

TRUETOPIA

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Venini

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Lodes

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Studioart

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Vimec

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Vimec

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CONCEPT
Truetopia represents a place.
We are talking about light; light in nature defines what we can recognize and see, differentiating this from what cannot be seen and remains invisible.

In visual representations, light defines what exists, distinguishing it from what is not depicted; light determines a place, draws an area, carves the forms.
Truetopia is the place that begins right at the end of the shadows and ends right before the beginning of the light. It is a place with an undefined form, infinite in its possibilities, shaped by our thoughts. Truetopia is the place where we work. We create images; we construct a way of seeing things.

DESCRIPTION
Truetopia Studio offers architectural and product visualization services. The idea was born from the desire to bring 3D rendering, computer graphics – such as 3D videos – and the usage of virtual reality viewers to the next level of excellence through a personal, recognizable style. Research in image composition, artistic quality and attention to detail are the values that distinguish the projects Truetopia offers to their clients.

CONCEPT
Truetopia rappresenta un luogo. Parliamo di luce; la luce in natura definisce ciò che noi riconosciamo e vediamo da ciò che non si vede e rimane invisibile. Nella rappresentazione la luce definisce ciò che esiste da ciò che non è rappresentato, la luce definisce un luogo, disegna un'area, scolpisce le forme. Truetopia è quel luogo che inizia subito dopo la fine dell'ombra e finisce subito prima dell'inizio della luce. È un luogo dalla forma indefinita e infinita nelle possibilità, che viene plasmato dal nostro pensiero. Truetopia è il luogo in cui noi lavoriamo. Noi creiamo immagini; noi costruiamo un modo di vedere le cose.

DESCRIPTION
Truetopia è uno studio che propone servizi di visualizzazione architettonica e di prodotto, nato dalla volontà di portare il 3D e la cura nella realizzazione di Render, lavori in Computer Grafica quali Video 3D e l'uso di Visori per la realtà Virtuale a un livello di eccellenza, attraverso uno stile personale e riconoscibile. La ricerca compositiva, la qualità artistica e la cura del dettaglio sono i valori caratterizzanti i progetti che Truetopia propone ai propri Clienti.



Inspirations

DOES FORM EXIST WITHOUT LIGHT?

Light in nature defines what we recognize and see from what is not seen and remains invisible. Light defines a place, draws an area, sculpts the shapes. Truetopia is that space that begins immediately after the end of the shadow and ends immediately before the beginning of the light. It is a place with an undefined form and infinite possibilities, which is shaped by our thinking. Truetopia is where we work.

Truetopia is a studio born in 2018 that offers architectural and product visualization services, born from the desire to bring care and 3D technology in the creation of images, through a personal and recognizable style. Compositional research, artistic quality and attention to details are the values that characterize the projects that Truetopia offers its customers.

We create images, we build a way of seeing things.

CONCEPT

When interior design is free to express personality and emotions, it captures you as soon as you enter a room.

With Inspiration, imagination takes shape and shows how Catellani & Smith's lamps are suitable to a high-level accommodation facility.

Creating a space starts from ideas. With this project we want to show you how a sketch becomes an image and how much we care about the process.



Idea

For many it's still a mystery how an idea is really born in the minds of designers, creatives or advertisers.

The task is to show all ambiguity, complexity and diligence of the process.

The spectator dives completely into creative flow.

Sees, tastes, feels each of the main process:

Variability - selection of different ideas, concepts, based on experience and research of creative.

Inspiration like something that charges us up and gives additional push.

And this is far not easy process.

Focus and concentration on one of the directions.

And birth of the very idea.



1. Sketch
2. Clay
3. Draft
4. Final



Process

A photorealistic render starts from the idea of being able to fully manage the image and each of its components, but respects architectural and photographic canons.

From visual research, through to drawing, then through clay, up to the creation of the final image. The process takes care of the details and plays with aesthetic canons that follow the needs of an image.







Creation

The creation of an image follows a precise analysis outlined by the client's purpose and the creative search for elements that underline the style of the digital artist. The goal is to create a work that is visually pleasing and, at the same time, commercially viable, able to communicate effectively.

It is a delicate game of balance between the main elements of interior design, which you cannot ignore. Whether they are private spaces, such as your home, work environments, or commercial businesses, you must know how to manage them. It is the only way to create something unique, a harmonious and rewarding relationship.











