

www.mainfactory.xyz

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Who we are

We are a creative studio specializing in the production of **3D digital content (CGI)**. Our goal is to strike the perfect balance between **art and marketing**, creating content that brings new places, objects, characters, and memorable experiences to life.

We support **brands, creators, and agencies** in crafting immersive visual experiences with a strong artistic impact. Through **design, motion graphics, and 3D animations**, we make even the most complex messages and concepts clear and impactful.

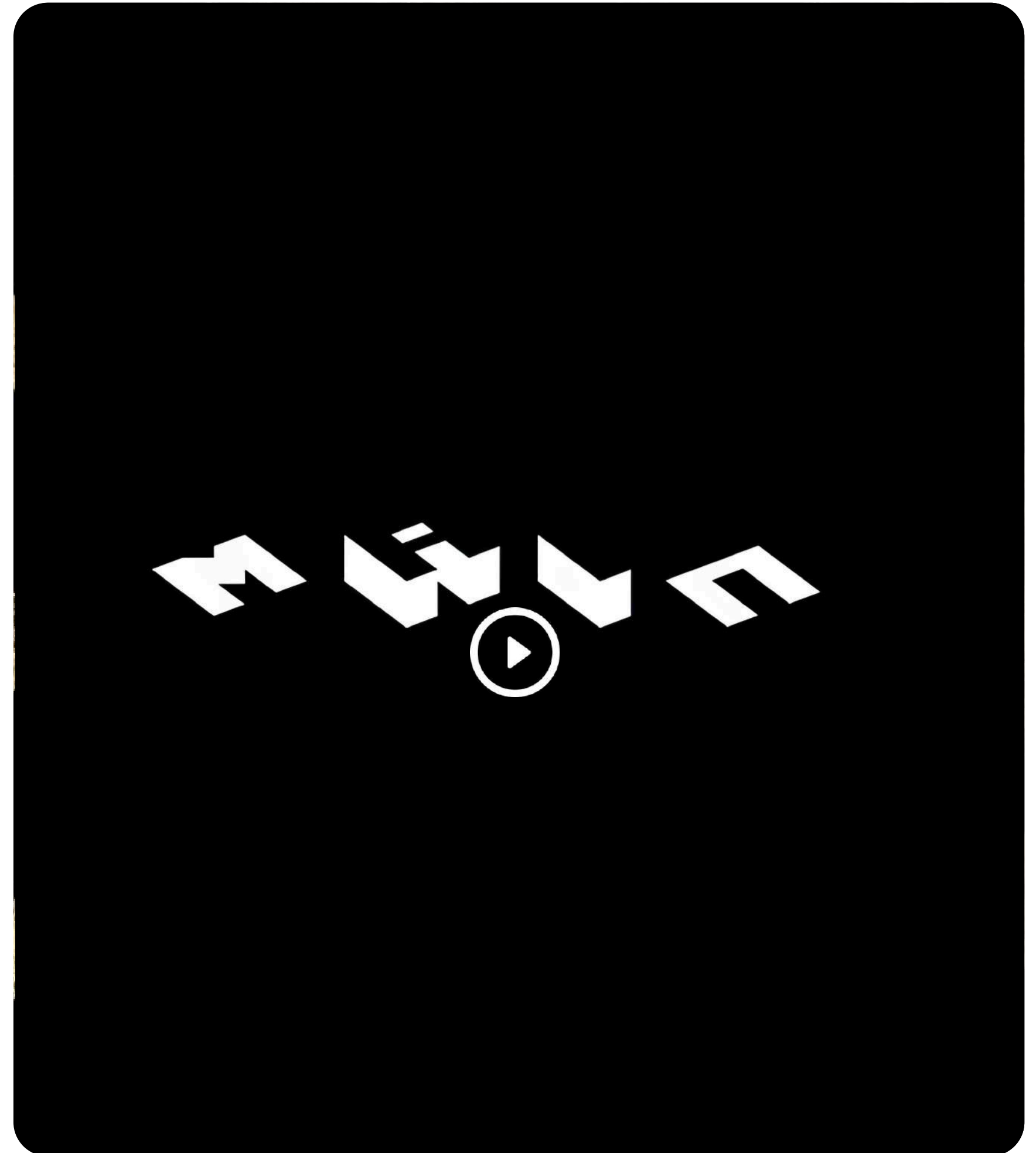


Our Services

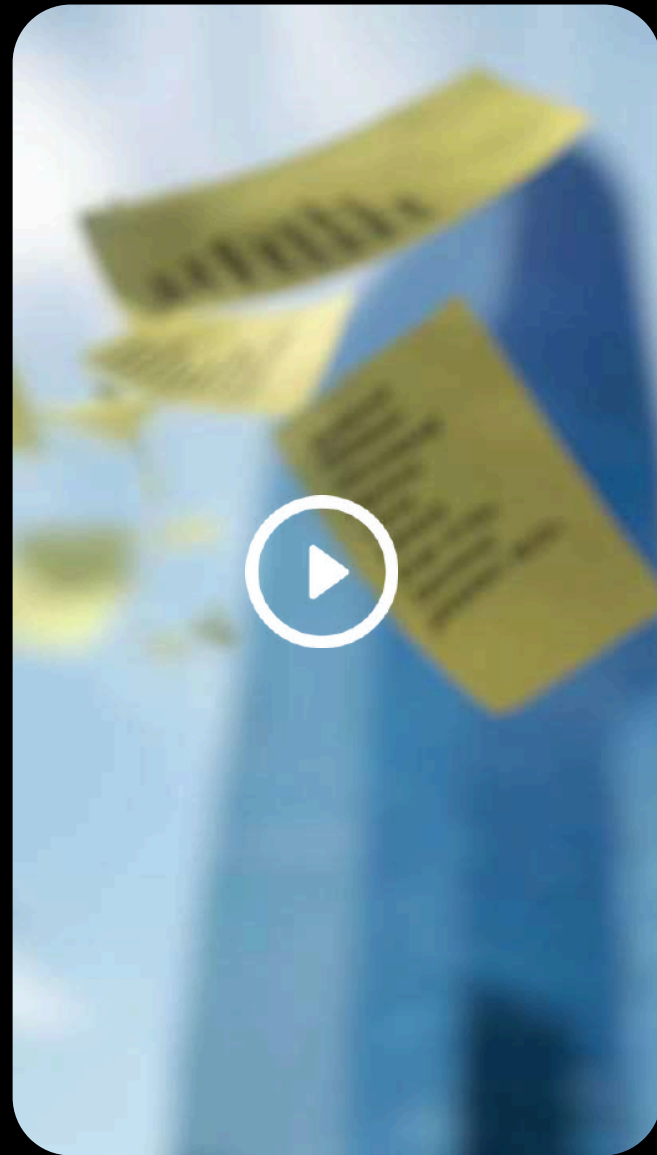
We work across a wide range of creative and business sectors, including product design, fashion, experiential musical and artistic events, influencers, and digital characters. Our 3D content is utilized in marketing campaigns, physical and digital events, social media management, websites, and applications.

We offer creative direction and strategic consulting for the production of content such as:

- Key Visuals 3D (high quality static images)
- 3D Videos and Animations
- 3D Virtual Environments
- VR/AR (augmented, immersive, and virtual reality)
- Mixed Reality in CGI
- 3D Photoshoots and Post-production
- 3D Configurators for E-commerce
- AI Management and Control



FOOH



We create innovative digital advertisements that simulate real visual experiences without physically existing. These highly realistic contents leverage cutting-edge technologies to produce immersive videos designed to capture attention, evoke wonder, and drive engagement on social media.

FOOH advertising is fully customizable, enabling businesses to craft targeted, relevant, and highly engaging experiences for their audience.

