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23

DESIGN THE
UNREAL

BUILD THE
IMPOSSIBLE.

{ABOUT US}

Lab 23 is a next-generation studios pushing the edge of architecture, technology, and storytelling. We are future-forward creative studios based in Mumbai, specializing in high-end Architectural Visualization, XR, Real-Time 3D, Virtual Production, CGI and Generative Design. With deep roots in 3D, coding, game development, film & sound we craft immersive and multi-sensory worlds bringing the technical precision and visual finesse for hyper-realistic renders, architectural accuracy, and intuitive design interpretation.

We Build More Than Worlds. We Build Experiences.

{OUR SERVICES}

HYPER-REALISTIC RENDERS



CINEMATICS, CGI & ANIMATION



TRADITIONAL 360° REAL & 3D PANORAMIC TOURS



AUGMENTED REALITY



INTERACTIVE EXPERIENCES



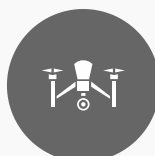
SOFTWARE & WEB APPLICATIONS



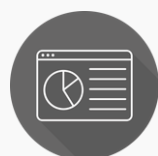
SALES SITE PRESENTATIONS



DRONE SHOOTS



CONSULTATION



HYPER-REALISTIC RENDERERS

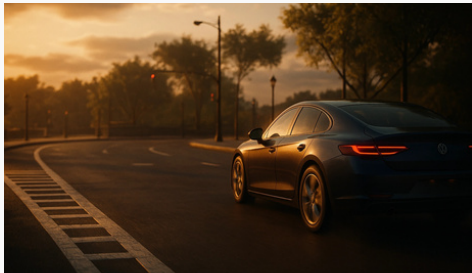
{ELEVATIONS, INTERIORS, RESIDENTIAL & COMMERCIAL PROJECTS, AMENITIES, FULL-SCALE TOWNSHIPS & MORE}

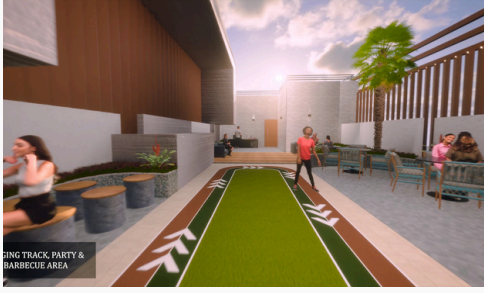
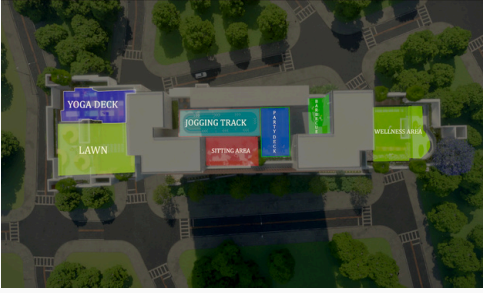
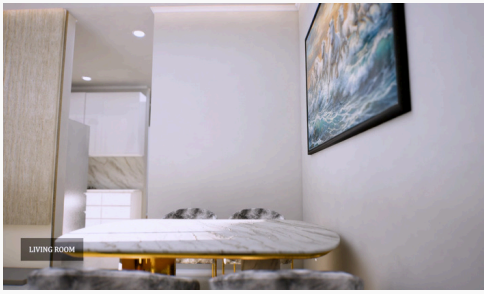




CINEMATICS, CGI & ANIMATIONS

{RESIDENTIAL & COMMERCIAL PROJECTS,
FULL-SCALE TOWNSHIPS, GOOGLE MAP &
LOCATION AV}



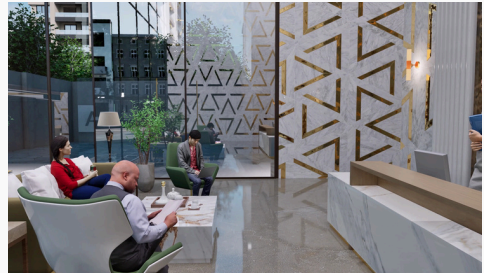




Living Room + Dining - 26'-8" x 19'-3"



