

IMAGENERIA

DIGITAL DELIVERY: PEOPLE AND THE PLANET

3D Printing as a Multiplier
for Industries and Professions



WHITE PAPER

December 2021

FOREWORD



Dear partners,

This report has been prepared by IMAGENERIA as a contribution to initiate public dialogue and raise awareness about the new opportunity of digital delivery for sustainable value creation.

We published this first white paper to share the experience of IMAGENERIA, a community-based platform, with individuals, organizations, and stakeholders to facilitate joint efforts in order to monitor trends in the digital delivery of 3D-printable files.

Opinions and conclusions expressed here in are a result of IMAGENERIA co-founders' research and experimentation since 2015 used to facilitate and endorse the collaborative process of the members of our platform and its partners.

We welcome public dialogue on digital delivery for sustainability and new opportunities for creators and investors in a digital world. We highly appreciate your suggestions, topics, and solutions to cover in our upcoming in-depth reports and future public discussions.

We invite you to consider this opportunity for you as creators, entrepreneurs, educators, innovators, media, and professionals in various areas to widen horizons together.

Julia Daviy,
CEO, Co-founder, IMAGENERIA



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The emergence of digital assets, distributed manufacturing, NFTs, and the capacity to deliver sustainable 3D-printable designs anywhere in the physical world represents a positive change for both people and the planet.

Digital delivery combined with groundbreaking additive manufacturing—more popularly known as 3D printing—holds enormous potential to impact various stages of value chain creation. If done correctly, it is also a sustainable technology that will be a multiplier for industries and professions in the years to come.

One of the overarching benefits of 3D-printable products and digital delivery straight out of the metaverse is that it significantly advances the UN's Sustainable Development Goals (SDGs).

According to the UN, these SDGs are an urgent call for action by all countries in global partnership. This partnership recognizes that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth. This is all done while tackling climate change and working to preserve our oceans, forests, and planet.

3D printing enables businesses and people to go green. This is done primarily by designing more efficiently, creating products with ease to repair products, using less raw material, printing designs locally, eliminating inventory, and streamlining manufacturing through the computer-to-part method.

To multiply the power of people while providing a sustainable future for the planet, IMAGENERIA has developed a platform and community that is all about 3D-printable lifestyle products that can be digitally delivered anywhere in the world. It is a multi-sided platform that will host 3D digital assets from designers all over the globe.

As a pioneering platform, IMAGENERIA views itself as a creative engine or “imagination machine.” It is a collective co-creation that incorporates the perfect mix of technology and digital economic principles. It will bring value to creators, consumers, and investors by delivering shared expertise and resources that will ensure a better and more sustainable future for all.

The combination of 3D-printable designs, digital delivery, and distributed manufacturing will ultimately have a synergistic and multiplier effect for people, industries, and our beautiful planet.



The report suggests considering the high potential of distributed manufacturing and additive manufacturing initiating a public dialogue about digital delivery. It showcases IMAGENERIA, which pioneers a mix of solutions for sustainable value creation on the community platform www.imageneria.com and manifests such characteristics of the business model innovations as:

- 1 Building a marketplace for sustainable value chain and digital delivery: IMAGENERIA builds a new market for high-quality 3D-printable files in innovative and socially responsible ways with quality assurance and technical assistance both to beginners and experienced creators.
- 2 Physical to Virtual: Replacing many elements of physical infrastructure with digital services digital assets.
- 3 Production on Demand: Producing a product only when consumer demand has been quantified and confirmed. As digital assets, 3D-printable files may be sold or inherited without physical objects.
- 4 Closed-Loop Production: The material used to 3D print a physical product is continually recycled.
- 5 Rematerialization: Developing innovative ways to source materials from recovered waste, creating entirely new products. That's why digital delivery brings new power to innovation in the area of new materials.

- 6 Inclusive Sourcing: Retooling the innovative supply chain to make a community platform more inclusive for creators with experience in 3D-printable design and without it and supporting creators with training, consulting and quality assurance.
- 7 Alternative Marketplace: IMAGENERIA uses both a traditional method of transaction and provides access to NFTs of 3D-printable files to unleash untapped value.
- 8 Behavior Change: Using a business model to stimulate behavior change to reduce consumption, change purchasing patterns, and modify daily habits in the real world and in the metaverse.
- 9 Solution-focused Thinking Inspired by Nature: Encouraging finding creative ideas in nature to develop 3D-printable files and consume in a new way.
- 10 Multiple Choices for Consumption and Impact Investments: Consumers have a lot of choices at IMAGENERIA. They may buy 3D-printable files as digital assets, 3D-printed products on-demand, or 3D-printable NFTs. Consumption is being transformed due to technology; NFT makes transparent a story of products at IMAGENERIA.