Product Design

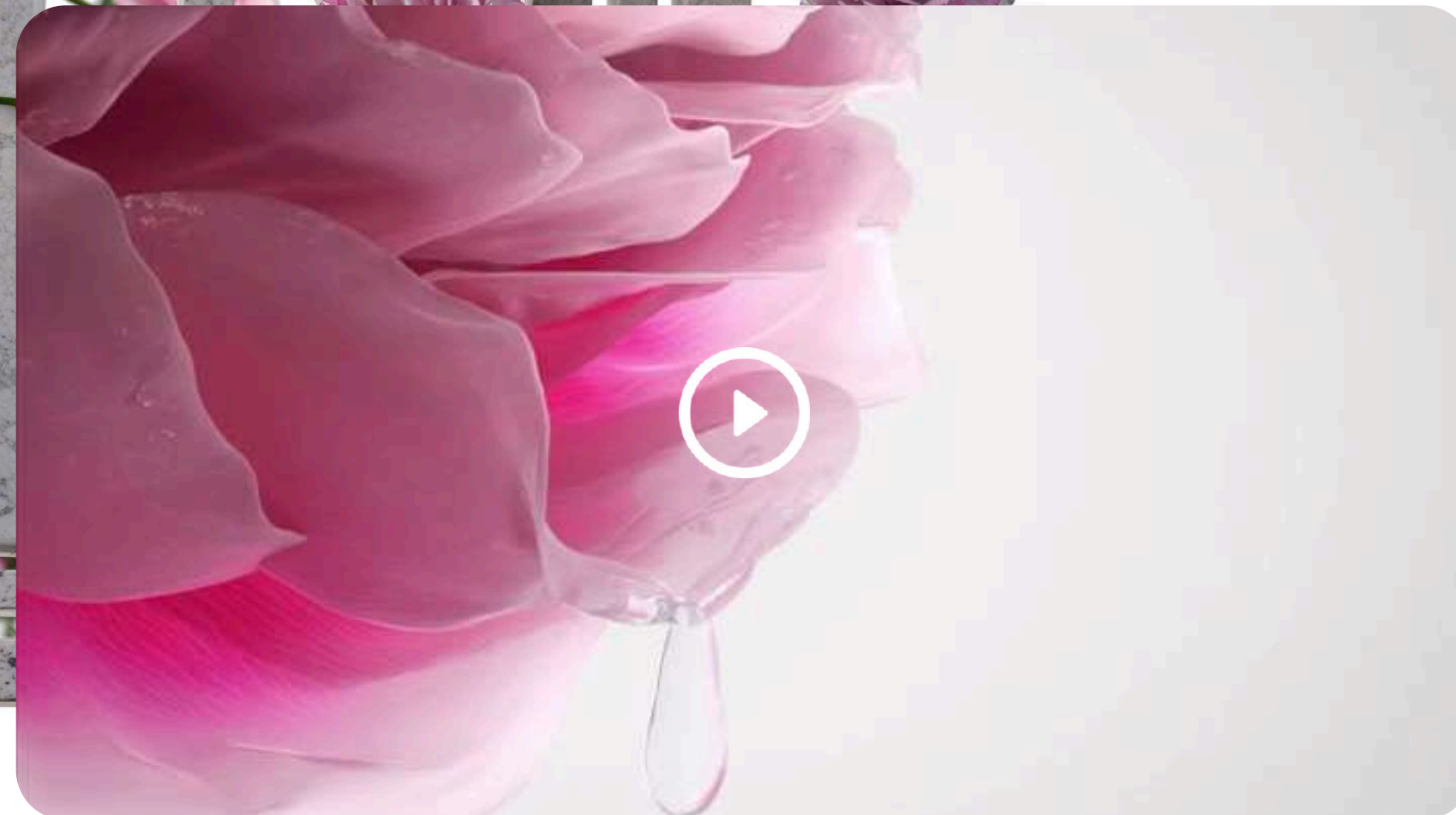


Specializing in 3D digital product rendering, we create Key Visuals and video animations that blend realism and imagination. Our content is used in marketing campaigns, brand identity, and projections for events and trade shows, providing innovative solutions for every visual need.

PRODUCT DESIGN

Acqua di Rosa campaign - Santa Maria Novella 1221

In collaboration with the agency Independent Ideas, we developed all 3D content (Key Visuals and video animations) for the global communication campaign of Officina Profumo Farmaceutica di Santa Maria Novella. From the historic presence of the rose in the gardens of the Dominican friars to the reconstruction of architectural elements such as the Chapel of San Niccolò, we created evocative scenarios. Each skincare product was placed in refined settings, bringing to life secret gardens where nature and art come together.



