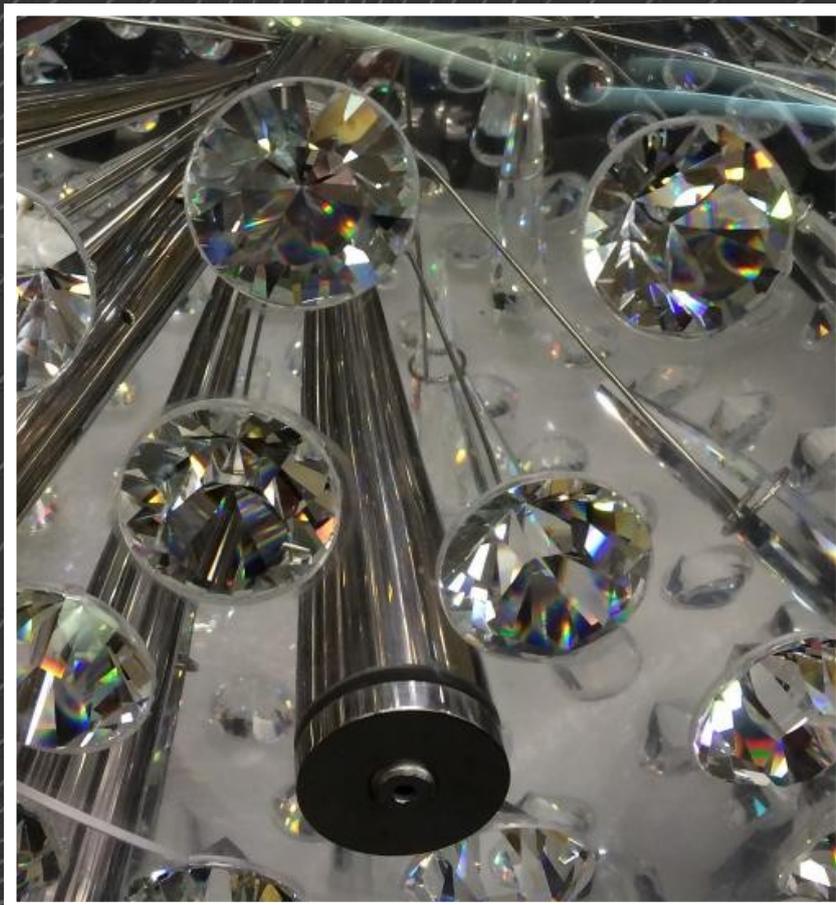


# 2D : 3D

## Milan Expo projects

**2D:3D continue to extend it 's global reach**

Leading designers from Europe, Asia, the Americas and Australasia commission 2D:3D to turn their ideas into reality for their most prestigious and high profile projects. Yet again 2D:3D projects illustrate their exceptional consistency in high standards of quality, delivery and customer service that has become the hallmark of the company.