Desmond Tutu, a South African human rights activist, once said, “Do your little bit of good where you are; it’s those little bits of good put together that overwhelm the world.” One way today in which “little bits of good” are technologically overwhelming the world is through the emergence of digital assets, distributed manufacturing, NFTs¹, and the capacity to deliver sustainable 3D-printable designs anywhere in the physical world—including outer space.

This breakthrough technology represents a positive change for both people and the planet. Moreover, it is a disruptor and multiplier that is slowly and incrementally transforming the world in an exceptionally constructive or “additive” way.

More specifically, digital delivery combined with groundbreaking additive manufacturing (AM)—more popularly known as 3D printing—holds enormous potential to impact various stages of value chain creation². If done correctly, it is also a sustainable technology that will be a multiplier for industries and professions in the years to come.

¹ A non-fungible token or NFT is a digital asset that represents real-world objects like art, music, in-game items, videos, or even consumer products captured in 3D-printable files. They are bought and sold online, frequently with cryptocurrency, and they are securely encoded with unique identifying codes using the same underlying software. See generally “What You Need to Know About Non-Fungible Tokens (NFTs),” Forbes, May 14, 2021 at <https://www.forbes.com/advisor/investing/nft-non-fungible-token/>.

² Value chain creation is a concept that describes the full chain of an organization’s activities in the creation of a product or service. It consists of everything from the initial reception of materials all the way through its delivery to market and everything in between. See “Value Chain,” TechTarget / Search CIO at <https://searchcio.techtarget.com/definition/value-chain>.

Over the last decade, AM has seen an enormous upswing in a wide spectrum of applications. The versatile use of 3D printing in countless areas has led to the formation of many new companies that continue to drive innovation. New products and services introduced by startups are revolutionizing the way AM is used³.

Innovators and artisans, especially within the consumer goods industry, are increasingly experimenting with the technology and searching for optimal opportunities to transform their businesses and livelihoods. Today, the potential for AM in consumer products and artistic creations is virtually limitless. It is anticipated that 3D printing will breathe fresh air into a wide variety of day-to-day products while also making it possible for consumers and designers to experiment and innovate like never before⁴. Moreover, digital delivery of a designer's proprietary 3D files can be securely and rapidly uploaded as an asset to the metaverse. These files can then be printed locally almost anywhere in the world—a concept referred to as distributed manufacturing.

³ See "Startups in Additive Manufacturing: Analysis of the Global Additive Manufacturing Startup Landscape," AMPOWER Insights, Volume 9, November 2021. Report available at <https://am-power.de/insights/additive-manufacturing-startups/>.

⁴ See "Why Additive is the Future of Consumer Manufacturing," Consumer Goods Technology (CGT), August 6, 2020 at <https://consumergoods.com/why-additive-future-consumer-manufacturing>.

AM and 3D printing are a breakthrough for people too. The technology has become a direct avenue for niche artisans wishing to bring their designs and masterpieces to the mass market using 3D production. These artistic creations can expect a much longer life span by digitizing 3D files and generating NFTs.

The expanding digital world is truly a multiplier, providing many valuable opportunities for creators as well as information technology professionals who are becoming experts in AM.

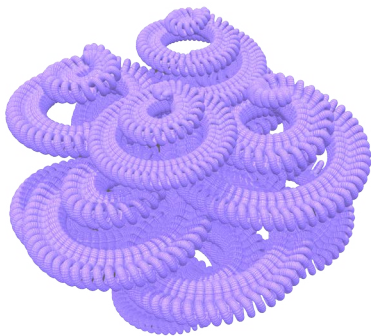


The expanding digital world is truly a multiplier, providing many valuable opportunities for creators as well as information technology professionals who are becoming experts in AM. In fact, 3D printing is one of the hottest STEM fields today. An insight report released by the World Economic Forum indicated that 41% of companies are likely to adopt 3D printing technology by 2022⁵.