PRODUCT DESIGN

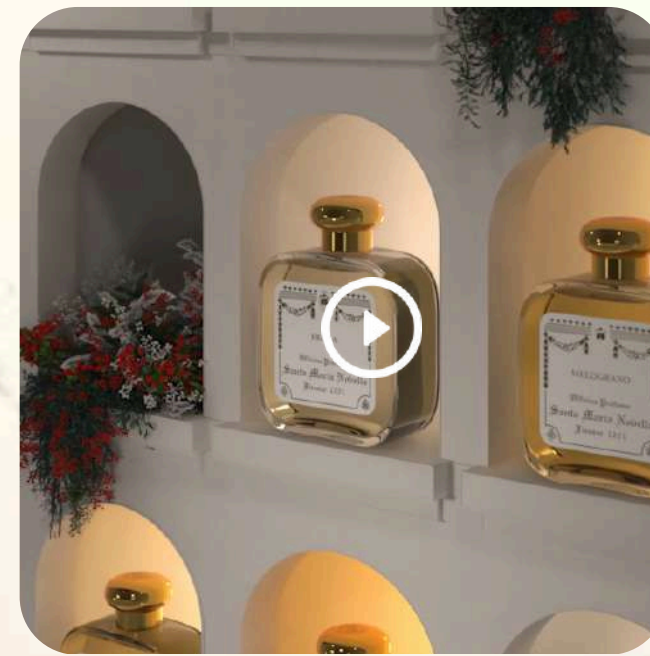
Acqua di Rosa

Santa Maria Novella 1221 Christmas 2024 campaign

For Officina Profumo Farmaceutica di Santa Maria Novella, together with the agency Independent Ideas, we created the 3D videos for the global winter campaign, reinterpreting their iconic window display concept and capturing the magic of Christmas.

Inspired by the paper palace model displayed in their stores, we designed a dreamlike video where an elegant Florentine-style palace, modeled and textured in 3D, becomes the stage for their iconic products: perfumes, potpourri, candles, and Christmas decorations.

In this enchanted atmosphere, all elements—except for the products—were designed to appear as if made of paper, highlighting tradition and charm in a truly unique visual experience.



PRODUCT DESIGN

Foxy Mega

Mega Jumbo and Mega Season

In collaboration with the agency HAVAS, we developed two television ad campaigns for Foxy, designed to highlight the exceptional longevity of their products. The core concept was to showcase how Foxy's products stand out for their durability and long-lasting quality.

In the first commercial, a single roll is creatively portrayed as if made up of multiple rolls, emphasizing its remarkable lifespan. The second commercial illustrates how the product lasts so long that entire seasons pass by.

Both campaigns use clever storytelling and striking visuals to reinforce Foxy's commitment to quality and performance.



PRODUCT DESIGN

Wud

Sand

We collaborated with WUD to create 3D content of their footwear, faithfully modeling the products and creating dynamic animations to showcase their movements. We also created an exploded view of the product, highlighting its natural components such as eco-leather, cork, and recycled EVO plastics, emphasizing the brand's commitment to sustainability.

In the video, we emphasized these features, while the static images created for the campaign effectively presented the product for digital marketing.





