

SILK ROAD

Picture an apartment styled to your taste.

Having our own CGI (computer generated image) business has many advantages, one being allowing us to bring to life our thinking.

We believe when people look to CGI's they often assess the furnishings as much as the space, whereby it's the space that's being sold to them. If the furnishings aren't to their liking then they may disregard it. So why not let them see the space how they'd like it furnished?

As such we selected a very 'standard' kitchen/living area to see how it would change when we simply applied different furnishings and wallpapers.

As you'll see it looks quite different, yet the essentials of the space are all exactly the same. We're now going to roll this out onto a digital application so the images respond to the individual's design preferences.



Silk Road Marketing

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