Invisible

Yes, it is a drawing.
The good and bad thing about a good render is that it becomes invisible.

Inspiration is a project in collaboration with Catellani & Smith and their products. It is the expression of a sober and refined refinement, never excessive or redundant.

It is thought that an image is pure appearance. But what if they have contents?
Art is an idea that has put together form and content. A concept that has found its perfect visual expression.



golden Room

The images presented belong to a wider project that TRUETOPIA developed to promote VENINI's products.

With the aim of **digitalizing** and promoting **artisanal glass**, we studied the material and designed some pictures specifically conceived to enhance the products' value.

Le immagini proposte fanno parte di un ampio progetto, che TRUETOPIA ha studiato per valorizzazione dei prodotti VENINI.

Il presupposto è quello di digitalizzare e promuovere il vetro artigianale, iniziando dallo studio del materiale fino alla proposizioni di immagini progettate e realizzate per valorizzare il prodotto.





↑ ↗ Lou, Aldo Cibic. Light Setup for Venini. *Golden Room*
 ↑ Lou, Aldo Cibic. Light Setup / Clay for Venini.
 ↖ Lou, Aldo Cibic. Light Setup / Close-up for Venini.



☞ Lou, Aldo Cibic. Light Setup / Clay for Venini. *Golden Room*
 ☞ Lou, Aldo Cibic. Light Setup / Close-up for Venini.



↗ Kiritam, Ettore Sottsass. Light Setup / Close-up for Venini.
 ↖ Bhusanam, Kiritam, Ettore Sottsass. Light Setup / Clay for Venini.



↶ Darpanah, Ettore Sottsass. Light Setup / Close-up for Venini.
 ↷ Darpanah, Ettore Sottsass. Light Setup / Close-up / Clay for Venini.
 ↓ Darpanah, Bhusanam, Kiritam, Ettore Sottsass. Light Setup for Venini.







LODES for Diesel

“We believe quality of life is made of passion, experience and feelings. This is what we are inspired by when we design of our objects”

The essence of interior design will always be about people and how they live. It is about the realities of what makes for an attractive and meaningful environment, not about fashion.

This is what we can feel from the collaboration of Diesel Living and Lodes.

“Crediamo che la qualità della vita sia fatta di passione, esperienza e sentimenti. A questo ci ispiriamo quando progettiamo i nostri oggetti”

L'essenza dell'interior design riguarderà sempre le persone e il modo in cui vivono. Riguarda le realtà di ciò che rende un ambiente attraente e significativo, non la moda.

Questo è ciò che possiamo sentire dalla collaborazione di Diesel Living e Lodes.













new Collection











Contrasti 01

Every object can become the subject of an image when put in a proper lighting. Creating a setting specifically designed to put the focus on a lemon placed among design objects – process described in the images here below – proves the effectiveness of the 3D scanning technique for both natural and man-made objects.

Nevertheless, creating a setting is even more complex. It is a process related to the study of light, influenced by the colour composition, linked to the harmony of shapes. Respecting each one of these elements will bring an added value to every object in the composition.

The following representations demonstrate the power of a picture, which is useful for promoting a product, and how they can become an effective support for the distribution of the product as well.

Qualsiasi oggetto, con la giusta luce può diventare soggetto di un'immagine. La costruzione di un **ambiente ideato** per rendere un limone oggetto di **focus tra gli oggetti di design**, descritta dalle immagini che seguono, dimostra l'efficacia della tecnica della **scansione 3D** di oggetti, sia “progettati e realizzati” dalla Natura che dall'Uomo.

La costruzione di un **ambiente** è però cosa più complessa, legata allo **studio della luce**, influenzata dalla composizione dei colori, legata all'**armonia delle forme**. Se ciò avviene qualsiasi oggetto avrà un valore aggiunto.

Le prossime visioni sono la dimostrazione della potenza di un'immagine, utile alla **promozione di un prodotto**, e dimostrano come esse possano divenire un supporto valido alla sua **diffusione**.