⁵ See "The Future of Jobs Report 2018," World Economic Forum, Insights Report, page 7, at https://www3.weforum.org/docs/WEF_Future_of_Jobs_2018.pdf.

Another huge benefit of AM is its propensity to advance several major Sustainable Development Goals (SDGs) set up by the United Nations (UN) to improve the planet through the promotion of peace and prosperity. SDGs are a collection of 17 interlinked global goals designed to be a blueprint for achieving a better and more sustainable future for all by 2030⁶.

This white paper will explore the current state of 3D printing and the AM industry. This will be followed by a review of how digital delivery combined with 3D printing is a multiplier that supports people and the planet for a prosperous, healthy, and sustainable future. Lastly, this paper will introduce a new platform and community, IMAGENERIA, that is solely dedicated to bringing the digital delivery of 3D files and other assets to the world via the metaverse. It is a first-of-its-kind global platform for 3D-printable lifestyle products created by designers from around the planet.



⁶ See "The 17 Goals," United Nations, Department of Economic and Social Affairs, Sustainable Development at <https://sdgs.un.org/goals>.

3D printing and AM are considered part of the 4th Industrial Revolution⁷. It represents a family of technologies that work under the same principle. Products are manufactured by the addition of layers successively—one on top of the other—defining the geometry of the piece⁸. This is in contrast to more traditional production methods that involve molding or the subtraction of material to get to the final product.

The main principle of AM was invented and patented more than three decades ago. Early adopters of the technology successfully transformed the principles into a mature industry product. Over the years, novel AM technologies and services have fueled further growth of the industry⁹.

In the last decade, 3D printing and AM have become well established as a widely used manufacturing technology¹⁰.

⁷ The Fourth Industrial Revolution (4IR) is a term coined in 2016 by Klaus Schwab, Founder and Executive Chairman of the World Economic Forum (WEF). It is characterized by the convergence and complementarity of emerging technology domains. These domains include nanotechnology, biotechnology as well as new materials and advanced digital production (ADP) technologies. The latter of these includes 3D printing and AM. See generally “What is the Fourth Industrial Revolution,” Industrial Analytics Platform (IAP) of the United Nations Industrial Development Organization (UNIDO), January 2021 at <https://iap.unido.org/articles/what-fourth-industrial-revolution>,

⁸ See “A Brief History of Additive Manufacturing,” Medium, June 21, 2020 at <https://medium.com/nedraki/a-brief-history-of-3d-printing-dd5e55f13c46>.

⁹ See “Startups in Additive Manufacturing: Analysis of the Global Additive Manufacturing Startup Landscape,” AMPOWER Insights, Volume 9, November 2021. Report available at <https://am-power.de/insights/additive-manufacturing-startups/>.

¹⁰ Ibid.

The growth of this industry has been tremendous. A disruptive technology brief from the UN Global Compact on AM reported that the estimated AM market size is currently \$21 billion (2020). The report also noted that estimated global shipments of 3D printers are at 6.7 million (2020). Also, the number of 3D printing patent applications to date is 30,000+¹¹.

Powerhouse strategy consultant McKinsey & Company believes that the AM market size will ultimately reach \$100 to \$250 billion by 2025 if the adoption of this technology across industries continues at the current rate. According to McKinsey, “Most of that potential will come from aerospace and defense, automotive, medical, and consumer-goods industries¹².” Contrary to the early years of 3D printing, there has been a notable shift from the development of industrial hardware to new AM use cases, including software solutions, services, and consumer products¹³.

¹¹ See “Additive Manufacturing: The Rise of the Makers,” United Nations Global Compact at <http://breakthrough.unglobalcompact.org/disruptive-technologies/additive-manufacturing/>.

¹² See “Additive Manufacturing: A Long-Term Game Changer for Manufacturers,” McKinsey & Company, September 17, 2017 at <https://www.mckinsey.com/business-functions/operations/our-insights/additive-manufacturing-a-long-term-game-changer-for-manufacturers>.

¹³ See “Startups in Additive Manufacturing: Analysis of the Global Additive Manufacturing Startup Landscape,” AMPOWER Insights, Volume 9, November 2021. Report available at <https://am-power.de/insights/additive-manufacturing-startups/>.

