
- Custom 3D library creation



Dama Beautanica
Hair mask

Mobibam
TV cabinet

Marketing materials.

- Brochures and catalogs
- Flyers and posters
- Commercial presentations
- Leaflets and promotional sheets
- Digital assets
- High-quality 3D renders for print



PREMIER Design + Build Group
Mural artwork

Archinspired
Catalogue 2023



Vanitec
Celeste collection



Photography.

High-resolution texture scanning

PBR material creation from photos

Photo–3D integration

Post-production and render harmonization





Artificial Intelligence.

AI renders from SketchUp / 3ds Max captures

Lighting & ambience generation

Architectural & artistic style exploration

Automatic texture & material enhancement

Upscaling, denoising & 3D image correction

Generative moodboards & visual concepts for competitions





AI pushes the boundaries of visual creation. It becomes a tool for exploration and efficiency, designed to deliver fast, precise, and accessible results.

From a single SketchUp, Revit, or 3ds Max capture, we generate photorealistic mood renders, perfect for validating a concept, framing an idea, or testing lighting, all within a few hours, at lower cost.

The ideal solution for early design phases, competitions, or presentation intent.

A way to optimize your budget while preserving the artistic coherence of your project.

Every image generated with AI is then refined, harmonized, and validated by our artists to guarantee your visual signature.





Method & Workflow.
The rigor of the process, the freedom of creation, the transparency of the result.



A smooth, seamless process.

Every image is born from a controlled method, without ever losing its emotional essence.

We've designed a workflow that is fluid, clear for our clients, and flexible throughout the creation phase.

Our goal: to offer fully tailored guidance, from the very first sketch to the final delivery, with no blind spots, no wasted time.

01 **Project brief & understanding**

Everything begins with listening.
We gather your plans, references, visual intentions and communication goals.

This step defines the project's vision, tone and priorities: light, mood, framing, emotion.

02 **3D modelling & scene preparation**

We rebuild or optimise your 3D model based on your files.

Every volume, surface and material is treated with care to ensure clarity and accuracy.

Scenes are prepared to welcome light as if on a film set.

03 **Lighting, materials & atmosphere**

This is where the project comes to life. We shape the lighting, choose the direction of the light, adjust materials and compose the image.

The objective: reveal the character of the place, not invent it. We then create draft previews to validate tone and framing.

04 **Final rendering & post-production**

Once approved, the scene is rendered in high resolution.

We apply photographic post-production: color corrections, exposure adjustments, integration of human elements, vegetation and atmosphere.

Each image is refined like an editorial photograph: balanced, credible and alive.

05 **Delivery & follow-up**

We deliver your images in formats adapted to every need: web, print, signage, competitions, etc.

Clear and efficient feedback cycles allow quick adjustments to final details.

Every project is archived and ready to evolve for future assets: video, animation, brochures.



About & Contact.

Choose the pace, the ambition,
and the depth of your visual narrative.

The project brief & understanding your vision

Everything begins with listening.
We gather your plans, references, visual intentions,
and communication goals.

This phase defines the project's vision, tone, and priorities:
light, atmosphere, framing, emotion.

Brief us!

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" Art begins where 3D
becomes invisible. "



www.lumia-render.com/en