

# 2D:3D

## Summer 2014

2D:3D continues its global reach with the completion of projects in all four corners of the world.

The completion of high profile outdoor installations provides a taste of what 2D:3D can achieve and an indication of what is yet to come.

### Fredrikson Stallard 's Prologue, sponsored by Swarovski

2D:3D creates a stunning piece of monumental art, initially shown as part of Art Basel Hong Kong and then onto Design Miami Basel



2D:3D continue to create stunning pieces of monumental art for Fredrikson Stallard sponsored by Swarovski Crystals. The brief was to create a metal ring housing over 8,000 Swarovski Crystals suspended in the central portion of the ring.

With overall dimensions of 4mtrs diameter x 500mm wide and weighing 2 1/2 tons, the structure needed to be adaptable and transportable. Two semi-circle mild steel ladders were created and then clad with a 500mm wide rolled metal ribbon. A total of 750 holes were laser cut into the ribbon through which 375 stainless steel wires were threaded to create a diamond shaped lattice mesh from which 8,000 Swarovski Crystals were hung.



The metal elements were treated to provide a black hematite antique finish.

The Prologue artwork was created to sit on a pair of large RSJ I beams, whilst for the Basel art fair the Prologue artwork was suspended off an RSJ.

The Youtube link below provides an insight into the production process involved in the creation of this monumental artwork.

[http://www.youtube.com/watch?v=pkx\\_mFPPNAE](http://www.youtube.com/watch?v=pkx_mFPPNAE)

In the words of Fredrikson Stallard and Swarovski, *"The circle represents both the sun and also a more abstract symbol of life and of rebirth. The external structure of Prologue is deliberately raw and industrial, using construction steel which is allowed to rust, both to act as a link to the constant rebirth of the structural city around it, and as an extreme contrast with the precision and clarity of the crystal."*

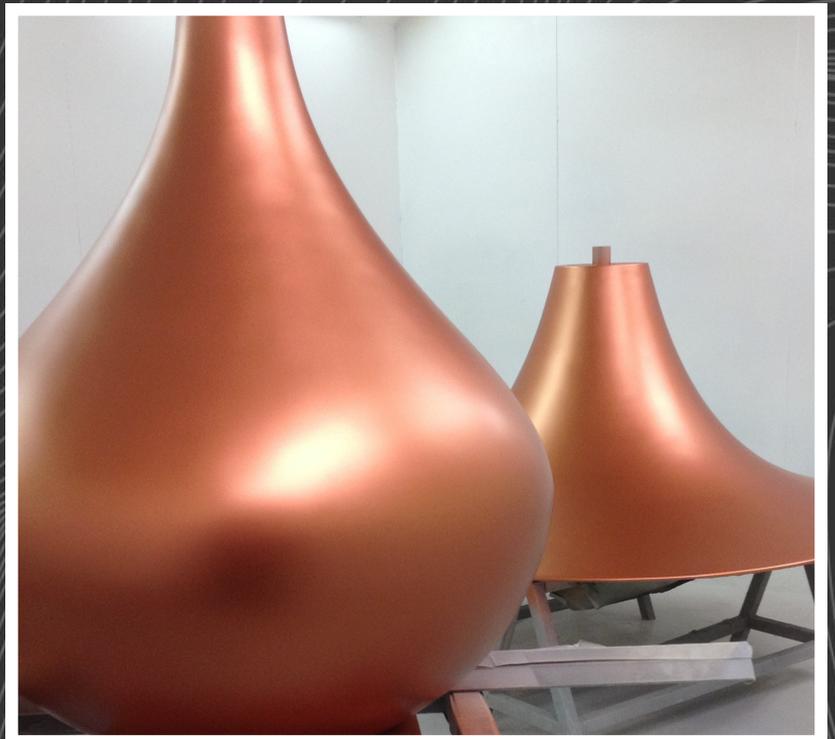


# Mondrian Hotel



2D:3D was commissioned by Mizzi Studios to create a central piece sculpture for the health spa at the new Mondrian Hotel in London at Sea Containers House on the South Bank

Standing at 3mtrs high by 1.8mtrs at it's widest along with a 600mm diameter droplet the sculpture was fabricated in fibreglass and gilded in copper leaf.