**For United Arab of Emirates**

The creation of a theatrical experiential presentation

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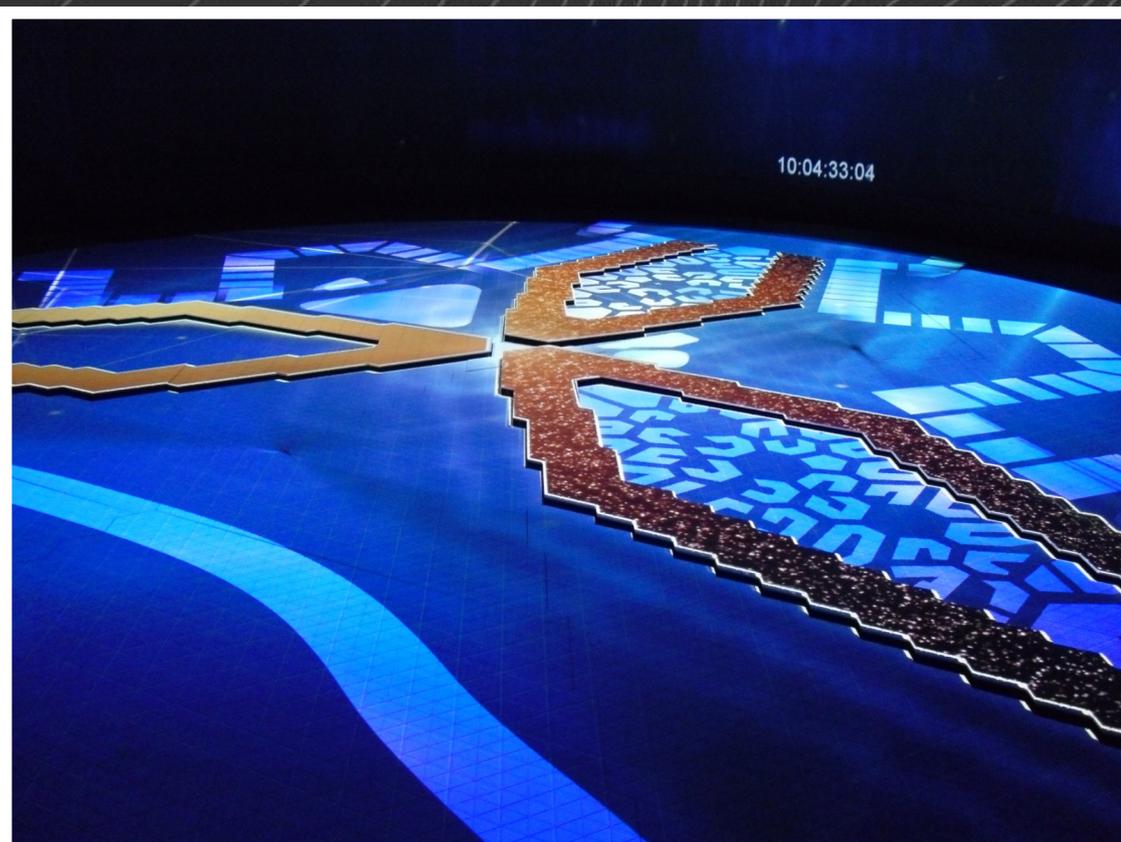
# UAE at the Milan Expo

2D:3D were commissioned by Action Impact to create an experiential theatrical project mapping, on behalf of UAE, presentation of Dubais' brief history along with a presentation of the vision for the 2020 international trade show.

An auditorium style theatre was created centred around a 6mtr diameter disc. 2D:3D's role was the creation of a moving 3d disc covered with a layer of 36,000 tessellating triangle forming the projection screen.

The disc sat on a circular stainless steel framework. Incorporated into the framework are three segments each consisting of hydraulics and banks of LED strips set into the elevating platforms.

The 36,000 tessellating triangles were CNC engraved out of polycarbonate.



Half way through the presentation three sections of the disc simultaneously raised creating three petals. Sitting behind each petal are a bank of LED lights programmed to illuminate and animate inline with the presentation.

Towards the end of the show, lowering down from the ceiling was a model of the world's tallest building landing at the cross section of each of the three petals. The building was formed to also act as a sundial as it cast a shadow over the stage.

## UAE reception desk at the Milan Expo



2D:3D was commissioned by Beck to create Fosters & Partners designed six metre diameter reception desk for the United Arab of Emirates pavilion at Milan Expo 2015.

