

## CASE STUDY: Communicating Design with 3D Printing

From furniture and lighting to cosmetic products and packaging, Karim Rashid is a high-profile industrial design firm with an esteemed reputation for communicating a contemporary view of the world through its unique designs.



"Dimension bridges the gap between design and model, allowing us to spend more time developing stronger ideas."

– Karim Rashid  
Founder, Karim Rashid



The firm's 10 designers use Solid Works 3D software. Until recently, designers relied on outside sources and an internal workshop to create foam models – a process that was time consuming, lacked precision, and ultimately hindered their ability to communicate designs.

After an extensive analysis of technologies, Karim Rashid selected the Dimension 3D Printer to create functional models out of durable ABS plastic. Karim Rashid used Dimension to generate more than 180 designs in its first six months of use, and 230 total projects last year.

"With a good model, we can remove any ambiguity for clients and expedite the decision making process," Rashid said. "Dimension allows us to narrow in on a design solution much more quickly, and as a result, better serve our clients. The precision of the models Dimension creates is so exact, we are able to present something very real to clients almost immediately – an invaluable communications capability."

Recently the firm completed a new line of kettles and barware for Copco Kettle company that will be sold worldwide through Moma stores, Conran's and Target. The collection includes 18 new products all designed using Dimension. "We were even able to get the threads on the corkscrew models we designed to work using Dimension," Rashid said.

*Dimension is at work for Karim Rashid designers on a wide range of projects – from creating trophies for an MTV AIDS awareness awards program to building 50 one-of-a-kind sculptures for an art gallery showing.*



**An essential tool for everyone on the design team.**

Dimension 3D printing can help you quickly fine tune designs and cut weeks – even months – from your development schedule. Now you can test form, fit and function and explore as many design iterations as you like – over your network, right from your desktop.

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