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iDesk

Dear Reader,

The promise of 3D printing technology seems to be becoming more apparent to many decision makers and the floodgates are beginning to open in India. The momentum is building up and very soon this technology will capture the imagination of the public and enable people to create their own personalized products. Marketing teams of corporates are realizing the great potential of using 3D models as an effective sales promotion tool and are starting to exploit the real advantages of 3D printing:

- Infinite customization
- Ease of design with absolute dimensions and dynamic aesthetics
- Cost Effective production by beating the time
- Scalable and portable
- Easier to assemble and use for real time presentation

Every model produced by iKix stands testimony to the above advantages and almost all our clients can vouch for the speed with which every model was produced. Well, that is what 3D is all about and why it is preferred over traditional production methods, which use cheap materials and takes a long time.

In this issue of 'inSite', we present you three complex projects that iKix team has handled and yes, delivered well ahead of the scheduled date. Also read what Mr. Saravanan G, Architect, (Studio 7 Consultants Private Limited) is saying about the technology and his endorsement of iKix advantages. We love to have your suggestions and feedbacks at insite@ikix.in

3D Printing Gaining Momentum

iNews - Recent Projects



Aircraft MRO Facility

- A unique model of Boeing's aircraft Maintenance, Repair and Overhaul (MRO) facility that is being constructed by L&T at Nagpur. This model features the fabulous facility, which can handle one Boeing 777 and 787 model aircraft or one 747 aircraft or three 737s at a time. L&T, our client was impressed with the quality and turnaround time.



MargPushkara

- Model for the signature project of Marg Properties. This attractive model showcases the luxury apartments that are coming up on OMR, Chennai. Everything about this project – beautiful landscaping and greenery; huge area – 204 apartments in 3.84 acres; floor arrangements (tilt + 4 floors); ample car parking facility; grand lake view of the towers - are meticulously incorporated with absolute dimensional accuracy.



Voora 96

- The layout model of 96 magnificent villa residences that are spread in 7.5 acres of pristine land at Injambakkam, Chennai. This intricate model was designed and printed in quick time for the launching function. Marketing team was able to communicate the architectural elements, construction features and floor plan of the every villa using this model.



3D printing is the best concepts for the better

A discussion on translating Innovative concepts with **Mr. Saravanan G**, Architect, Studio 7 Consultants Private Limited.

Can you share about today's trend in architectural design and the process of presenting an architectural idea?

The trend in architecture and design is very dynamic and keeps changing with time. For better understanding, we can compare with an example. Gone are the days of stitched shirts and everyone today prefer readymade shirt because it is an instant wear. Same way, the moment an architect freezes on a concept and the layout is ready, he or she wants to see the concept as a miniature model to check whether the ideas are properly translated in line with the requirement. First it helps the architect to convert the concept into reality and it also helps others to understand the architect's ideas, vision and the design.

3D models help everyone to understand the concept better during the entire process of architectural idea – from presentation stage to execution till completion of the project. All the stakeholders – client, marketing team, execution team and customers – need to understand a project in a holistic way and the 3D technology takes them to complete understanding. If they think and see it in 3D Print, they can understand better. A concept presentation made with the help of a 3D model will be a successful one. Brainstorming of the project with a 3D model will help to arrive at the right project for the right customers. 3D model also helps the construction team to understand the project well and plan their sequence and schedules. With mere layout plan on a paper, it is tough to achieve the desired result.



solution to translate the innovative understanding of stakeholders



Tell us about the Marg Swarnabhoomi project and the model you have made for it?

Marg Swarnabhoomi is coming up in a huge area of 1000 acres and contains all in one – from science park; monorail, engineering and multi-service SEZ, knowledge parks, high rise residential, hotel, hospital, mall, club house, recreational facilities and theme park, you can find everything in one location. This kind of innovative idea can't be easily put on paper. Conventional method of modeling also won't help. Hence we decided to take the technology route and took the help of iKix to translate all the ideas into a 3D model. Since we took the 3D way, we were able to incorporate whole lot of changes in the concept easily before concluding on the final one. This kind of flexibility is not at all possible in traditional model making. When the entire model was put on table, the design team felt so elated as their ideas can be expressed

in a physical way. They were able to explain the concept to better understanding of client and execution team. It was a wonderful experience.

Briefly tell about the iKix advantage?

There are plenty. Since iKix team consists of engineering professionals, they could understand the complexity of the project. Since the model was made using 3D printing, revision of drawings were done quickly without wasting time. Scaling of the model using the technology helped to achieve 100% accuracy . As the iKix team was very understanding and co-operative, many corrections at different stage of production were done without any hassles. They were able to match our wave length in quick time and with the result, a fabulous model was produced. In fact, all the models are being displayed in our two exclusive Brand Shops and all sites as it helps our marketing team to impress the client and are able realize high conversion rate. Thanks to iKix and their team, we are able to repeat the magic and the successful team effort at every project.





“iKix team is efficient, responsive and committed. Our professional relationship will continue.”

Mr. Ravi Kiran Matcha, Manager - Projects Architect
M+W High Tech Projects (I) Pvt Ltd

3D Printing that beats time



Michelin Group's UCH Factory

When we wanted to develop a very good model for the Michelin Group's UCH Factory, we had our own doubts with conventional model making as that may not show the various facilities of the plant in proper scale. The plant is coming up at SIPCOT Thervoy Kandigai Industrial Park in Thiruvallur district in an area spread over 290 acres. That's when the architects in my team suggested iKix and the moment we saw the 3D models displayed in their office, we were convinced and commissioned iKix to do our model. We were particularly impressed with the Mumbai City map, where one could really feel how the city will look in an aerial view. The finish of the model is impeccable.

The great advantage of using 3D printing is it saves tremendous time as the model can be produced very quickly with CAD drawing. And in no time, it can be replicated. If a person needs two models – one for his client and another for himself, very easily in fact parallelly it can be done beating time. The second model comes at relatively cheaper cost as there is no development cost for converting the CAD files to the print file mode. Another useful feature in 3D printing is the implementation of corrections in short time, which is not possible in the conventional method. The flexibility of fixing the scaling percentage and bringing accuracy in dimension are other unique advantages. For residential tower with a good scale, one can easily simulate the structure to create a good feel. If some of the appealing finishing elements in the conventional type of model making are implemented in 3D printing, it will reach greater heights.

Since in the initial conceptual stage of the study model, drawings don't give the feel of the structure, a perfect understanding can be made only through sharing the ideas. After our first experience in 3D modeling, we realize that with a good synergy between architect and iKix team through proper brief, input and feedback, best of the best models can be created.

The model produced by iKix helped us explain some important and critical elements to our people. In many of our discussions with drawings, we used to clarify the doubts using this 3D model for better clarity. We are recommending iKix to everyone who visit us and see our model. 3D modelling is the solution for study model or conceptual model. And iKix is the ideal company for producing the 3D model. Their team is efficient, responsive and committed. Our professional relationship will continue.