↑ 3D Scan Lemons, Truetopia. Interior / Macro photography. *Contrasti 01*
 ⚓ Plass, Luca Nichetto; Materic, Piero Lissoni; Juno, Draga e Aurel. Interior.
 ⚓ Materic, Piero Lissoni; 3D Scan Lemons, Treutopia. Interior / Close-up.
 ⚓ 3D Scan Lemons, Truetopia. Interior / Macro photography.
 ⚓ Juno, Draga e Aurel; 3D Scan Lemons, Truetopia. Interior / Close-up.





↗ Plass, Luca Nichetto; Juno, Draga e Aurel. Interior / Close-up. *Contrasti 01*
 ↗ 3D Scan Leaf, Lemons, Truetopia, Materic, Piero Lissoni. Interior / Close-up.



↶ Juno, Draga e Aurel; 3D Scan Lemons, Truetopia. Interior / Close-up. *Contrasti 01*
 ↷ 3D Scan Lemons, Truetopia. Interior / Close-up.
 ↓ Plass, Luca Nichetto. Interior / Close-up.



CONCEPT

The “L-shape” project was born from the collaboration between the architectural visualization studio Truetopia and the interior design studio Paolo Russo.

Two studios worked to bring to light a project that well illustrates the potential of this working union. The idea of the scene was born from a project of Paolo Russo's, designed to create harmony between materiality and detail, in an elegant and comfortable room.

Truetopia has engaged in the research of the composition of the image, in the study of light and photography, interpreting the atmosphere.

The union of the two experiences guided us in the creation of the images that we present below.

CONCEPT

Il progetto “L-shape” nasce dalla collaborazione fra lo studio di visualizzazione architettonica Truetopia e lo studio di design di interni Paolo Russo.

I due studi hanno lavorato per portare alla luce un progetto che bene illustra le potenzialità di questa unione lavorativa.

La progettazione della scena nasce da un'idea di Paolo Russo, studiata per creare armonia fra materialità e dettaglio, in un ambiente elegante e confortevole. Truetopia si è impegnato nella ricerca della composizione dell'immagine, nello studio della luce e del taglio fotografico, interpretando l'atmosfera accogliente dell'ambiente.

L'unione delle due esperienze ci ha guidato nella realizzazione delle immagini che vi presentiamo qui di seguito.



L-shape



↑ ↗ Custom project, Paolo Russo. Interior, main view. *L-Shape*
↖ Custom project, Paolo Russo. Interior. / Close-up.





↑ Custom project, Paolo Russo. Interior, side view. *L-Shape*
↗ Custom project, Paolo Russo. Interior. / Close-up.





Four Gardens



EVERYTHING IN NATURE INVITES US
CONSTANTLY TO BE WHAT WE ARE.

In the deep south of the united states, Marc Thorpe Designs conceptualizes the 'house of four gardens.' The dwelling, characterized by its monumental assemblage of concrete vaults, is nestled between the live oaks and perennial ferns indigenous to the region of the savannah river.

Taking influence from english philosopher David E. Cooper in his work, a philosophy of gardens, the space is as an expression of humanity's moral imperative to define meaning in life. Cooper poses that the relationship between man and garden is symbolic of the virtues of character one must strive towards in life, exemplified through the communal interaction one has with nature.







LET'S CREATE OUR PLACE
INSIDE AND OUTSIDE

Like clothing accessories, like passions enrich a personality, furnishing accessories enrich and complete an environment by giving personality and functionality. A house, before being a place, is a space that we carry inside. The furniture remains an important component to give life and color to spaces.

Objects always hide within themselves something of their owner. they are the result of the encounter between who we are and what we choose, between us and our space. Emotions, people, memories. Objects take us on a journey backwards, helping us to remember and relive parts of us.







IF YOU TRULY LOVE NATURE, YOU WILL FIND
BEAUTY EVERYWHERE.

The house of four gardens is organized along an harmonious grid of thirty 12' x 12' concrete double barrel vaults, centered around an inner courtyard. A composition of four gardens introduce a physical and visual connection with nature throughout the conditioned interior. The character of the home is presented in these spaces, acting as a bridge between the dwelling and the surrounding environment.







DESIGN COMPONENTS

- Leggerissima - Gio Ponti
- 312 Willow 1 - Makintosh
- 76 ER - spHaus
- Maralunga maxi - Cassina
- Diamantei - Venini
- 381 toreì - Cassina
- Réaction Poétique - Cassina
- Flat - Vibia







IF YOU TRULY LOVE NATURE, YOU
WILL FIND BEAUTY EVERYWHERE.

