

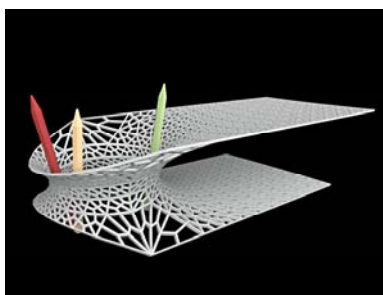


passionate about creating

FOR IMMEDIATE RELEASE

Shapeways Starts a Trend in 3D Printed Interior Design at the International Contemporary Furniture Fair (ICFF) in New York City

Pen Holder and Paper Tray Designed by Shapeways' ICFF Contest Winner Dominik Raskin Among 3D Printed Items on Display at the Jacob Javits Center (Booth #1451) May 14-17



New York (May 9, 2011) - Shapeways (www.shapeways.com), the online community and marketplace for personalized production using 3D printing, will be showcasing the latest 3D printed home décor items created by its talented community at the International Contemporary Furniture Fair (ICFF), North America's premier showcase for contemporary design. Among the items will be an elegant dual purpose desk accessory, a combination [pen holder and paper tray](#), designed by Shapeways community member Dominik Raskin. Chosen as the winner of Shapeways' recent [ICFF design competition](#), Raskin's 3D printed design will be able to be seen by more than 24,000 interior designers, architects, retailers, designers, manufacturers, representatives, distributors, and developers who attend the show at the Jacob Javits Center in New York City (booth #1451) May 14-17.

"Our community truly amazes us with the incredibly cool things they make every day," said **Shapeways CEO Peter Weijmarshausen**. "Our ICFF design contest not only inspired our community to get creative, but it also enabled one lucky winner to show their personal design to some of the most influential people in contemporary home design; hopefully, all the while having great fun!"

Dominik Raskin and His Winning Design



"My design concept came from the idea to create a minimal surface from which two functionalities could emerge, in this case the pen holder and paper tray," said **Shapeways community member and designer Dominik Raskin**. "Adjustments were made to the initial shape to reduce material and costs without jeopardizing stability. First the mesh was tessellated and only the ribs maintained, then the base of the object was made smaller. This all added up to become a dynamic and novel shape."

Raskin studied architecture in Brussels, Belgium. After working on a wide range of projects and gaining experience in several architecture offices, he moved to Mumbai, India to teach interior design and travel. His encounter with local students and designers such as Nuru Karim and Sameep Padora strengthened his instinct for poetry and natural forms in design.

After two years in India, Raskin pursued a new challenge to live and teach in Ho Chi Minh City, Vietnam. The penetration of contemporary Western thinking in Asia is something he deals with on a daily basis while working with students. They are eager to learn the Western way of thinking and designing, but Raskin also teaches them to value and not forget their cultural heritage.

Shapeways ICFF Contest Judges Weigh In

Shapeways asked journalists at some of most respected media outlets that cover design, 3D printing, and home décor to help judge the ICFF competition. More than 150 entries were received, and the judges were asked to choose their favorite designs, taking into consideration each item's aesthetics, as well as the innovative use of 3D printing technology.

Here's what [the judges](#) had to say about Raskin's winning pen and paper tray holder:

"What a great idea! It's multifunctional, beautiful, and quietly efficient," said **Suzanne LaBarre**, senior editor at [Co. Design](#), the design news site of FastCompany.com. "Plus it shows how 3D printing can be exploited to create exquisitely complex patterns that'd be next to impossible by any other method."

"If you've ever seen dimensional illustrations exhibiting the effects of gravity and black holes deforming space-time, they look strikingly similar to the ornate symmetry exhibited here, transforming what is usually the most mundane of products, a paper tray, and injecting an element of motion and direction all across its surface," said **Gregory Han**, managing editor of [Apartment Therapy Unplggd](#), a site dedicated to the harmonious art of balancing technology with home decor. "There's also an entomological element which reminds of the strength and inherent beauty of insect wings, and the wave-like form (which at first glance I thought was a table) adds a playful temptation, inviting one to place something on its end, if only to see if the design counterbalances the weight. Overall, my favorite in form and function."

"The beauty of Dominik's pen holder design is in the simplicity but most certainly in the dual purpose of such a piece," said **Josh Mings who writes at [SolidSmack.com](#)** where he covers product development, design and related technology. "It's streamline and brings back the elegance of putting pencil to paper. The white material seems to spread off the paper and wrap around the instruments used to put thought back onto the paper."

ABOUT SHAPEWAYS

Shapeways is the online community and marketplace for personalized production where anyone can make, buy and sell their own creations. Custom-made products are created one-of-a-kind and on-demand in a variety of materials using the latest 3D printing technologies.

The innovative designs found at Shapeways.com have been created by a diverse community of product designers, artists and enthusiasts. Community members engage in everything from collaborative creation through the Shapeways blogs and forum to selling their designs as products through the Shapeways Shops. As the Shapeways community continues to grow, more and more products become available to consumers.

Consumers can shop for unique giftware in the Shapeways Shops or co-create a wide range of personalized, affordable products, from customized cufflinks and jewelry to puzzles, home décor and more.

Headquartered in New York with offices in Eindhoven and Seattle, Shapeways is a spin-out of the lifestyle incubator of Royal Philips Electronics. Series A investors include Union Square Ventures in New York and Index Ventures in London.

For more information, please visit www.shapeways.com.

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Editors Note:

High resolution images and press releases available at: <http://www.shapeways.com/presscorner>

Later this week, all the great designs that will be displayed at the Shapeways booth at ICFF also can be viewed at: <http://www.shapeways.com/ICFF>