# El Ultimo Grito

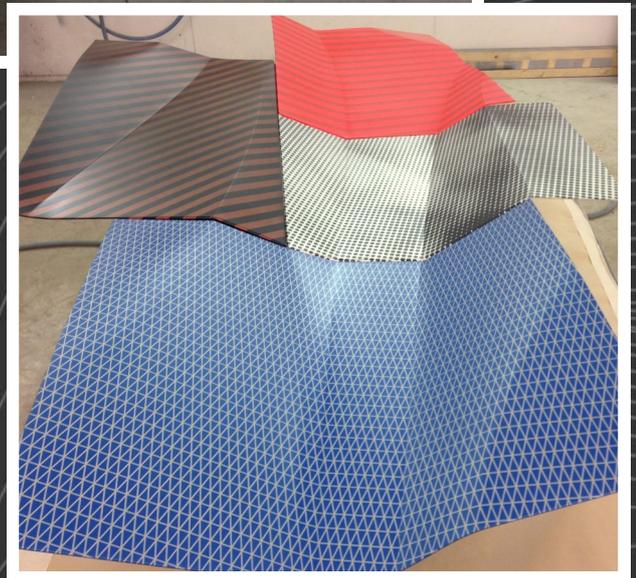


Created for the Design Gallery Milano for exhibition at the Salone 2D:3D was commissioned by El Ultimo Grito to produce a number of tables out of metal and fibreglass.

The first series of tables consisted of bent metal panels. Each aluminium panel was

sprayed painted with a series of pigments and dyes and then treated to laser etching in order to create the different coloured patterns before it was finally folded. A copper effect was also created through the combination of a particular dye and laser etching.

The larger cardboard table to the left was created by El Ultimo Grito, which we then clad in pigmented fibreglass.



## Cognac's Grey Goose



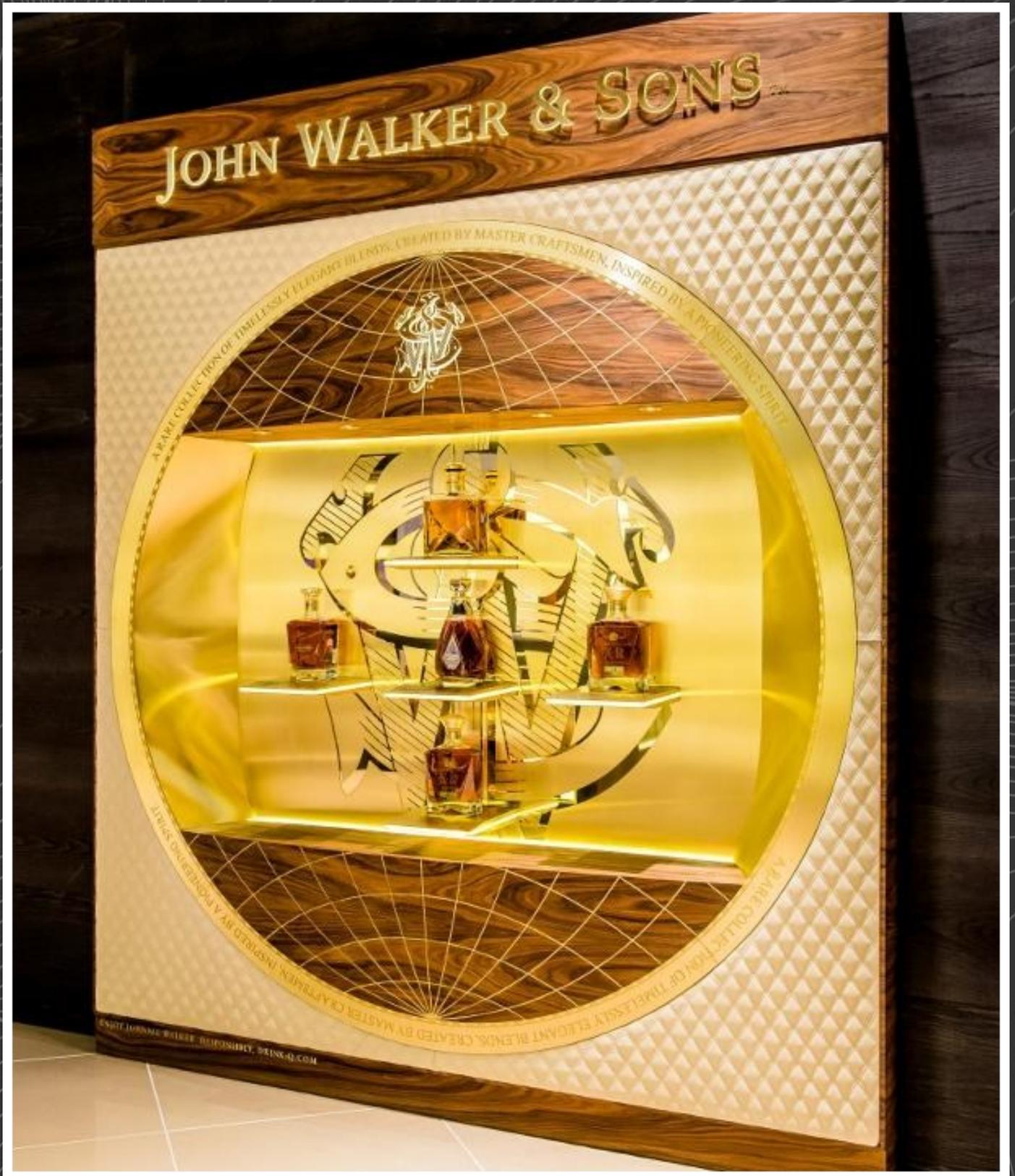
2D:3D were commissioned to create the Bacardi Grey Goose flying goose logo in 3D. Measuring a wingspan of 350mm by 350mm long the Grey Goose was machined from a solid block of high density foam, moulded and cast in fibreglass and then finished in a spray painted chrome.

