

# inSite

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**iKix**  
3D Prints

*iKix inSite is a monthly AEC Newsletter. Visit [www.iKix.in/insite](http://www.iKix.in/insite)*

## iDesk

Dear Reader,

Transformative technologies are the stuff of history. The steam engine, the light bulb, atomic energy, the microchip - to name a few - unalterably changed our world. Such breakthroughs often take decades from initial invention to changing the way we do things and their potential impact can be nearly unimaginable early in the process. It is doubtful that even Tim Berners-Lee in his wildest dreams imagined what the World Wide Web would do to our global "operating system" when he invented it 20 years ago.

Now another new technology that may change the world is gaining traction - 3D Printing. It is a revolutionary, emerging technology that could up-end the approaches to design and manufacturing in the last two centuries. The 3D printing concept of custom manufacturing is exciting as you can now create a complete model in a single process. It is used in a variety of industries including

jewelry, footwear, industrial design, architecture, engineering and construction, automotive, aerospace, dental and medical, education and consumer products. Do you know quite recently engineers at the University of Southampton in the UK have designed, printed and sent skyward the world's first aircraft manufactured almost entirely via 3D printing technology. That's the power of 3D printing and it's fast, affordable and uniquely versatile, too.

iKix - a 3D Architectural Model Studio has brought this modern technology to India four years back and created a remarkable impact in the industry. In this issue of 'inSite', we present you three new exciting projects that iKix team has delivered recently. This issue also brings you an interview with Mr. Ravi Kiran Matcha of M+W Group. He shares his pleasant work relationship with the iKix team and professional experience while developing a 3D model of michelin factory.

Happy reading. We value your suggestions, feedback and comments. Please send them to [insite@ikix.in](mailto:insite@ikix.in).

## iNews - Recent Projects



### Villa 96

- an ultra-modern, ground-plus-one, independent villas in 7.5 acres of pristine land being developed by Voora Properties at Injambakkam, Chennai on the IT corridor on ECR. The iKix team designed and printed the 3D model in short time for use during the launch function. Invitees to the function were thoroughly impressed with the model. It helped the Marketing Team of Voora to explain every architectural features and USP of the project to the customers.



### Larsen & Toubro

- a technology, engineering, construction and manufacturing company entrusted iKix with the development of heat exchanger model for an important client meeting and to train their engineers. iKix took the challenge and developed a model as pieces that could be assembled easily. The different components of the heat exchanger, that convert water into steam in a nuclear reactor core, were developed meticulously to the exact dimensions and required scale to make it easily comprehensible to all. Needless to say L&T and their engineers were delighted.



### Inno Geocity

- a modern residential township located at Oragadam (a fast growing world class industrial belt in the southwest of Chennai). Spread over a lavish 131 acres, Inno Geocity's Sector 2 project consists of ground-plus-one independent villas ranging from 2BHK, 3BHK to 4BHK. iKix printed and delivered an excellent 3D model that depicts every minute detail - from furniture to all household appliances in a scale that defines clearly the internal spacing and unique features of the project for the benefit of prospective buyers.



**“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 that are 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 really feel how the city will look in 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 of 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 another 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 is 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 help us to 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.