

A 3D Systems Success Story



3D Systems Helps Fonco Create Quality Architectural Models in Record Time

- Customer:** Fonco Fabrication and Design is a creative design and fabrication agency specializing in custom objects and images for films, videos, displays and presentations. Bringing together a powerful combination of advanced technology, experience and traditional techniques, Fonco develops sculptural and hardedged models, robotic props, prototypes, artwork, molds and castings, special effects and other creative solutions for a wide range of clients around the world. For more information, visit www.foncocreative.net.
- Situation:** As a leading provider of custom objects and images for films, videos, displays and presentations, Fonco Fabrication and Design is very familiar with complex projects and tight deadlines. But when a new assignment arrived from Riva Digital, the leading animation and visual effects company in the Middle East, Fonco knew that they needed to advance to the next level in fabrication technology.
- Solution:** 3D Systems InVision® SR provided the detailed quality that Fonco Fabrication was looking for and was in an affordable price range.
- Benefits:** A 10 foot, 1:160 scale model was finished and delivered in a two month timeframe, an almost impossible deadline considering the size and complexity.

An Impossible Deadline

Riva Digital had been working in Dubai on a major apartment building project called Canal Residence West, a part of the downtown Dubai Sports City district. The company had created

done on time and on budget was to print out the physical parts in 3-D using the existing computer models," said Fon Davis, Principal and Founder of Fonco. "The main question was which 3-D printer to buy. We knew that our first choice had to be the best choice. We didn't have time to make any mistakes."

The Right 3-D Printer Quality at the Right Price



Each apartment building model in the Canal Residence West was made up of around 30 individual parts printed on the InVision® SR 3-D printer.

computer models to help pre-visualize the building development. Now they needed a ten-foot long, fully detailed, 1:160 scale model of the project as the centerpiece for a major media and investor presentation.

Creating a model like this would be a challenge under any circumstances. However, the assignment included an extra requirement – the model had to be completely finished and delivered in only two months, an almost impossible deadline considering its size and complexity.

"We immediately realized that the only way to get this project



One of five partially assembled and painted building models for the Canal Residence West.

Davis and his team looked at almost every 3-D printer on the market, including the InVision SR from 3D Systems. "We found that most 3-D printers were either too expensive for our budget or failed to provide the quality we needed to make a highly detailed model."

"The InVision SR, however, was quite different," he continued. "It offered us the best of both worlds. We were very impressed with the quality of prints, and the price

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was within our budget. We immediately realized that the InVision SR was really the only logical choice for us."

Davis also reported that Riva Digital was very excited about the InVision® SR 3-D printer. "When they learned about the InVision SR capabilities, they gave us a second assignment – to create a 1:80 scale model of the Linksview Apartments, also in Dubai."

A "Huge Success" Delivered On Time and On Budget

"The InVision SR 3-D printer delivers both speed and quality. With 3D Systems, we have the advanced technology we need to keep our customers happy and stay competitive."

Fon Davis
Principal and Founder,
Fonco Fabrication and Design

lighting to the buildings. The models were delivered in Dubai on time and on budget, and they were a "huge success," reported Davis. "Several prominent individuals from the region came to view the models, and everyone was impressed. The level of detail in the models was absolutely remarkable, a level rarely seen in architectural models."

Since the success of the Dubai projects, Davis has used the InVision SR to print prototypes and 3-D scans for other clients. He has also used



Scale model 1:80 of the Linksview apartment building.

With only eight weeks to complete the two projects, Fonco knew they had no time to spare, but with the InVision SR, the work proceeded smoothly. The files from Riva Digital (originally developed for rendering only) were adjusted to bring depth into all the parts and then separated into planes appropriate for printing. Each of the five buildings for the Canal West Project required approximately 30 printed parts. The Linksview Apartments model was equally complex, including dozens of balconies and tiny, intricate handrails.

After all the parts were printed, they were fully assembled and painted. The modules printed with the InVision SR were precise enough to match and fit perfectly with other parts that Fonco had laser-cut. Finally, the Fonco team added window transparencies and internal



Scale model 1/160 of Canal Residence West in Dubai. "Only the use of an InVision 3-D printer allowed us to meet the 8 week deadline", states Fon Davis.

the InVision SR to test a new process for making action figures, an important part of his work for the entertainment industry.

"With 3D Systems and the InVision SR 3-D printer, we don't have to choose between speed and quality," said Davis. "It's a win-win situation for us and our clients."

High quality of detail achieved on the Canal District West Buildings.



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