



JUMP INTO REALITY

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JUMP INTO REALITY ANNOUNCES NEW PARTNERSHIPS AIMED AT GROWING EUROPEAN MARKET PRESENCE

Collaborations with leading global brands come as design technology specialists plan to treble user base

[Jump Into Reality](#), the UK-based tech start-up that is revolutionising the interior design process, has today announced a series of new strategic partnerships aimed at building its presence on the global design market. The collaborations with four internationally recognised brands, Faro Barcelona, Gong, nanimarquina, and CIFRE, will further develop Jump Into Reality's ambition to provide the most comprehensive tool within the market to make interior design accessible to everyone.

Jump Into Reality was established in 2017. Its JUMP into DESIGN® cloud-based platform enables interior designers to easily create and personalise hyper-realistic 3D designs. The technology is used by more than 3,000 designers in almost 50 countries, with the majority based in the UK and Spain, which are currently the company's two key markets. Jump Into Reality plans to double its current catalogue and to treble its user numbers over the next year as the company seeks to expand its presence across Europe, initially focusing on the Italian market.

Faro Barcelona, experts in lighting and ceiling fan design, is a multiple award-winning company operating in over 110 countries. GONG is a London-based decoration boutique whose designs are featured at numerous iconic sites including Milan's Four Seasons Hotel. Established in Barcelona in 1987, nanimarquina has become an international reference in contemporary rugs and interior design. Its products can be found in over 100,000 homes worldwide and within leading venues including London's Conran Shop. Meanwhile, Spanish-headquartered and internationally-renowned tile designers CIFRE has presence in more than 130 countries.

These new partnerships will give Jump Into Reality's clients access to these leading brands, enabling them to design spaces using real items from a 3D catalogue featuring thousands of its partners' products. The JUMP into DESIGN® technology also facilitates simple one-click purchasing of deco and furniture objects via embedded shopping links, allowing users to order directly from the manufacturer and have the products delivered to their door.

Linda Facchinetti, Co-founder and CEO of Jump into Reality said: "We are really excited to be partnering with these internationally-renowned brands as we continue to offer a wider range of amazing products to the professionals using our software. These collaborations support designers using our innovative JUMP into DESIGN® platform and enable them to experience projects like never before.

“These partnerships will help further build client satisfaction levels and will also support our efforts to treble our user base over the next year. They also give us added momentum as we aim to expand our presence in key European markets, including Italy.”

David Cortés, Director of Digitalization at Faro Barcelona, said: “Aware of how important it is for our collaborators and distributors to be able to see and touch our products online, we’re delighted to have partnered with Jump Into Reality, creators of JUMP into DESIGN®.

“This innovative 3D programme allows our luminaires and fans to be used in environments that are fully customised by the professional interior designer, who can also modify the parameters of intensity, temperature and cone and check, in real time, the aesthetic and functional level of our latest creations. This marks a great leap forward that has already allowed our luminaires to be used in more than 30 projects created in minutes, in a totally intuitive way, like never before.”

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Notes to editors

About Jump Into Reality:

Established in 2017, Jump Into Reality is a technology company specialising in interactive content and Virtual and Augmented Reality platforms.

The SaaS business was founded by Linda Facchinetti and Gustavo Díaz, with a vision to lead the way in the VR/AR space with their game-changing patented technology.

Jump Into Reality’s first SaaS product, JUMP into DESIGN®, is a cloud-based platform that allows interior designers to quickly and easily create and personalise hyper-realistic 3D designs, to manage and share with clients, like never before.

With access to ready-made inspirational spaces and a 3D catalogue of real products from leading interior brands, users can create beautiful spaces, which clients can then ‘walk’ through using their own device to really immerse themselves and fully understand the design.

A number of high-profile brand partners, including MADE, Porcelanosa, BoConcept, Kave Home, and many more, have already joined the platform, enabling users to choose from thousands of their 3D pieces to decorate rooms. They can then buy from the manufacturer direct.

The software is easy to use, saves time with fast 3D rendering, and is extremely cost-effective.