An initial quantity of 30 were created for distribution to the key international airports to be installed into the Grey Goose point of sale displays in the duty free shops. A further 200 will be created for distribution to the remainder of the key international airports throughout the globe.

## Diageo - John Walker & Sons

Once more 2D:3D is selected by Portland Design to create, for the most prestigious collection of Diageo's Whiskies and Cognacs, the duty free airport display modules.

The ultimate in professional display craftsmanship and finest materials were used to complement the refinement and quality of Diageo's best Cognac and Whisky brands.



# Diageo - John Walker & Sons



The display measuring 2mtrs x 2mtrs x 500mm deep has a curved convex profile finished in American Walnut and then crisscrossed with a brass inlay representing the longitude and latitude lines of the globe. The rear portion of the circle was finished in brushed brass with a mirror polished logo laser-cut out of the sheet. Protruding out of the rear panel is a series of clear 10mm thick ledges, sandwiched between two 10mm layers of tapered brass, upon which each high quality Cognac and Whisky brand is placed. Laser etched on the top brass layer is the brand logo and description. Sitting behind the panel is a series of light sources illuminating each bottle and shelf edge.



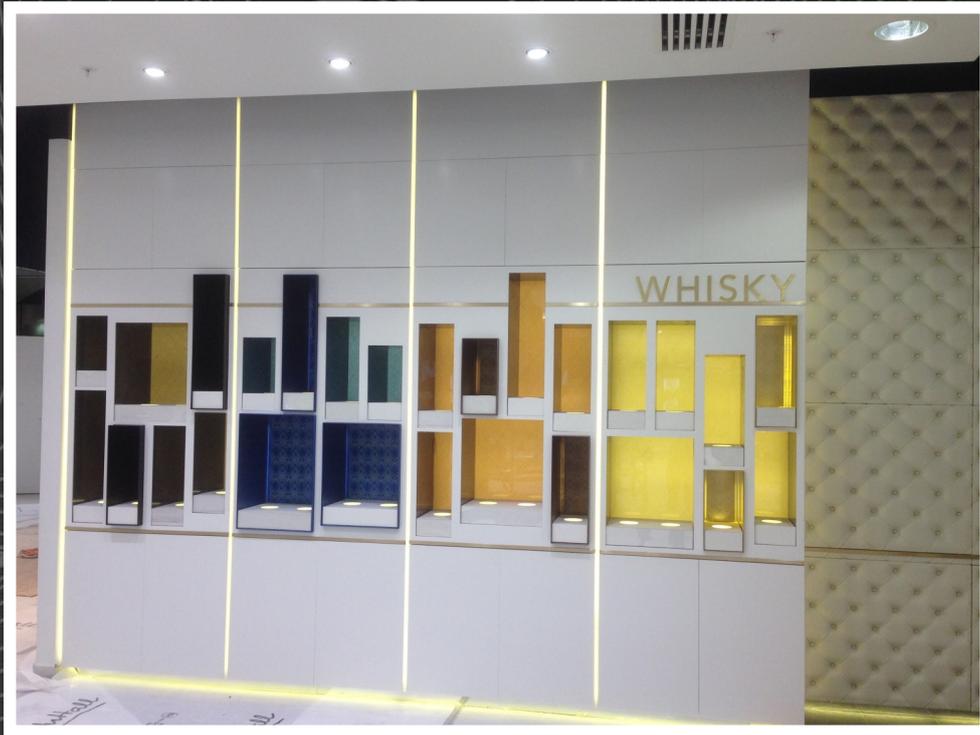
Running around the parameter of the circle is a brass ring etched with names of countries that the brands are distributed to. Beyond the ring the fascia is upholstered in fine leather quilted padding.

A rear illuminated John Walker & Sons logo in opal acrylic with a polished brass face headlines the display unit.

