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# I.D.

## 53<sup>RD</sup> ANNUAL DESIGN REVIEW





### **SMOKES LIKE A CHIMNEY**

Every year, the Italian company Industreal mounts a rapid prototyping exhibit at the Milan Furniture Fair. The show features ideas submitted by designers and executed by the company's Z-Corp 3-D printer. Last year, Milan-based designers James Steiner and Frida Andersson were proud to see their lung-shaped ashtray brought to life so they could illustrate the anatomy of a deadly habit. The judges liked the way the bronchial chimney worked the same magic as the act of smoking, flirting with death and flaunting denial with small, attractive gestures.