Empowering Communication

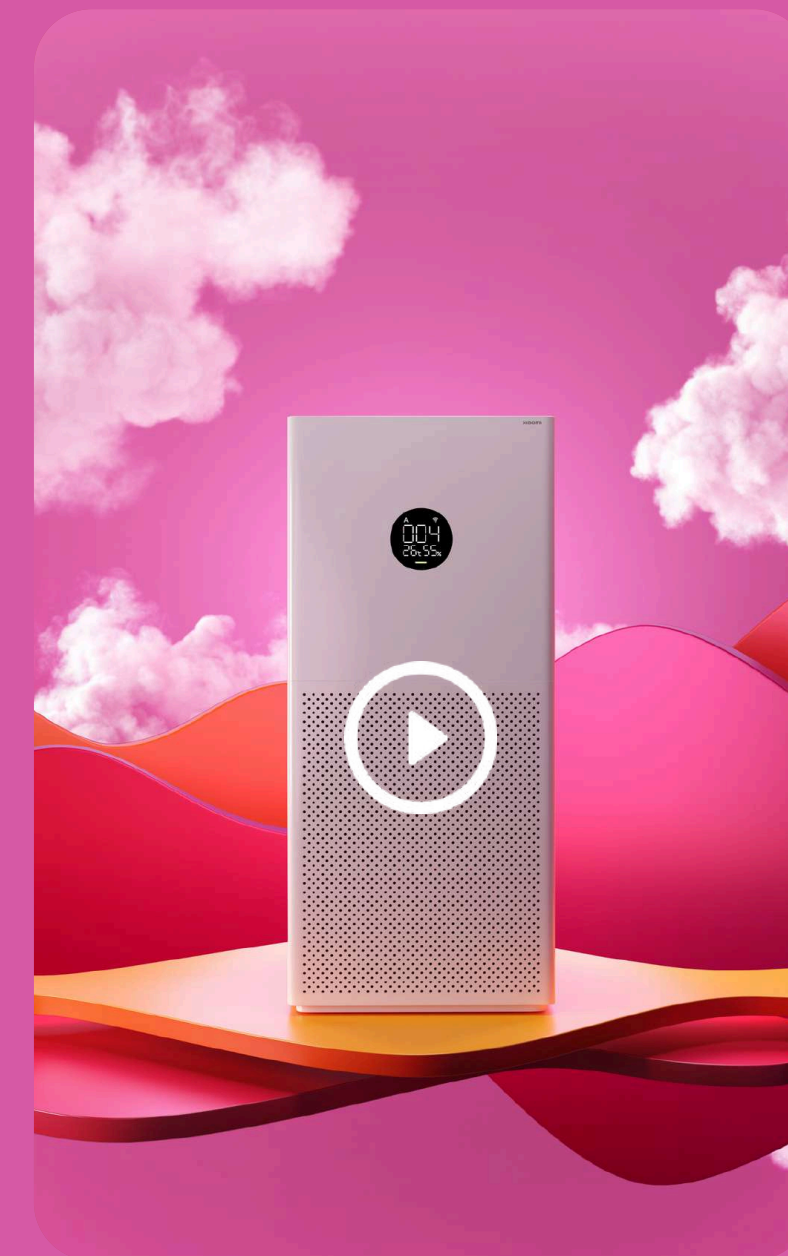
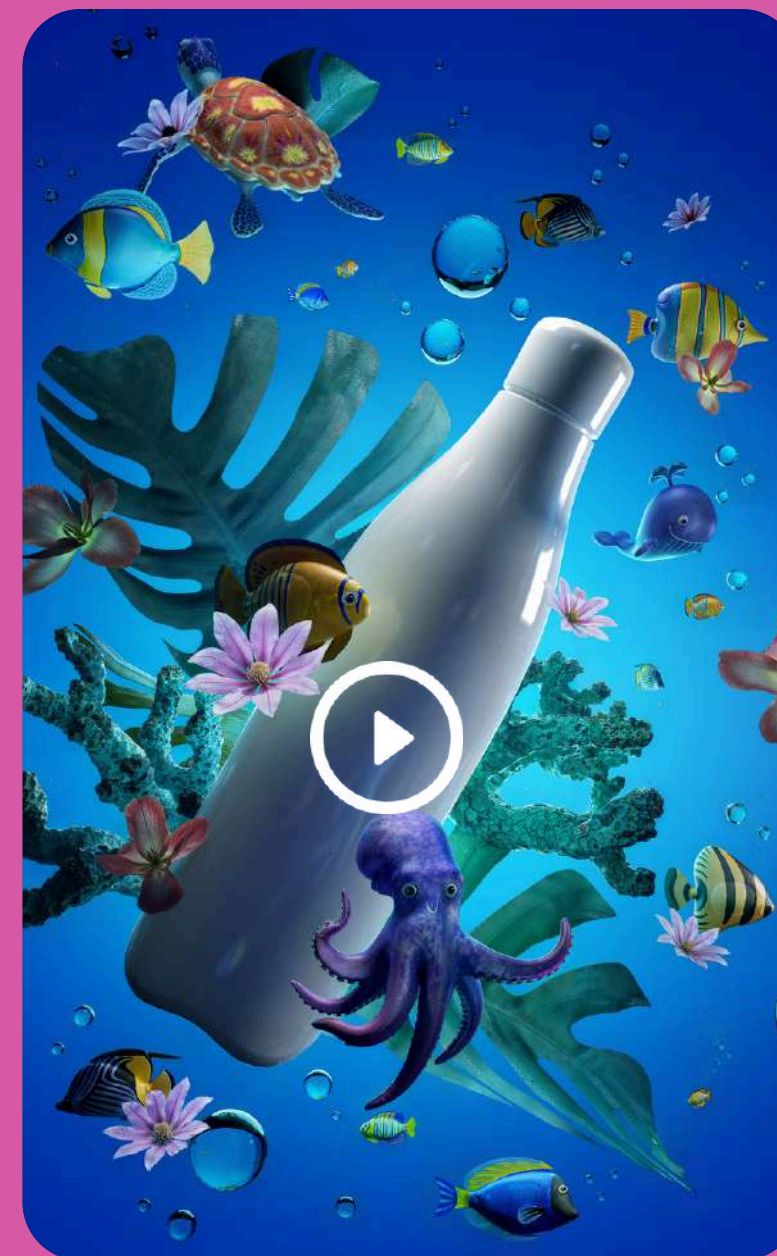
IREN luce e gas