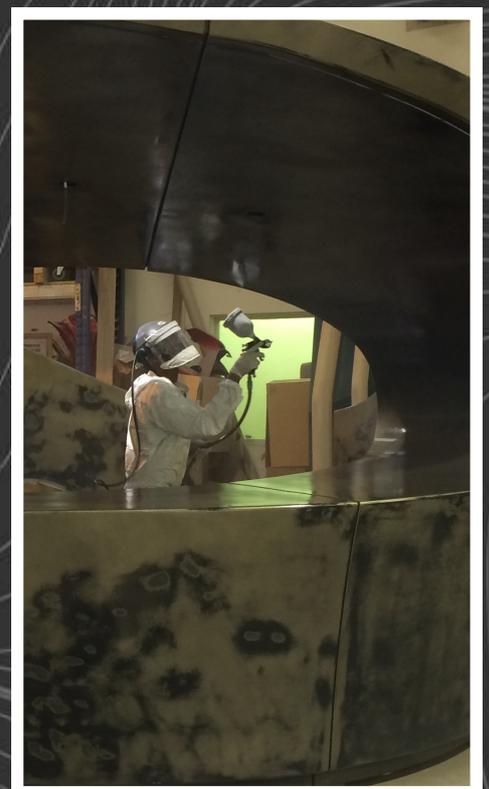
Constructed in modular sections the reception desk was initially carved out of solid polystyrene from which a fibreglass skin was cast. A stainless steel tubular framework was created to provide the structure and support for the fibreglass sections.

Incorporated into the reception desk were lockable cupboards and storage facility. A unique design feature is the way that the roof had been cast, slightly concave thus acting as a giant gutter with hidden holes at the rear of each roof section acting as drainage downpipes.

The fibreglass skin was treated and finished to provide a textured feel of concrete.



A special paint recipe was formulated to create the effect of a burnished bronze finish.



# The Emirates aviation experience



When a client seeks to achieve the best quality installation for their most prestigious visitor experience facility they turn to 2D:3D.

2D:3D was commissioned by Pulse to create numerous elements of the Airbus A380-800 aviation experience centre based on the Greenwich peninsular. This also included recreating a full size model of the massive Rolls Royce Trent 900 engine.

The project consisted of numerous elements;

- **Creation of the internal cockpit.** This included an exact replica of the actual cockpit together with LED illumination, light panels, switches and buttons as well as the flight joystick and ceiling lights.
- **London Heathrow Control Tower.** A scaled down exact copy



of the control tower at London Heathrow airport. The model, standing at almost five metres high consists of flashing LED illumination as per the authentic control tower.

The tower and cockpit fascia were constructed using fibreglass and acrylic.

## The Emirates Aviation Experience (cont.)



2D:3D was selected because of its enviable reputation for creating exact replicas which are accurate in every single detail and finish. The task was to create a copy of The Rolls Royce Trent 900 engine. The project involved visiting the Rolls Royce engine factory in order to familiarise with the engine construction.

The model was to be created, with half of the engine positioned on the outside of the building with the other half inside the building without the outer shell.

Construction included creating the air intake, body of the engine, exhaust cones at the rear and the entire front.

The skinless half of the engine was created together with a moving screen positioned in front of the engine showing an augmented virtual reality image of the section of the engine as the screen moved up and down its length.

The engine was constructed with an aluminium framework used to internally and externally hang the model. All other elements were constructed using fibreglass.

As a point of interest, the opening diameter of the Trent 900 is larger than the Concorde fuselage and larger than a London tube train!



# No. 1 The Strand

Acrylicize commissioned 2D:3D to create a collection of aesthetically beautiful pebbles for the main reception area at No. 1 The Strand.



