



Laura McDonagh
www.nottingval.com



London Designer Maker for jewellery, glass and accessories; Laura McDonagh won the 1st prize of the 3DESIGN contest for beginners in May 2005.

Laura McDonagh is a contemporary designer maker producing jewellery and related small gifts in a variety of metals and glass. She divides her time between Notting Hill, London and Val d'Isere in France and develops her ideas into ranges that reflect different aspects of her life and character. She sells directly to the customer at exhibitions and over the internet at: www.nottingval.com

Laura defines her pieces as “interchangeable contemporary style”.



While she was looking for a software solution to design her pieces, she attended an introductory course on CAD programs at **Holts @ Sonar School**.

3DESIGN had nothing to do with the other programs; for her it **is the most dedicated tool for jewellery design**.

She has been working in this field since 1998 and the originality of her work really made the difference during the 3DESIGN contest. This contest was launched during Basel Fair in Switzerland and on 3DESIGN website from March to the end of April 2005.



More than 400 people around the world subscribed to the contest and 38 sent a design to participate and win a licence. The jury composed of 6 members from jewellery and software industries selected the 1st prize and 5 second prizes.

Laura McDonagh won the 1st prize with the creation below:





The prize giving ceremony took place at Holts@Sonar School in the presence of the persons above; **from left to right:**

- **Diane Gowland**, Director of the Centre of Innovation Partnerships (CIPS)
- **Severine Besson**, Vision numeric HQ Marketing Manager
- **David Reeson**, Sonar Project Manager
- **Becky Carrant**, CAD/CAM tutor at Holts School
- **Aldyth Crowther**, Senior Consultant Sonar Project
- **Jason Holt**, Holts School Manager
- **Laura McDonagh**, 1st prize winner in 3D jewel Design
- **Kamal Bounouara**, Vision numeric UK Manager

Laura told us how challenging and interesting it was to enter a 3D Design Contest. She had strong incentive feelings.

She finds 3DESIGN very powerful to design and create a range in a few clicks, easy to use and very useful to show people the pieces.

“It looks much better than hand sketches and the possibility to make flash animations is great!”

She enjoys the Mirror function, the Boolean operations, the Parametric Construction tree and the Rendering module are her favourites.

“Winning the 3DESIGN software will allow me to rapidly develop designs for fun pieces that interlock and move. I look forward to launching new products this autumn!”

About...



Ever wished you could design and visualise before you make? Find out how by coming along to see Holts' new technology suite at Sonar – London's first computer aided design and manufacture facility dedicated to the jewellery trade. Holts@Sonar launched their new CAD/CAM suite on 3rd March 2005.

<http://www.rholt.co.uk/holts>



Newham College of Further Education, through it's Centre for Innovation & Partnerships (CIPs), is launching a new initiative to support anyone working in the jewellery and fashion accessories industries in London.

The Sonar project has been set up to offer advice, assistance and training especially to ethnic minority owned small to medium sized jewellery enterprises.

<http://www.sonarproject.org.uk>

<http://www.newham.ac.uk>

VISION NUMERIC - 

Established in 1988, **Vision numeric's** mission is to bridge the gap between the world of graphical arts and the industrial engraving industry. **Vision numeric** has developed numerous software solutions that focus on communication through industrial parts. With over 30,000 seats sold worldwide, **Type3** solutions are recognized today by professionals in the Mold & Tools, Sign, Packaging and Jewellery industries, as the essential solution; whether they are working in a mechanical, laser, or rapid prototyping environment.

<http://www.type3.com>