PRODUCTS
Irenissima

For IREN Luce e Gas, we developed 3D videos for three of the Irenissima products: a water bottle, an air purifier, and LED bulbs.

- The water bottle was placed in a marine setting to highlight its plastic-free, recyclable design.
- The LED bulbs emphasized durability with their 15,000-hour lifespan.
- For the air purifier, we showed clouds with words like "smog" being absorbed, illustrating its cleaning power.

These videos were shared by IREN on social media to showcase product sustainability and performance.



Empowering Communication

Crick Crok

Not every pipe runs straight

The concept behind the campaign emphasized that the production process of Crick Crok chips results in chips of different sizes and shapes.

To accommodate this unique diversity, the packaging needed a creative solution: a tube that is not straight, but expands upwards to embrace the individuality of each chip.

Through a fun and cartoonish style, we developed static images and 3D videos that highlighted the concept.



Events And Experience

Google Unfold

New Worlds of Fashion

UNFOLD
New Worlds of Fashion

We contributed to the creation of the "Google Unfold" event by developing the entire immersive experience. Starting from emerging trends in the fashion world and transforming them into prompts for Google's Vertex AI, we generated hundreds of unique images. In a later phase, these images were combined to create 30 planets, which could be explored and navigated using tablets and headsets (virtual tour).