3D printing is no longer just about making “prototypes” for products or working solely with plastics. The entire landscape is undergoing a seismic shift toward producing high-quality end products—especially for consumers. There has been a 3D production breakthrough taking this technology from just niche players into the mass market.

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McKinsey noted that the number of materials that AM can handle is constantly expanding. A wide range of new plastics has been developed, along with processes and machines for printing with ceramics, glass, paper, wood, cement, graphene, metal, and even living cells. Applications are now available in industries ranging from aerospace to automobiles, from consumer goods (including food) to health care

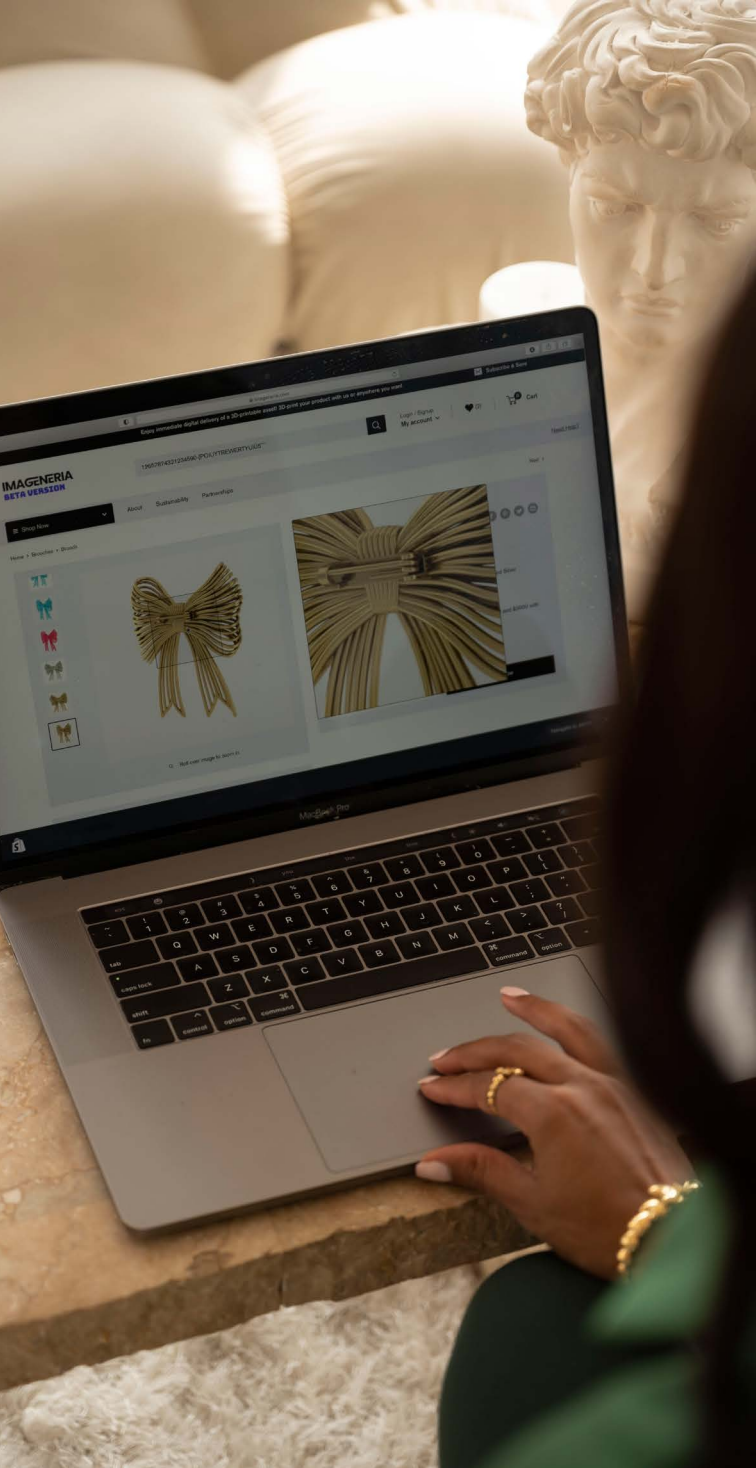
(where artificial human tissue can be produced using AM)¹⁴.

This technology and the assortment of materials available is a dream come true for consumer product designers and artists creating masterpieces. Now, they have the ability to create 3D files that can be delivered digitally and printed locally almost anywhere in the world.

