

KEYSHOT REFERENCE



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That's IT.

Nils Piirma Design

No Limits





## About Nils Piirma

Nils Piirma is a specialist when it comes to hardware and servers and builds workstations as his primary job. He also owns the KeyShot renderfarm 'Clusterfarm'.

And Nils is a freelance designer with a fascination in CGI and Automotive topics and has been using KeyShot for several years, specialising in creating captivating automotive visuals.

He models much of his work from scene to subject, and renders all of his work using KeyShot, for car renders, especially Audis.



Nils Piirma  
Freelance 3D Automotive Designer

*"I love to render a car, with my own design and lighting in mind, to create the best visuals I'm able to create. The lines, shapes and curves are what I focus on most."*

### What do you do?

I create models of cars, boats, yachts, watches, houses and more, for many companies, focusing on car design and aftermarket tuning. There's no limit to what I get asked to do, and it's a great feeling to be needed in the product design process.

### How do you do it?

I imagine the scene in my head. Night or day, walking home from work or sleeping, my subconscious always seems to be working out ideas somehow. I imagine all of the scenery beforehand, when shopping for a scene or HDRI online, or creating my own. I imagine the outcome and the perspective. I always start with this idea and continue to think on this idea throughout the rendering process.

### When do you use KeyShot in the design process?

I use KeyShot throughout my workflow, primarily when I'm finished with models, mods or scenery. As soon as I think I have everything set up, I import it into KeyShot, and add some materials to the models.

KeyShot's CPU-based rendering is high performance with lower cost – no fancy CUDA cores, XEON PHI's, Tesla cards needed – just as many CPU cores as you can throw at it.





## What makes KeyShot an important tool to have?

For me, I find the greatest value in KeyShot's lighting and animation. It's all just easy, logical, and fun to use on any type of project.

KeyShotXR also makes a huge difference for a client who's particular about viewing angle. A simple 360 KeyShotXR animation always gets the client smiling.

Asking Nils how he achieves such stunning renderings, his reply is:

*"Imagination, loving what I do and feeding my passion. I achieve the best quality possible by looking at the details in car imagery, adverts and real life. With imagination, 100% effort and attention to detail, there's no limits to what you can do."*



## Direct contact

Want to know more about this reference? No problem. If you have any questions, Nils would be happy to give you any information you may need. Just ask us for contact details.

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