

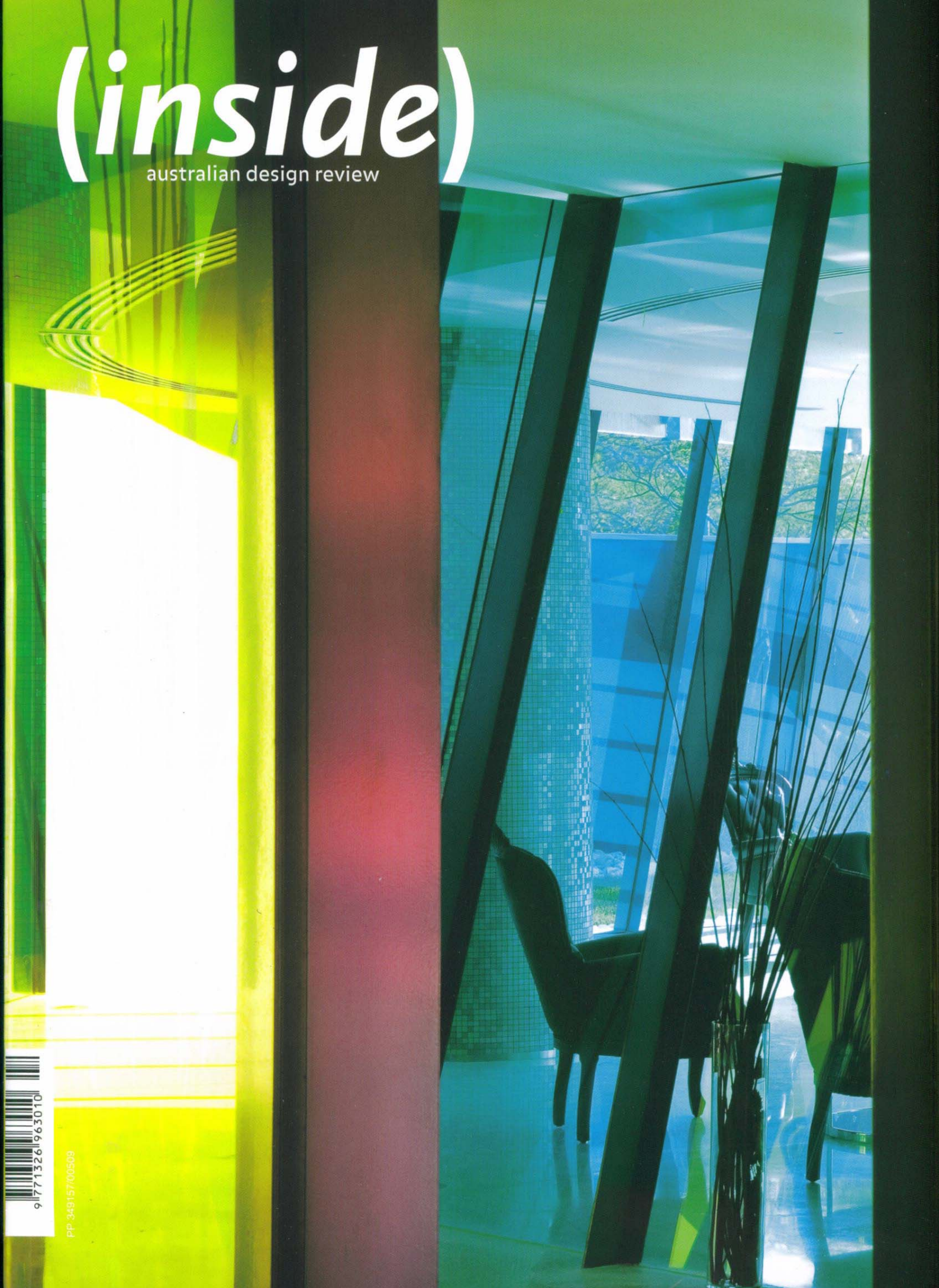
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australian design review



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materialised dreams

Words by Mark Gooding Images by Ilvio Gallo



Google lists more than eight million links for 'rapid prototyping' with many businesses promoting the idea that designers are about to enter a new age of creativity by being able to instantly materialise their dreams.

The interest in rapid prototyping happens to coincide with the era of mass customisation, which is leading creative or entrepreneurial designers to develop highly individual, short-run pieces.

Rapid prototyping combines art and technology using a process that Wikipedia notes is similar to the ancient technique of coil building a ceramic pot, where layers are fused together to create the final shape.

In essence, rapid prototyping is the automatic construction of physical objects using additive processes such as stereolithography, selective laser sintering and fused deposition modelling. Machines of various sizes take virtual designs from CAD drawings and transform them into physical shapes, in cross sections. It is a wysiwyg process (what you see is what you get) where the virtual model and the physical model correspond almost identically.

While the technology has been around since the 1980s, it has come down significantly in price, with some machines now costing less than \$30,000.

One of Italy's leading prototype services, ONEOFF is now collaborating with more than 100 artists and designers through its [manufacturing/research/](http://www.manufacturing/research/)

industrial design firm, Sowden Design.

During 2004 the group showed *In Dust We Trust* (at both the Tokyo and London Designer's Block), followed by *Model Ideas*. Earlier this year, it showed *Dream*, involving 50 objects based on porcelain and representing the embodiment of dreams.

All objects were produced using a three-dimensional printer and a CNC milling machine, using low-density resin – and took shape in the form of nightmares as well. See: www.oneoff.it and www.industreal.it

01

Smokes like a chimney by Frida Andersson and James Steiner. Industreal®
"We all dream of ditching certain habits! When smoke rises from the bronchi of this 'lung-shaped' ashtray, we are reminded of the unseen effects of smoking."

02

"Flying and falling, two common dreams, one a nightmare, the other a fantasy. Opposites. Created from the human forms, the falling vase tumbles downwards while the flying vase reaches for the sky," say designers Angela Violino and Tim Bovce. Industreal®