

2D:3D

Spring 2013

2D:3D continues to impress with the completion of exciting projects.

So what has 2D:3D been doing since the summer of success at the Olympics? Like the British athletes and sports people, 2D:3D has continued maintaining an impressive success in the delivery of client projects. Below is a brief selection of some of the exciting projects that 2D:3D are allowed to talk about.

A Collection of Works for Fredrikson Stallard

2D:3D continues to work closely with Fredrikson Stallard in association with

Da-

vid Gill Galleries on turning design ideas into reality.



Image courtesy of Fredrikson Stallard and David Gill Galleries

Crushed Wire Chair aka 'Aviary'

Working from a 3D file created by the client 2D:3D machined a full size sacrificial tool, onto which the net pattern was drawn, and from which the final metal piece was created. 6mm bright mild steel rods were individually manipulated and formed to follow the net pattern on the tooling.

Each piece was meticulously welded, finished and spray painted, creating a very complex and very strong structure of interconnecting rods. This was not just a piece of furniture but a stunning piece of sculpture.

Rubber Table

A limited edition of coffee tables designed by Fredrikson Stallard made from polyurethane foam by 2D:3D. The tables come in 'hot pink', malachite green, black and skin colours. They have an overall size of 1200 x 1000 x 400 mm high. The tables are currently being exhibited at the David Gill Galleries.



Image courtesy of Fredrikson Stallard and David Gill Galleries

Ferrofluid.... and its' art of seduction

2D:3D were commissioned by Hector Serrano for the development and creation of a ferrofluid based point of sale prototype.

The basic essence is a motion activated point of sale to be utilised in night clubs. Standing on a pedestal at waist height, the tray (600mm x 600mm) containing the ferrofluid is flat and motionless. The electro-magnetic activation of the ferrofluid is initiated by a motion sensor that picks up on a person approaching or passing the tray. Within a fraction of a second the ferrofluid is brought to life drawing the person's eye to the central plinth as it creates a circle of spikes highlighting the product being promoted. Then within a couple of seconds the activation continues as the ferrofluid reveals the word 'Parliament'.

Click on the video link to see the ferrofluid Point of Sale prototype in action.



<http://youtu.be/y-qJA0glgVc>

Philip Treacy 's Hat Garment at the London Fashion Show

2D:3D turns Philip Treacy' s design idea into a unique stunning hat sculpture as part of his collection at London Fashion Week.

The hat made exclusively from string was meshed and formed around a polystyrene core to create a cage like structure. It was then interwoven by Moritz Waldemeyer with a series of 6000 LED lights programmed to animate as the model walked down the catwalk.



http://www.youtube.com/watch?feature=player_embedded&v=7R6TbnCGqlg

Johnnie Walker Point of Sale Display

2D:3D were asked to create a point of sale display for the Johnnie Walker ' Explorers Club ' whisky for installation in the TFWA World Exhibition in Cannes for Diageo. The primary objective was to create a display of the highest quality standard thus endorsing the quality elements of Explorers Club Whisky.

Attention to detail in the development of a high quality piece was of paramount importance.

The display, constructed as an aluminium framework, with the fascia clad with black stained ash and etched aluminium. The two bubble display elements are framed by machined brass and inlaid with gold paint.

The bottle display area within each bubble has glass shelving with frosted acrylic bottle glorifiers with rear, under and internal LED lighting. The front fascia contains edge-lit LED lighting to highlight the fine detailing and etching, and the embossed Johnnie Walker top logo.



3 Mobile Phone Shops

3 Mobile are currently in the process of a nationwide store refurbishment programme, part of which includes the display illumination of new products located on plinths. 2D:3D have created large pendant lampshades in matt white fibreglass that hang immediately above each plinth.



Assa Ashuach - Venturi Stool

2D:3D was commissioned by Assa Ashuach to turn another one of his design creations into reality. Working from 3D files, we machined a master tool in high density foam, from which a mould and a one-off cast was taken, in gel finished fibreglass with a very high gloss polished finish.



Ifeanyi Oganwu - Milky Splice

2D:3D was commissioned by Ifeanyi Oganwu to turn his sculptural chair design into 3D reality. This involved machining a tool out of high density foam, creating a master mould and then casting a single piece out of fibreglass. The sculpture was then spray painted with a coat of pearlescent paint (with a slightly mother of pearl hue revealing subtle shades of red, white and purple as light plays upon the curvature of the surface) and then polished to a high gloss finish.

The first edition is presently on show at the Designing Africa exhibition in Lagos.



Image courtesy of Ifeanyi Oganwu

Milky Splice 790 x 820 x 460 mm

The Voice Chairs

Not only did 2D:3D create the original set of coaches chairs and stage props for The Voice in the UK they were also commissioned to create a second set for China.

(Please refer to a previous newsletter for details of the original project.). 2D:3D have recently completed the second series for the BBC.



Harvey Nichols

2D:3D worked on a number of the elements for the WOW Champagne bar in the newly opened Harvey Nichols Beauty Bazaar in Liverpool.

As part of the Beauty Bazaars design feature are sways of ceiling ribbons and tapering columns as designed by Four IV)and created by 2D:3D.

The Ceiling ribbons acted as a channelled light sculpture, created out of aluminium, with internal LED lighting, finished in a gold film on one side and white on the other side. This gold and white reflective surface accentuated 'Bling' surface of the ceiling fabric. The overall length of the ribbon light sculpture is eight meters.



Harrods – Kingdom of Toys department

As part of the overall refurbishment of the Kingdom of Toys department, Harrods commissioned 2D:3D to create a series of oversized Mattel models. Working from existing toys and 3D files each piece was machined in high density polyurethane foam, worked to a smooth finish and meticulously spray painted to an exact match of the original.

These included a large scale Chatter Phone, a large scale Thomas the Tank Engine and tunnel, and two large Hotwheels cars.



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

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