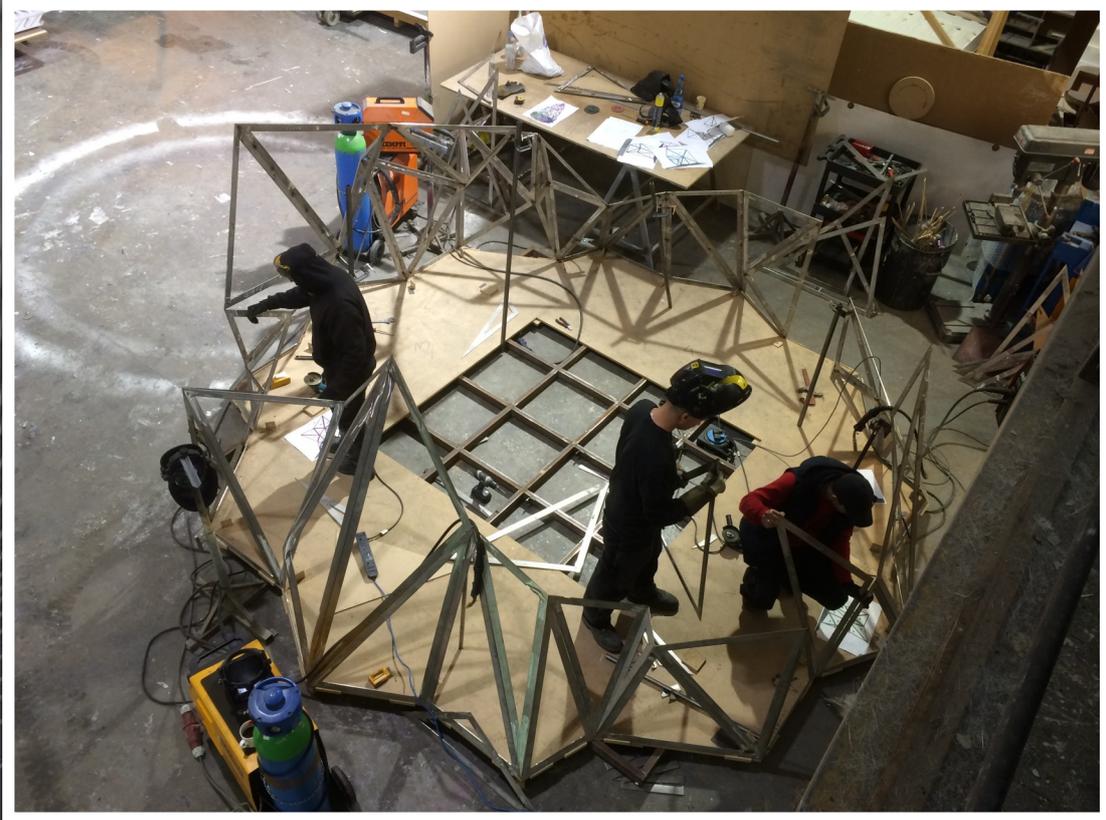
Each pebble was created to give the effect that it had been shaped over time by a fast flowing river .

The collection consists of eight river pebbles 2 metres long by 1.5 metres wide by 450mm high and three small pebble like coffee tables.

All elements are made entirely from fibreglass with an ultra-smooth finish and a specially developed pebble style speckled paint coating.