Fitness Centre - Weight Training Area



Living/Dining Room

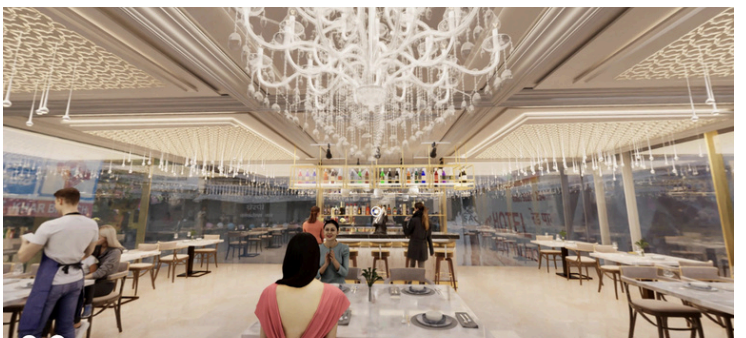


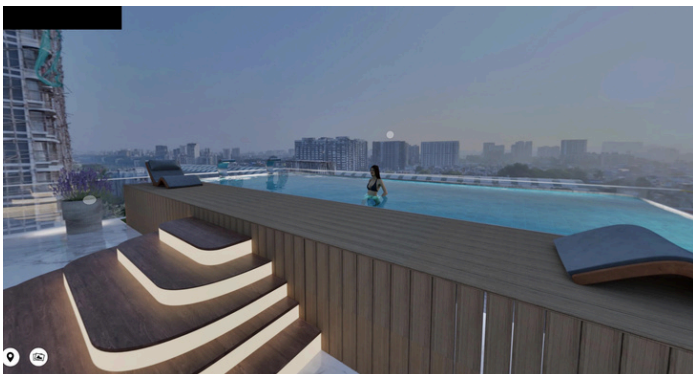
Seating Area & Bar

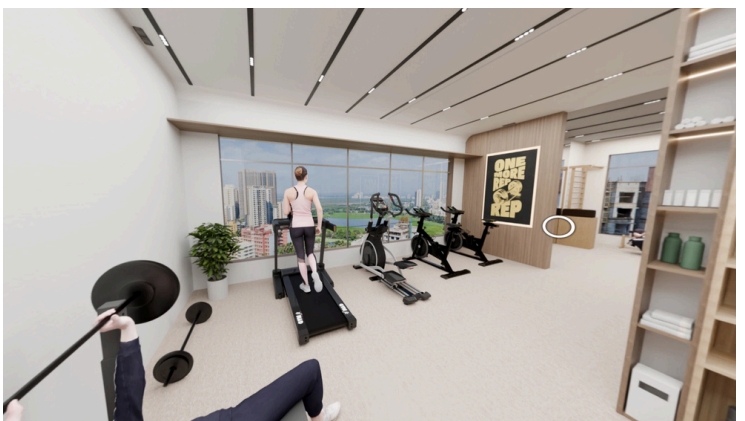
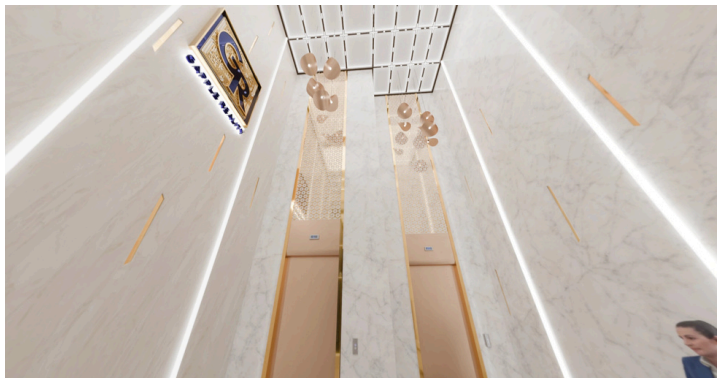