The gardens bring life to the house through their dynamic light and shadows, challenging the privacy of the building. The project is programmed with a collection of living, dining, cooking, and sleeping areas – each space defined by the geometry of the corridor in plan. Each space of the house maintains direct access to the natural surroundings. Introducing nature into the home provides a sensitivity to the place, embracing its spirit.





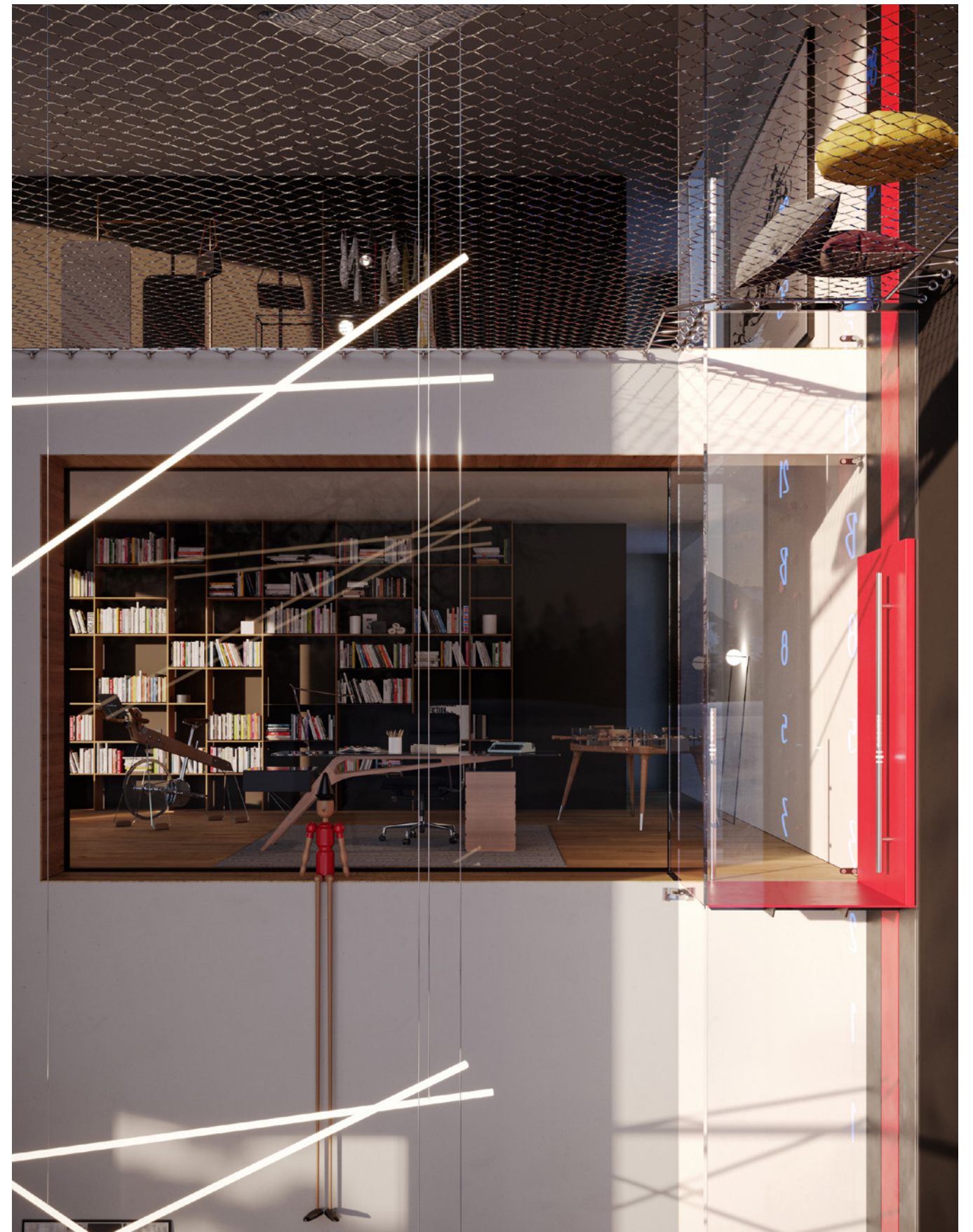


Corviglia-Piz Nair













This one of the five home setting we designed for Vimec. We're near Xianggong Hill in China. The surrounding looks like a fairyland and all views are just like those in the Chinese paintings.