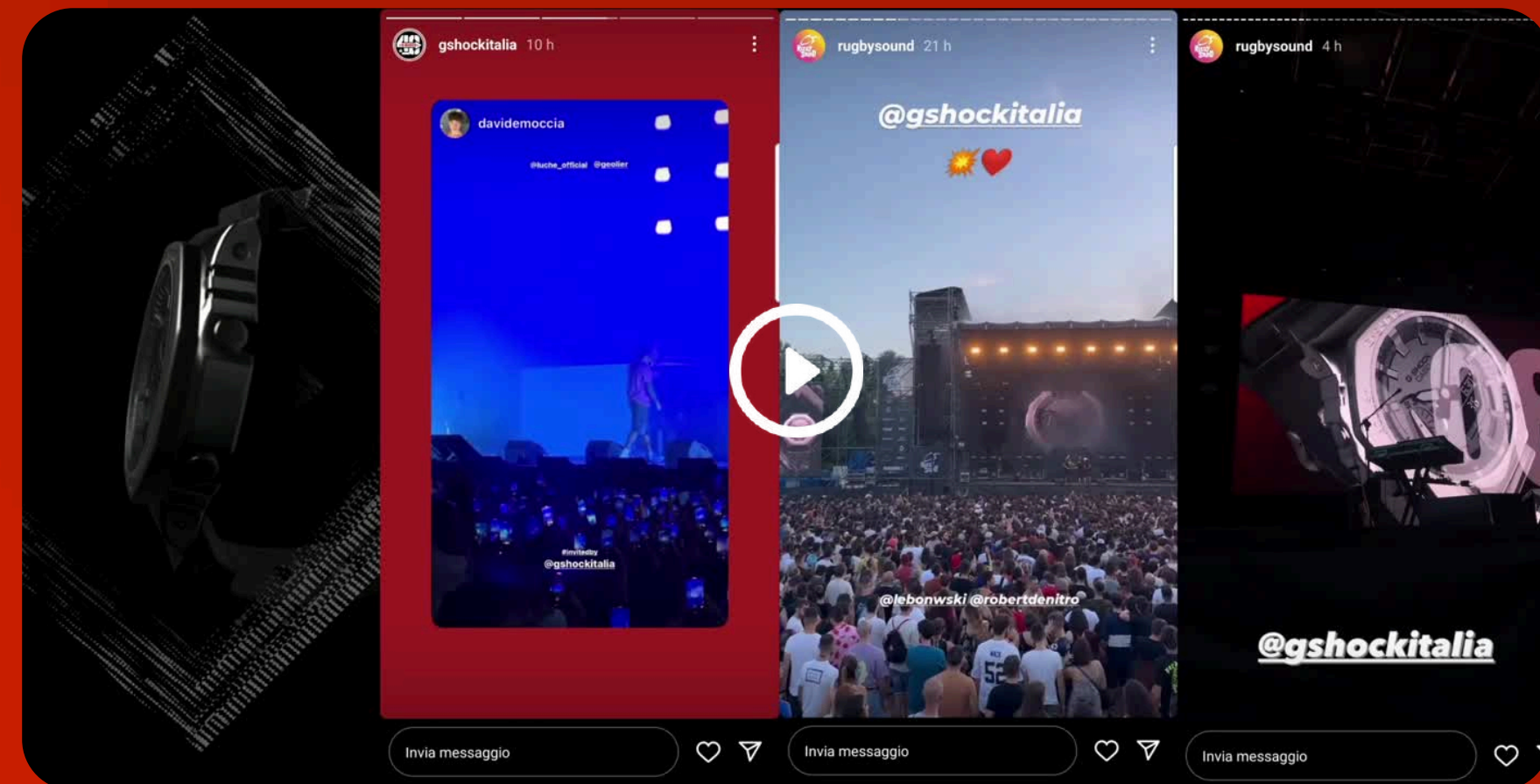
Events And Experience

G-SHOCK Casio

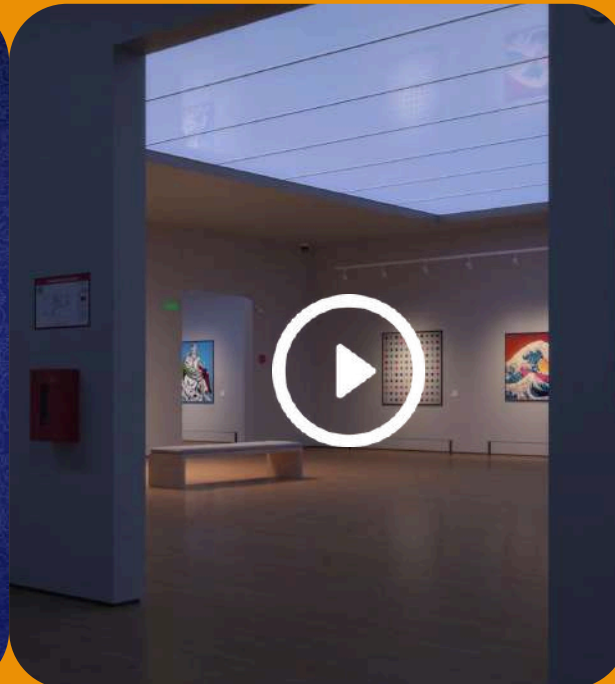
The show is starting

The studio images and the video were created for the digital marketing agency Pil Communication and G-Shock on the occasion of its 40th anniversary.

The video is a 10-second countdown that introduces the new model GBM-2100-1A, used to open concerts by many Italian artists, including Lazza, Sfera Ebbasta, Salmo, and Nitro, during festivals such as RugbySound and SonicPark in Matera



R&D



Thank You

At MaiN factroy, we believe that creativity and innovation thrive through collaboration. We invite you to join us in shaping the future of visual storytelling by pushing the boundaries of motion design and 3D animation. Together, we can bring great ideas to life and craft experience.



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