

Istituto Marangoni and Sharebot present Real Time Design: creativity and modularity in the most innovative 3D printing

During the week of the Salone del Mobile in Milan, Istituto Marangoni School of Design and Sharebot, leading Italian producer of professional 3D printers, will welcome visitors to a creative workshop at the school's headquarters, open to the public daily at 24 Via Cerva.

School students from different creative disciplines, from Products to Interiors and Accessories, will guide guests in the real-time design and creation of jewellery and accessories related to the world of fashion and design.

By developing various modular systems, the young designers will be able to guide guests through the creation process, followed by production using 3D printing technologies.

A project which aims for total personalisation, transforming the visitor into a co-designer: using modular systems they will be able to choose shapes, functions, materials and colours for their products.

"We tried to imagine a future where the designer will become a creator of open systems that will allow anyone to shape objects based on the needs of the moment, using rapid prototyping technologies to produce unique pieces in real time", says Massimo Zanatta, Director of the Istituto Marangoni School of Design.

The workshop will provide an opportunity for Sharebot to test its new Sharebot 42, XXL, Voyager and Next Generation professional printers, which guarantee precision and reliability in all contexts of use, making them ideal for the creation of 3D projects by young designers.

"For our company, it is very important to work with the finest design schools and institutes such as the *Istituto Marangoni*, who push our printers to their technological limits, inspiring us to achieve perfection and search for effective solutions," says Arturo Donghi, Sharebot CEO.

Creativity, technology, customisation, modularity: these are the ingredients of Real Time Design, where architecture, design and furniture professionals will all be welcome.

Real Time Design

School of Design
Via Cerva 24, Milan
12 - 17 April, 3 pm - 7 pm
Sharebot Cocktail: 13 April, 6 pm

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Istituto Marangoni

Istituto Marangoni was founded in 1935 in Milano as 'Istituto Artistico dell'Abbigliamento Marangoni' and in 2015 it reaches a special milestone, 80 years of history and success in training the top professionals of Fashion and Design. Istituto Marangoni can praise itself for the education of four generations of students from 5 continents and for having launched over 45,000 professionals in fashion and luxury fields, such as Domenico Dolce (Dolce & Gabbana) and Franco Moschino. It currently educates 4,000 students per year from 106 countries at its schools, located in Milano (the School of Fashion and the School of Design), Paris, London and Shanghai, the international capitals of fashion, design and luxury. In October 2016 Istituto Marangoni will open a new school in Firenze, a meeting place between fashion, art and design. Visit istitutomarangoni.com.

Sharebot

The idea for Sharebot was born in 2012 as a result of the early experiences of Andrea Radaelli, who was one of the first in Italy to begin construction of a printer with FFF (fused filament fabrication) 3D technology as part of an open-source project. At the end of the year, after reading an article in Wired, Arturo Donghi contacted Radaelli, and together, in October 2013, they began to develop a company focused on the construction and research in the world of 3D printers. The founding members are: Arturo Donghi, responsible for strategy and organisation; Andrea Radaelli, who manages the 3D printing technologies; Ambrogio Donghi, in charge of logistics and production; Cristian Giussani, head of software development and Matteo Abbiati, Marketing Coordinator. Today Sharebot, which produces around 150 3D printers per month, employs 28 people, six of whom are involved in research and development of new technologies. Visit www.sharebot.it