This represents a massive social change for small and medium sized enterprises, self-employed creators, suppliers, service providers, partners, industry experts, and specialty companies. Consumers also have the ability to download 3D files and print them at their convenience. They can even work with designers to have custom products designed and delivered via the Internet as a 3D-printable asset.

Furthermore, the quality of the final products available through 3D printing and AM technology is superlative. The quality of these 3D-printable products is no different than what a shopper might see in online marketplaces such as Amazon. One cannot even make a distinction. AM products for consumers run the gamut—home décor, jewelry, homeware, fitness, and wellness—to name just a few. For some eye-popping artistic visuals of these high-quality consumer products available in 3D-printable formats, please visit **www.imageneria.com**.

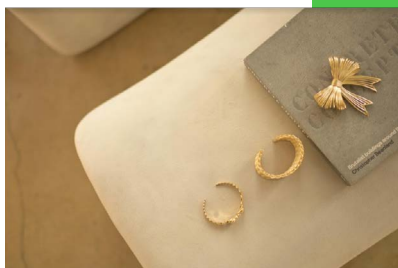
¹⁴ See “Additive Manufacturing: A Long-Term Game Changer for Manufacturers,” McKinsey & Company, September 17, 2017 at <https://www.mckinsey.com/business-functions/operations/our-insights/additive-manufacturing-a-long-term-game-changer-for-manufacturers>.



As mentioned earlier, there are many people and stakeholders that will significantly benefit from this prodigiously growing technology that is bridging the digital to the physical world. It is expected to have a multiplier effect for creators, artisans, suppliers, and tech specialists in the 3D printing marketplace, community, and beyond. Moreover, distributed manufacturing of 3D-printable files opens the door for creating new jobs and professions in local communities. As such, it has the capability of becoming a multiplier for many industries too.

Interestingly, many of the people attracted to 3D printing, distributed manufacturing, and digital delivery technologies are really part of a larger transformation and economic trend that has been coined the “maker movement.”

The maker movement is a cultural or philosophical social movement with a clear artisan spirit. Essential to this movement is the promotion of equity that is fundamental to democratizing access to science, technology, engineering, the arts, and mathematics (STEAM) and other tech-rich and art domains.



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Maker culture encourages novel applications of technologies. Many products produced by the maker communities have a focus on health, sustainable development, environmentalism, and local culture. It has been seen as a direct response to disposables, globalized mass production, the power of chain stores, multinationals, and rampant consumerism¹⁶.

An article that appeared in Time several years back described the maker movement as very important to the future because it has the potential to turn more people into makers instead of just consumers, which may very well change the world for the better¹⁷.

While it is a little difficult to gauge the full scope of the maker economy and what portion of it will be specifically attributed to 3D printing and digital delivery in the future, there are some metrics that can give a good indicator. One way is to look at the website Etsy, which is fundamentally a marketplace for unique and creative goods.

¹⁵ See generally "Maker Culture," Wikipedia at https://en.wikipedia.org/wiki/Maker_culture.

¹⁶ Ibid.

To facilitate the process of bringing people together to accelerate the development of 3D-printable lifestyle products, IMAGENERIA will act as an ecosystem or global industry community for the growing maker movement consisting of creators, artisans, scientists, suppliers, and technical experts in AM. It will also be an exceptional platform for those people and consumers interested in 3D-printable lifestyle products.

Overall, this platform is a place where science and technology are multiplied by human talent. It also ensures equal opportunities and an inclusive space for digital 3D-printable asset creators as well as a community for members interested in an immersive metaverse experience.

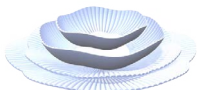
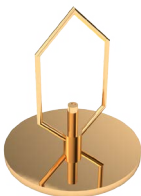
IMAGENERIA is also a place where market players, investors, academia, and other stakeholders can work cooperatively together, develop relevant industry standards, and offer viable and sustainable alternatives.

¹⁷ See “Why the Maker Movement is Important to America’s Future,” Time, May 19, 2014 at <https://time.com/104210/maker-faire-maker-movement/>.