With this landscape we want to build a strong connection appreciating digital art according to the same principles. Caring about details and feelings.

Questa è una delle cinque ambientazioni che abbiamo costruito per la collaborazione di Vimec con Adriano Design. Siamo vicino a Xianggong Hill in China. Il paesaggio sembra uno di quei dipinti tradizionali cinesi e ne segue le regole dei loro principi.

Con questa ambientazione abbiamo voluto creare un filo conduttore che dai dipinti passasse per l'arte digitale. Prendendoci cura dei piccoli dettagli e di cosa trasmettono

Xianggong hill

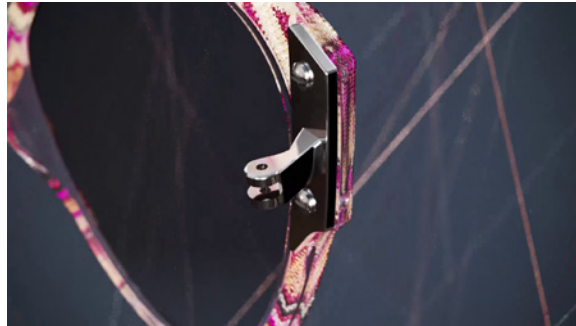
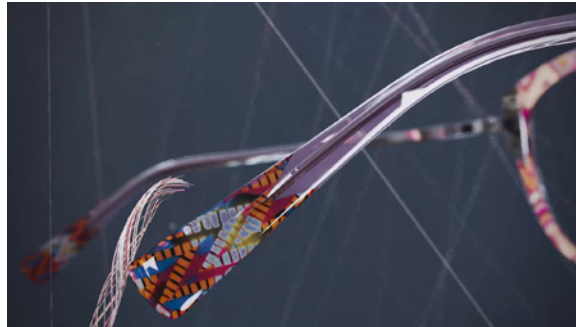
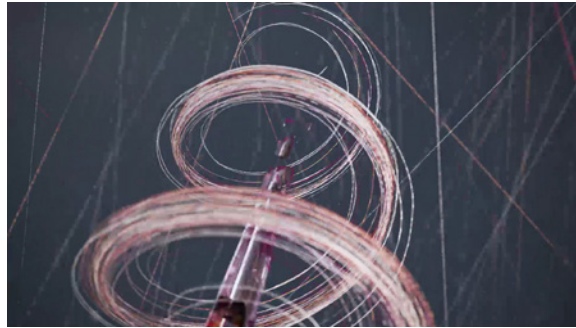
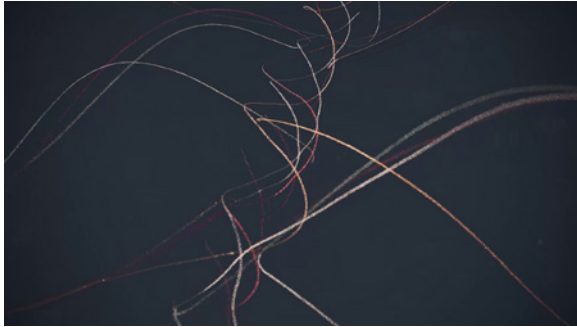