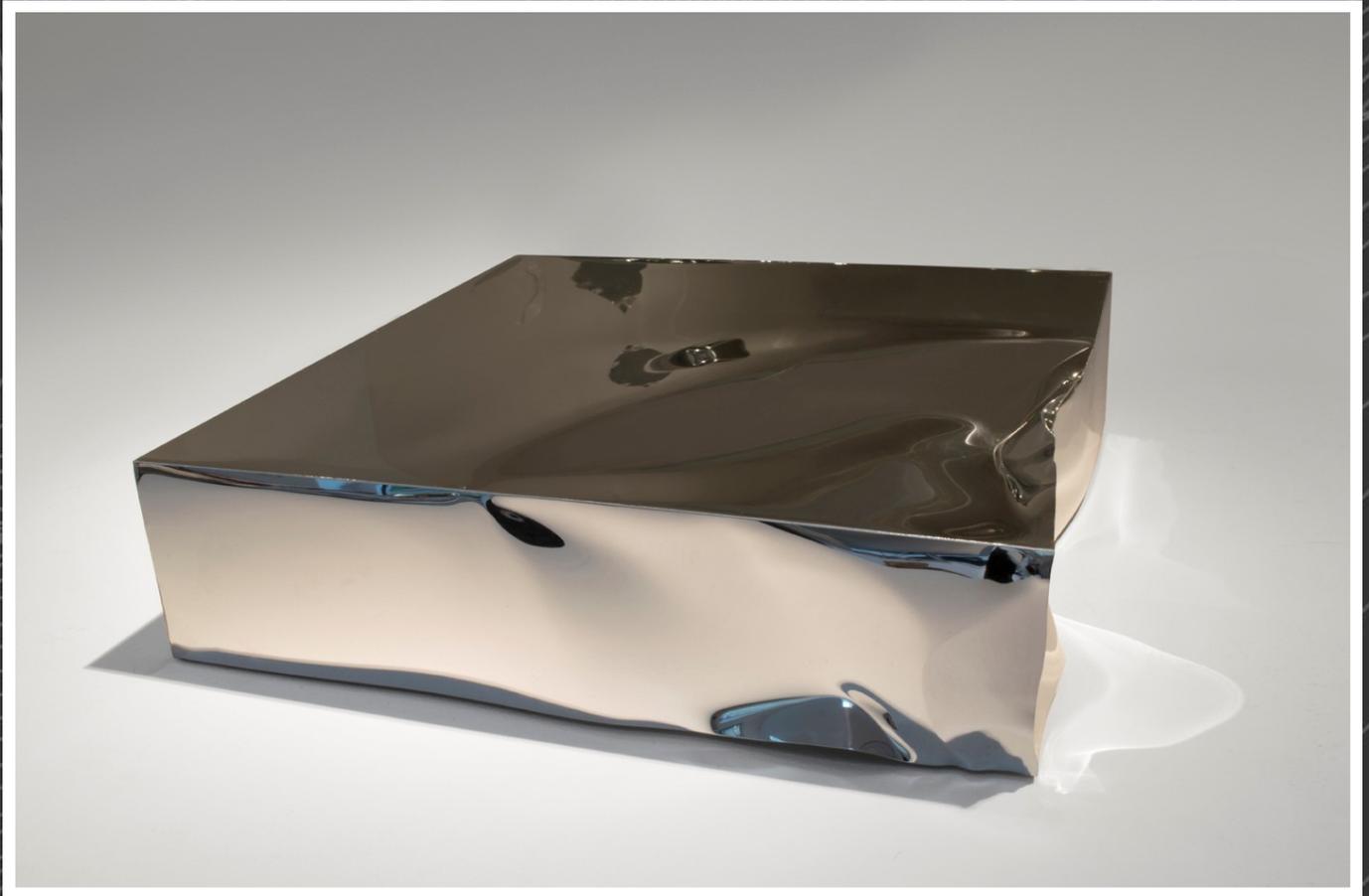


# Queensland International Investments Christmas tree



2D:3D were asked by Fredrikson Stallard to create a pair of Iris ceiling mounted chandeliers for a private client.

# Tokyo Table by Fredrikson Stallard



Swarovski continue to entrust 2D:3D to work with their leading sponsored artists. Taking Patrik Fredrikson and Ian Stallard's IRIS designs 2D:3D manufactures an Iris Tri-Pod for a New York client.

At 1.6 metres in diameter the first challenge was to fabricate the outer dish shell in mild steel to create a perfectly shaped dome, and chemically patinated to a Bronze finish. Lining the inside is a second dish fabricated from aluminium, mirror polished to create an infinity effect. Attached to the opening of each dish is an 'invisible' 1mm thick stainless steel filigree template, strong enough to provide the supporting structure for the Swarovski crystals yet fine enough to enhance the reflective qualities of the crystals and the inner surface of the dome. A series of 350 holes were drilled into the filigree template into which were inserted 2.5mm threaded taps, used to secure the crystals and create the unique individual patterns. All elements had to be precisely engineered and assembled to the micron in order to achieve the perfect symmetry of pattern and design.

The dish was finished off with a central stamen, capped off with a small dome housing a series of powerful warm white LED lights. The warm white colour temperature picking up the full spectrum of the light refractive qualities of the crystals.

If you have a specific project to discuss please contact Rob.

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