{RESIDENTIAL & COMMERCIAL
PROJECTS, FULL-SCALE
TOWNSHIPS}

360° PANORAMIC TOURS & 3D VIRTUAL REALITY TOURS

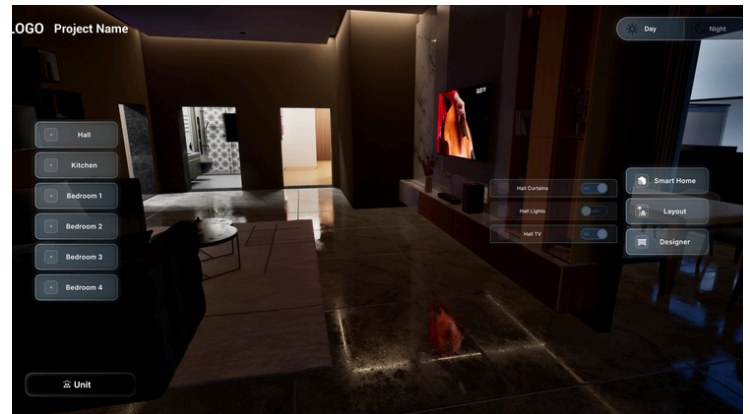
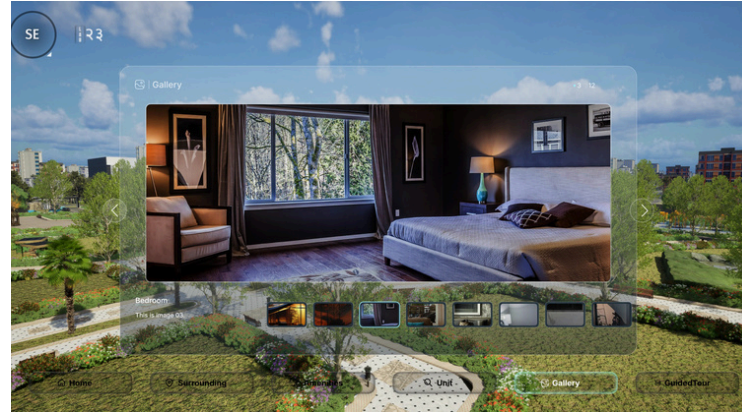


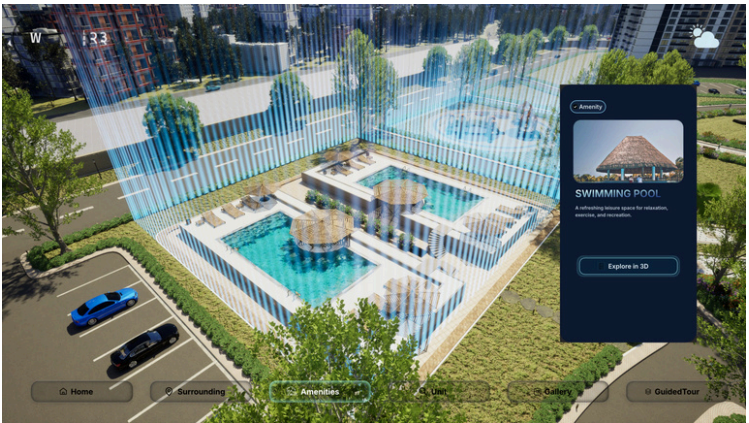
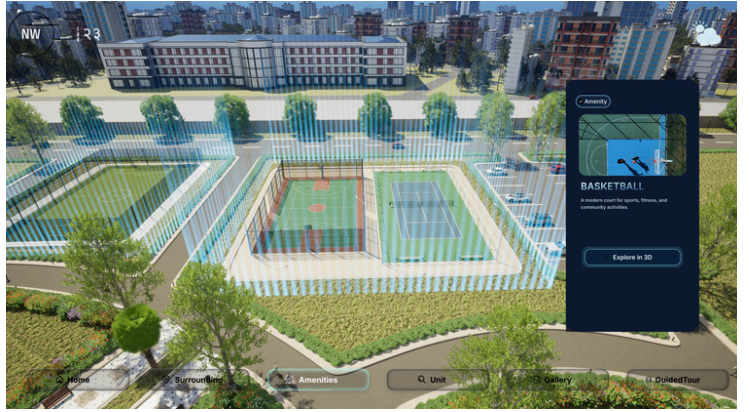


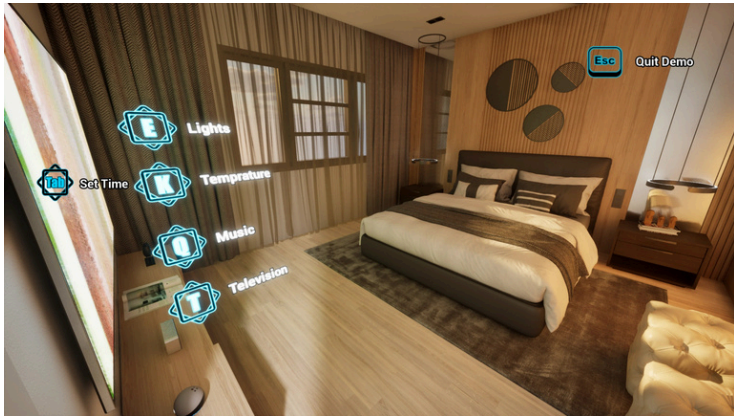


INTERACTIVE EXPERIENCES

{POV WALKTHROUGH, DAY2NIGHT, WEATHER, UTILITIES, SMART HOME ELECTRONICS, MATERIAL CHANGE, OBJECT CHANGE, PERSONALIZED UI & MORE}