ACCESSORIES



HOME ITEMS



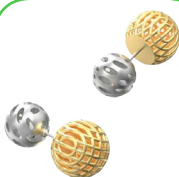
BRACELETS



BROOCHES



EARRINGS



RINGS



One of the overarching benefits of 3D-printable products and digital delivery straight out of the metaverse is that it significantly advances the UN's Sustainable Development Goals (SDGs). According to KPMG, these SDGs are gaining enormous traction, so much so that four in ten (40%) of the world's largest companies discuss the SDGs in their own corporate reporting¹⁸.

The UN has 17 SDGs as defined in the 2030 Agenda for Sustainable Development adopted by all United Nations Member States in 2015. According to the UN, these SDGs are an urgent call for action by all countries—developed and developing—in global partnership. This

Of these 17 SDGs, several can be tied directly to 3D-printable products along with digital delivery and distributed manufacturing. In fact, the UN has found AM to be a disruptive technology with great potential to advance SDGs as well as business performance.

partnership recognizes that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth.

¹⁸ See "How to Report on the SDGs: What Good Looks Like and Why It Matters," KPMG, February 2018 at <https://www.kpmg.com/sdgreporting>

This is all done while tackling climate change and working to preserve our oceans and forests¹⁹.

Of these 17 SDGs, several can be tied directly to 3D-printable products along with digital delivery and distributed manufacturing. In fact, the UN has found AM to be a disruptive technology with great potential to advance SDGs as well as business performance²⁰.



¹⁹ See generally “The 17 Goals,” United Nations, Department of Economic and Social Affairs, Sustainable Development at <https://sdgs.un.org/goals>.

²⁰ See “Additive Manufacturing: The Rise of the Makers,” United Nations Global Compact at <http://breakthrough.unglobalcompact.org/disruptive-technologies/additive-manufacturing/>.

More specifically, the UN Global Compact identified the following SDGs as having substantial positive impact through the adoption of this technology:

- SDG 1: No Poverty
- SDG 3: Good Health and Well-being
- SDG 8: Decent work and Economic Growth
- SDG 9: Industry, Innovation, and Infrastructure

Furthermore, 3D-printable products and digital delivery will reduce the need for expensive shipment of items. With this technology, individuals can create whatever they need anywhere they go. Accordingly, this will positively impact the environment with the reduction of greenhouse gas emissions normally associated with long-distance shipping and delivery, advancing SDG 13: Climate Action.

Moreover, today's new global economy requires a strong commitment to environmental stewardship and reducing the carbon footprint. 3D printing technology presents a way for people and organizations to adapt to and overcome sustainability challenges for a better world and planet.



Also, 3D printing and AM reduce the overproduction of plastic products, require less storage space, and generate less waste than many traditional manufacturing techniques that rely on subtractive techniques and molding. These manufacturing methods leave behind much waste. In a circular economy, plastic and other materials that otherwise would become waste could potentially be made into new products. This certainly advances SDG 12: Responsible Consumption and Production.

Overall, 3D printing or AM enables businesses and people to go green. This is done primarily by designing more efficiently, creating spare parts with ease to repair products, using less raw material, printing designs locally, eliminating inventory, and streamlining manufacturing through the computer-to-part method—one of the wonders of the Internet of Things (IoT)²¹.

Jochen Zeitz, the president, CEO, and chairman of the board of Harley Davidson, put it rather succinctly when he said, “Sustainability is no longer about doing less harm. It’s about doing more good.” 3D printing and AM seem to be fully in alignment with this noteworthy sentiment and goal.

²¹ The Internet of Things (IoT) generally describes physical objects that are embedded with sensors, processing ability, software, and other technologies that connect and exchange data with other devices and systems over the Internet or other communications networks.



To multiply the power of people while providing a sustainable future for the planet, IMAGENERIA has developed a platform and community that is all about 3D-printable lifestyle products that can be digitally delivered anywhere in the world. It is a multi-sided platform that will host 3D digital assets from designers all over the globe.

IMAGENERIA will provide the opportunity for members of its collective community to use these digital assets in the metaverse, to print-on-demand, or to turn a 3D-printable design into an NFT. It is the very first global platform of its kind.

As a pioneering platform, IMAGENERIA views itself as a creative engine or “imagination machine.” It is a collective co-creation that incorporates the perfect mix of technology and digital economic principles. It will bring value to creators, consumers, and investors by delivering shared expertise and resources that will ensure a better and more sustainable future for all.