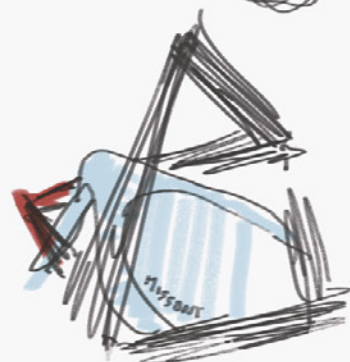
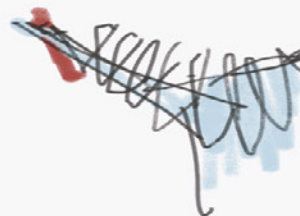
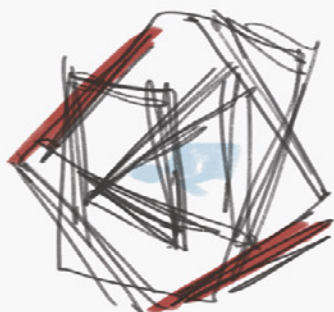
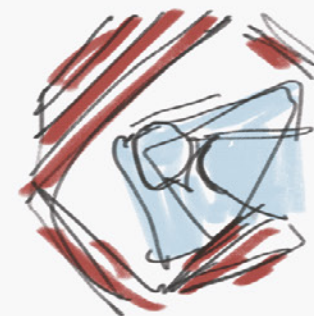
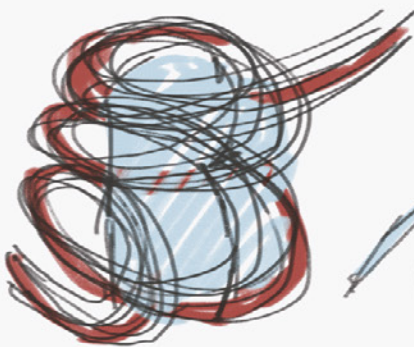
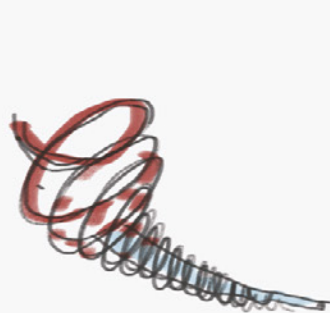
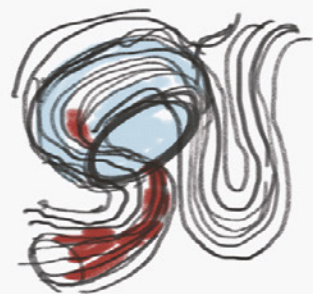
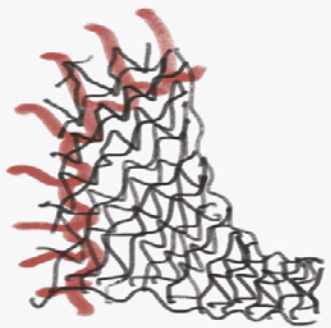
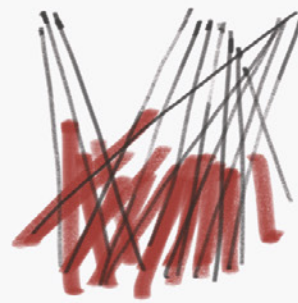
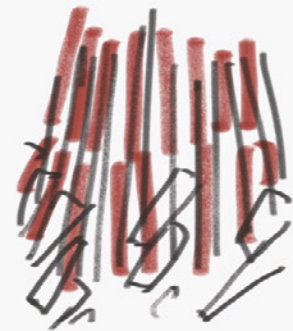






MISSONI





VIDEO
<https://vimeo.com/515857855/0f4f2a54ed>







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Main Clients
Truetopia

THANK YOU

These are the realities that believed in us.
Brands that we value and with projects and collaboration let us create concretely what Truetopia wants to bring. These are people who understand our way to construct a way of seeing things. Who decided to come to discover the place with infinite in its possibilities, shaped by our thoughts.

GRAZIE

Queste sono le realtà che credono in noi.
I brand che stimiamo e che con progetti e collaborazioni ci danno la possibilità di creare concretamente Truetopia. Queste sono le persone che comprendono che noi costruiamo un modo di vedere le cose. Che hanno deciso di scoprire con noi quel mondo di infinite possibilità, che viene plasmato dal nostro pensiero.

CREDITS

Inspirations
Art direction, set design and 3D images: Truetopia
Products and lamps: Catellani & Smith

LODES for Diesel
3D images: Truetopia
Art direction, set design e styling: Paolo Russo

Contrasti 01
Art direction, set design e styling: Cristina Lello
3D images: Truetopia
3D Scan: Truetopia

L-shape
3D images: Truetopia
Desiger: Paolo Russo

Fours Gardens
Atmosphere and visulation: Truetopia
Architectonic project: Marc Thorpe

Corviglia-Piz Nair, Xianggong
Atmosphere and visulation: Truetopia
Architectonic project, set design: Adriano Design

Missoni
Atmosphere and visulation: Truetopia
set design: We/go

