

Armani leverages 3D printing for latest OOH ads using Colorzenith's Massivit 1800

Dimensional billboards gain momentum among innovative brands seeking enhanced impact

Innovative, luxury fashion house, Emporio Armani, has taken its [billboard advertising](#) to new heights with the use of large format 3D printing.

Armani has once again turned to wide format printing house, [Colorzenith Milan](#), to produce giant dimensional billboards promoting its latest fashion and accessories collection, following the success of its previous billboard campaign in Milan.

Colorzenith has produced two oversized eagle buckles for advertising on billboards using its large format [Massivit 3D](#) printer. The eagles are exact replicas of Armani [accessories](#) found on belts in its latest collection. These 3D printed elements bring the garments in the ads to life, highlighting this elegant feature and dramatically increasing the billboards' stopping power.

The first billboard features an eagle, 2.1m x 1.2m (6.9ft x 3.9ft), finished with metallic silver paint, bevelled plexiglass and glitter inserts. It was 3D printed in 29 hours. The 3D belt buckle, 1.8m x 1.3m (6ft x 4.3ft), for the second billboard, was finished in chrome silver metallic paint and matt silver. It took just 15 hours to print.

Top brands continue to adopt large format 3D printing in their new launches due to the unquestionable impact of dimensional signage and displays." commented Erez Zimmerman, CEO of Massivit 3D. "Armani has the vision to develop fresh, crowd-stopping campaigns that leverage new technologies and concepts. The ability to implement precise branding, elegance, and design combined with the impact of unexpected 3D features has generated a growing trend among brands to adopt large format 3D printing into their OOH and in-store campaigns."

**Don't forget to check out the full video of the making-of by clicking [here](#).
And you can read the full story by clicking [here](#).**

Image Captions:

- 1 Armani 3D Billboard Produced by Colorzenith on a Massivit 1800 – The 3D printed eagle helps Armani's campaign soar.
- 2 Armani 3D Eagle Close-Up – Out of the Massivit 3D printer and ready for the finishing touches.
- 3 Armani 3D Eagle Finishing Touches – 3D printing delivers a gem of glittering detail and definition.
- 4 Armani 3D Billboard Close-Up – Details of the Armani 3D printed eagle.
- 5 Armani 3D Full Billboard – The final results combining 3D printing and creative advertising are stunning.

About Massivit 3D

Massivit 3D Printing Technologies Ltd. (www.massivit3d.com) is a leading provider of large format 3D printing solutions for visual communication and entertainment. The company's solutions enable the creation of super-size advertising, promotional and other marketing-oriented 3D printed sign and display projects for a growing range of sectors – including retail, events and exhibitions, entertainment and architecture. Massivit 3D's proprietary Gel Dispensing Printing (GDP) technology leverages the company's unique, instantly-curing printing gel, Dimengel, to quickly and cost-effectively produce lightweight, hollow 3D printed models up to 1.8m / 6ft high.

Founded in 2013 by a team of digital printing pioneers, Massivit 3D is headquartered in Lod, Israel, and serves customers worldwide with end-to-end services and through a well-distributed network of global resellers.

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About Colorzenith SRL

Founded over 60 years ago, Colorzenith is an innovative digital printing provider and photography lab that provides cutting edge and avant-garde services with rapid production speed. Based in Milan, the company prides itself in closely assisting clients from project start to final delivery.

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