

iDesk

Dear Reader,

The goal of any innovation is a positive change, to make someone or something better. For an improvement to take place, it is necessary for people to change the way they make decisions, or make choices outside their norm. Technology has advanced to an extent that anything is possible with machines, which are much faster, more accurate and time saving.

Imagine a method which prints and builds your dreams, using the blend of art and science - a combination of cutting edge technology and creative talent delivering satisfaction beyond expectation. iKix - a 3D Architectural Model Studio has made a huge investment in technology and innovation to proliferate marketing and increase sales for builders and developers in the last 4 years both in India and overseas.

This issue covers an interview with Mr. Jai Ganesh, Vice President of Pashmina Developers from Bangalore, the Silicon Valley of India. He shares his delightful experience of working with iKix team. Mr. Natraj, Head-Sales, Municipal Business Group, VA Tech Wabag Ltd, expresses his views on the scope of iKix 3D Miniatures in the infrastructure industry. Mr. Sreenivassan Ramaprasad, Chief Operating Officer of iKix 3D Prints talks on how Design Communication helps builders & developers save time. Mr. Shailesh, a contemporary artist based in Chennai opens up on the impressive yoga models that were made in 3D printing at iKix studio.

We will be pleased to have your suggestions, feedback and comments. Please send them to insite@ikix.in

Happy Reading.

iNews - Recent Projects



Savithanjali

Marg is developing this premium residential project for the tech savvy smart homes comprising 702 Luxury Apartments with an 18 storey elevation. 3D Miniature of Savithanjali was delivered in a portable case in 4 days and it was carried for an exhibition to USA, Dubai and Singapore.



Kobelco

Kobelco Construction Machinery, a subsidiary of Kobel Steel Ltd, Japan has inaugurated its excavator manufacturing plant at Sri City Special Economic Zone in Chennai. Miniature was used for an inauguration of the factory and was delivered in 4 days. The customer commented that it is a great communication tool and enables clear understanding of factory layout.



Cognizant

The software campus of CTS is located at MEPZ near Tambaram, which is designed and constructed by L&T-ECC Division. This facility gives a congenial working atmosphere for software engineers and has all office infrastructure and amenities. IT Park Miniature was printed and delivered in a quick span of 15 days and was used for communicating with the foreign delegates meeting instead of taking them around the park.



“iKix cuts the delivery time by 50% and the cost to 60-70% enabling the customers to compete the market”

A one on one with Mr. Jai Ganesh, Vice President Marketing & Sales from Pashmina Developers

Technology meets challenges

How did you come to know about iKix?

Our chief Architect Mr.Thomas referred iKix when we were enquiring about a miniature for our project, which was a little complex in nature. This is how we came to know about the 3D Printing services.

How does the 3D Printing revolutionize the way the infrastructure industry works?

The primary feature of 3D Printing is that it is a blend of Science and Art. It is a science as the geometrical accuracy is maintained in the representation. It is an art because there are lots of landscape features involved in it. In 3D printing, the science part is absolutely 100%. What is there in the drawing

is getting produced in reality with the margin of error being 0.5 %. Next challenge is creating the landscaping which is an issue as each element has a distinct feature. We want the model the way the Architect visualizes the project.

How would you rate the advert of 3D print service in terms of cost, time and quality with the present system being practiced in India?

Initially we were very apprehensive about the automated 3D printing process and how the model will look aesthetically. But ikix was able to deliver a model comprehensively that was there in our mind. iKix cuts the delivery time by 50% and the cost to 60-70% enabling the customers to compete the market. The quality and timelines are maintained throughout & hence we would prefer 3D prints compared to other systems.

What is your feedback on iKix services?

Firstly, iKix has the willingness to follow a set of process in letter and spirit. Secondly, when faced tight corners or unanticipated situations, they understand the pain points of the customer and act upon it in a willful manner. Thirdly, they are extremely time conscious and delivered an exceptional quality. Overall, we like their professionalism.



“iKix was able to deliver what we wanted with the ideas perceived from 2D drawings to an excellent Quality Model”

**An Article by Mr. Natrajan
Head- Sales, VA Tech Wabag Ltd.**



Transformation of 2D to 3D Communication

WABAG is one of the world’s leading companies in the water treatment field, which has recently bagged the contract of India’s largest seawater desalination plant from Chennai Metropolitan Water Supply and Sewerage Board. We are developing this plan in an area of 16 Hectares at Nemmeli, Chennai with an output capacity of 100 MLD per day. This project has complex structures like intake wells, storage reservoirs, tanks and piping. And hence, we had decided to do a 3D miniature to visualize and communicate the complexity of the project.

We also had to showcase the model in an exhibition at Island Grounds which was organized by the Government of Tamil Nadu. It was during that time, one of the customers gave the reference and good impression of iKix to us. iKix was able to deliver what we wanted with the ideas perceived from the 2D drawings to an excellent 3D miniature and they were able to create all the critical structures and membrane filter systems in a short span of time.

Our clients were impressed with the miniature that was displayed in the exhibition and our engineers were able to explain the features of the plant to the visitors in a convincing manner and get customer appreciation. Besides creating a brand image for our company, it also helped our team members to clearly understand the entire operations of the plant.

Those who look at the miniature can practically see how the biggest reverse osmosis seawater desalination plant will work when it operates. Generally a miniature helps the stakeholders, client and contractor to check the overall layout of the plant and plan the corrections and modifications, at the initial stage itself. This saves lot of time and cost.

We are extremely satisfied with iKix services. iKix team has got a great level of passion for quality, commitment and involvement, which we feel is their secret of success.



Nemmeli Desalination Plant

iKix Design Communication

Mr. Sreenivassan Ramaprasad
Chief Operating Officer, iKix 3D Prints Pvt Ltd



“Communicating your designs” starts from the time you conceive your designs whereas “making a model” comes at the end of the design cycle.

“3D design communication” solves your problem of “time”. It saves time, enables portability, enables duplicity and enables quicker decision making. You would agree that “TIME” is the most valuable

commodity today. More you save time, more you gain in other aspects of life.

What iKix enables is preserving the valuable commodity called “TIME” rather than a fantastic finish which beyond a point does not serve any purpose. So, we request you to view iKix 3D Prints as a valuable tool to enhance money value of time rather than quality finish.



inFocus

Mr. B. O. Shailesh
Artist

There are times that an artist looks for a new direction in his art, seeks mediums beyond the current repertoire. This often leads to drastic change for an artist to explore a whole new concept and execute the same as conceived, which is a great challenge.

Shailesh is an artist from Cholamandal Arts Village who tries to achieve new dimensions creating a form and colour on par with his mental attitude. His creations are basically stimulated by the ancient yogic tradition and nature. 3D Prints is one of the medium through which he promotes his artistic ideas in a physical form.

“In this particular process, 3D prints help me to retain my creativity. Working with this new media and mechanism gives out fine results in post production. These sculptures are unique in the way they are created. Every yoga pose is just an icon work, which can be displayed in two or three ways and the way the light catches and plays with these forms, can be emoted differently in each environment”, says the Artist.