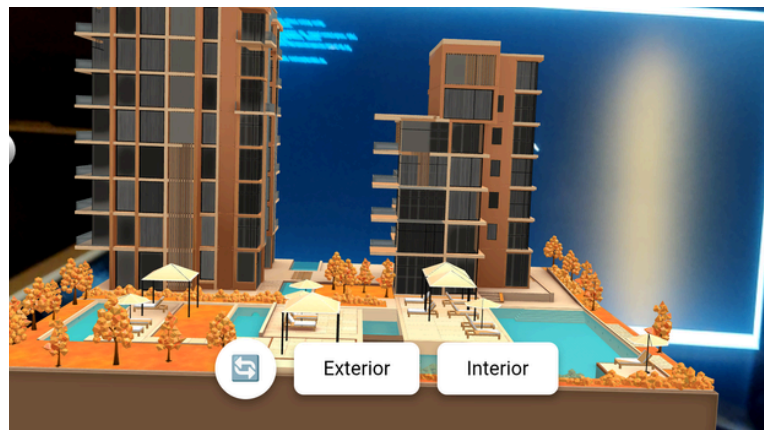






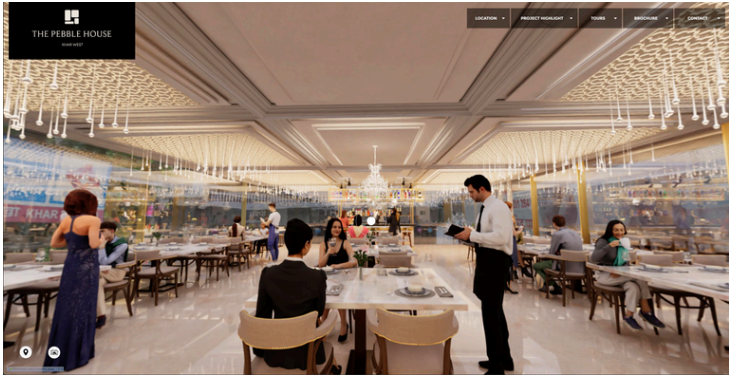
AUGMENTED REALITY

{QR2AR, INTERACTIVE AR}



SOFTWARE & WEB APPLICATIONS

SALES SITE PRESENTATIONS



DRONE/AERIAL SHOTS



{WHAT SETS US APART?}

Everything.

Here's **WHY** developers, architects, designers, and visionaries **CHOOSE Lab 23?**

START-TO-END PARTNERSHIP



From the first sketch to the final handover, we are with you at every stage. We consult during planning, support during approvals, optimize during execution, and enhance during sales. Our all-in-one pipeline ensures your vision stays aligned, your workflow stays smooth, and your project reaches its full potential.

MULTI-PLATFORM MASTERY



From 3Ds Max to Maya, Blender, and Unity, we use the right tool for the right vision. Every project gets a tailored approach, backed by our cross-software expertise.

ENGINE-AGNOSTIC RENDERING



Whether it's V-Ray, Lumion, Corona, Cycles, Lumen or Path Tracer, we select the rendering engine that best aligns with your design language and storytelling goals.

REAL-TIME ENGINEERED



We specialize in immersive, real-time environments that can be walked through, interacted with, and even reconfigured on the fly. Ideal to explore, explain, and excite.

OBSESSIVELY PHOTOREAL



From light-bounce to texture detail, every frame is crafted with cinematic precision. You don't just see the space, you **FEEL** it.

DESIGN-FIRST COLLABORATION



Architects think in CAD. Developers think in ROI. We bridge the gap, translating ideas into visuals that are both technically sound and emotionally resonant. We don't just save you money, we help you spend it wisely. By aligning creative ambition with smart resource planning, we ensure every penny fuels results. No waste, just well-placed investment from day one.

SCALABLE AND FLEXIBLE



Whether you're selling a single villa or launching an entire township, our pipeline scales to your ambition without compromising quality or consistency.

FAST TURNAROUNDS. NO SURPRISES.



Tight timelines? No problem. We prioritize **TIMELY DELIVERY**, clear milestones, and reliable updates so you're never in the dark.

AFTER-SALES SERVICE THAT ACTUALLY SUPPORTS



Need updates post-delivery? Want to adapt visuals for a new campaign or client feedback? We've got your back even after the render is done.

SELL. INSPIRE. IMMERSE.

{CONTACT US}

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