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Some of the important goals and objectives for IMAGENERIA and its one-of-a-kind novel platform include the following:

- Facilitate a creative marketplace for goods and services at all stages—design to consumption—in a virtual environment
- Provide the ability to manufacture or print-on-demand 3D-printable lifestyle products for use in the physical world
- Develop new sustainable and transparent value chains
- Empower innovation by enabling interaction between creators and consumers, developers and manufacturers, scientists and industry practitioners as well as individuals and organizations
- Stimulate collaboration surrounding high-quality 3D-printable design and distributive AM
- Provide a sound infrastructure that holds significant potential for scalability and business growth with an advanced technology mix—including AM, AI, NFTs, blockchain, and digital energy
- Develop the talents of global creators who value our focus on solutions for sustainability
- Create long-term stakeholder value by factoring economic, social, and environmental impacts into strategic and operational decisions

- Accelerate sustainability outcomes for customers, creators, and investors
- Use digital delivery to drive deep sustainability in AM and 3D-printable design to reduce carbon footprint, eliminate waste, and use renewable energy
- Offer customers the opportunity to buy a quality 3D-printable digital asset or print it on demand
- Initiate a public dialogue about new ways in which digital delivery and distributed manufacturing can advance sustainability goals
- Eliminate negative impact and create objects with shapes and features that would normally be unachievable with more traditional manufacturing methods





At IMAGENERIA, we are in the business of protecting our planet for future generations. The digital and physical products on the platform have at least 97% less environmental impact than the average consumer products manufactured with more traditional methods.

IMAGENERIA means science and technology multiplied by human talents today and tomorrow.

The artificial neural network will help the IMAGENERIA R&D team increase experiment efficiency and accelerate the development of 3D-printable lifestyle products. This process will take into account the multidimensional structure of materials and the complexities of new materials based on a significant amount of data from research and experiments conducted by the IMAGENERIA R&D since 2015.

IMAGENERIA unites scientists and manufacturers who can reveal new trends and new opportunities to test and use new materials for sustainable value change in additive manufacturing.

Founded in 2021, IMAGENERIA is a startup based in Los Angeles that develops the ecosystem, including a multi-sided platform for high-quality and sustainable 3D-printable goods (www.imageneria.com), R&D, 3D Studio, Global Industry Community, Quality Assurance, and Competence Center.

The technology has become a direct avenue for designers and niche artisans wishing to bring their designs and masterpieces to the mass market using 3D production.

In the last decade, 3D printing and additive manufacturing have become well established as a widely used manufacturing technology. Strategy consultant McKinsey & Company believes that the additive manufacturing market size will ultimately reach \$100 to \$250 billion by 2025.

3D printing is no longer just about making “prototypes” for products or working solely with plastics. The entire landscape is undergoing a tectonic shift toward producing high-quality end products—especially for consumers. This represents a massive social change for small and medium-sized enterprises, self-employed creators, suppliers, service providers, partners, industry experts, and specialty companies.

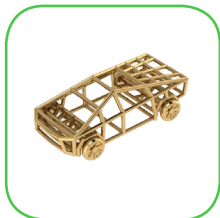
Many of the people attracted to 3D printing, distributed manufacturing, and digital delivery technologies are really part of a larger transformation and economic trend that has been coined the “maker movement.” The maker movement is a cultural or philosophical social movement with a clear artisan spirit.

3D-printable designs, additive processes, digital delivery, and distributed manufacturing are on the cusp of transforming the world. If done correctly and in a sustainable manner, they will overwhelm

the world with “little bits of good.” The combination of these technologies and processes will ultimately have a synergistic and multiplier effect for people, industries, and our beautiful planet.

IMAGENERIA would like to invite you to explore and join our amazing community. Please visit our platform at www.imageneria.com or contact our team at hello@imageneria.com with any questions.

We look forward to hearing from you soon.



IMAGENERIA

ABOUT

IMAGENERIA — the very first global platform of its kind — is a multi-sided platform for 3D-printable lifestyle products.

Our community platform currently has over 300 high-quality 3D-printable digital assets created by designers from all over the world. These files can be used as digital assets in the metaverse, 3D print-on-demand, or turned into a non-fungible token (NFT).

It is an engine of a collective co-creation as well as an imagination machine. IMAGENERIA incorporates a mix of technology trends and manifests digital economy principles into action. It brings value to creators and investors all while delivering shared expertise and resources for a better and deeply sustainable future.

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