As stated by Lewis Allen of Portland Design, *"It's the quality fabrication that speaks for itself."*



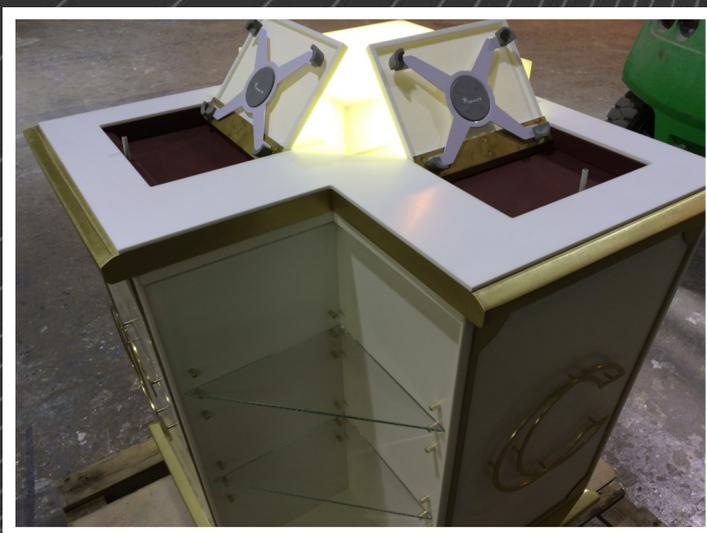
# Diageo - Connoisseur's Collection



New display units produced for 'Shop in Shop' at the World of Duty free in Heathrow's Terminal 2.

An L shaped display unit, 6mtrs by 6mtrs holding a corner position has been created with one wall displaying Diageo's high end Whiskies and the other displaying Diageo's high end Cognacs.

Each brand is positioned in an internally lit display unit. Each display unit is finished off in a unique colour code symbolic of that brand. Some of the units have an illuminated rear panel whilst others are illuminated by a light source omitting through the bottom of the bottle. The fascia on both panels is finished off in Corian and sectioned with strips of light.



In the centre of the concession is a till counter which is finished off in padded quilted leather and brass with inlaid lettering. Next to the till is a drinks sampler also containing two small hatches. Gently press on a hatch, the lid slowly raises and set within the lid is an iPad. The front panel of the drinks sampler is clad in back lit Corian and to the rear padded quilted leather.

The host fetches a bottle from the display unit, places it on the illuminated surface of the sampling unit prior to a sample being served to the customer.

## Stuart Haygarth—Raft Light



Stuart uses items he collects and creates a life-raft. The base is machined out of Corian and the lampshade an aluminium hemisphere. The lighting is internally diffused by a sheet of opal Perspex.

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

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