
Alexandre Piroux

3DESIGN contest winner: 2nd prize



Alexandre Piroux, second prize winner and Séverine Besson, marketing manager Vision numeric

Mr. **Alexandre Piroux** won a second prize of the 3DESIGN contest in April 2005 with a unique multi-faceted creation. Alexandre P. is a model maker at Korloff, a famous jewelry company in Lyon, France. He used to be a student in jewelry at the SEPR School and worked for several famous names such as Marie Michaud and Gerphagnon before his current employer.

During the first Printor show (an international jewelry trade show in Lyon, France), Alexandre P. was introduced to Type3 solutions. As a model maker, he was interested in the **2D and 3D capacities** of the solutions. In 2005, at the same show, Alexandre P. discovered **3DESIGN**. After a presentation and a demonstration of the software he was more than interested and subscribed to the online newsletter to be updated about future product developments. In his goal to acquire software **dedicated to jewelry** design, Alexandre P. searched the Internet and consulted a few websites to obtain more information and share experiences with other users in different forums. At this point in time, he only used software to retouch photos.

As soon as Alexandre P. heard about the 3DESIGN contest, he enlisted and downloaded the software. His first impressions were that 3DESIGN is **easy of access**, *"I felt really welcomed when beginning to use it and it seems even ludic, entertaining"*. He felt so comfortable that he immediately started designing in it and the contextual help was a great tool, especially at the beginning.

The piece he chose to realize for the 3DESIGN contest had already been done in wax. The piece has three different uses: it can be a ring, a pendant and a scarf holder. The initial theme for the model was the American flag. In fact, the 13 diamond stars of the composition stand for the 13 original states of the country. To realize this piece, Alexandre P. appreciated the stone component catalog; he simply says *"It is great!"*.

His general overview of the software is that it generates an impressive **visualization** of the piece. The **3D environment** is really practical to judge the aesthetism of the jewel compared to a 2D hand drawing. The volume given to the piece is incredible; it truly gives life to the jewel! Alexandre P. believes 3DESIGN is a very useful tool. Output possibilities allow him to send a render of his piece to customers for final approval, and even modifications are quick and easy with the amazing parametric technology.

To conclude, Alexandre P. declares *"I am re-discovering my job with this highly performing tool. It opens a window to new creative ideas!"* We wish him good luck with 3DESIGN and in his future projects!

