



Luciana Massironi

## Design e services for **Companies, Jewelers, Galleries and design Studios**

The underlying theme of Luciana Massironi's work on jewels is to design refined forms leading to excellent crafted jewelry. **From concept to 3D modeling, through the freehand drawing:** each phase of the jewels project is personally carried out. Creative, craft and technical skills are developed in different contexts and situations, from the unique item to medium-scale production up to experimental jewelry.

Luciana Massironi offers **a range of services to the world of jewelry design** in which the typical art director creativity is completed both by the mastery of the latest technologies - 3D modeling, prototyping - and by the experience and the craftsmanship of the best Italian goldsmith tradition.

**Study of new lines and re-design of existing collections** and of a single jewel is a service that is developed at 360 degrees.

**In cooperation with inuitdesign.net**, Luciana develops both the product and the visual media for its marketing: from packaging to web image including contents for press presentation.

The styling service can then be **the starting point for the renewal of a brand or for its relaunching.**

*Here below the list of services*

JEWELRY DESIGN & 3D CONSULTANCY

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## **FOR COMPANIES, GOLDSMITH WORKSHOPS AND JEWELERS**

- Concept and executive design of jewel/collection thought and drawn upon specific briefs
- Supply of the finished jewel (unique pieces and series)
- 3D modeling of a jewel from a drawing
- Restyling of jewelry owned by the Company (project and manufacture)
- Design of materials (both paper or on web), creation and editing of contents for product communication
- 3D modeling of a jewel from a drawing
- Supply of the model (3D modeled) in meltable resin (at high resolution)
- Rapid Prototyping (Stereolithography, meltable resin) of 3D models provided by the customer
- Supply of rubber mold (where the production is carried out by third parties)
- Metal Laser cut and engraving

## **FOR DESIGN AND PROJECT STUDIOS**

- 3D modeling and 2D drawings in vector format
- Supply of the 3D model in meltable resin (max 65x65x65 mm)
- On-site courses with software Rhinoceros®

## **FOR JEWELERS AND ART GALLERIES**

- Creation and supply of jewelry even in limited and numbered editions.
- Concept conceiving and editing of contents for exhibitions and events on jewelry design and related communication materials (paper and/or web)

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