

# Accelerating creative process through 3D printing at Istituto Europeo di Design in Barcelona.

## ABOUT

### Istituto Europeo di Design

IED, the Istituto Europeo di Design, is an international network of schools with eleven seats worldwide specialized in training, development and research in the disciplines of Management, Fashion, Design and Visual Communication. During this last year they have implemented 3D printing technologies at their facilities.

#### COMPANY

Istituto Europeo di Design  
<https://iedbarcelona.es/en/>

#### INDUSTRY

Education, Entertainment, Fablab and makerspaces, Product design.

#### APPLICATION

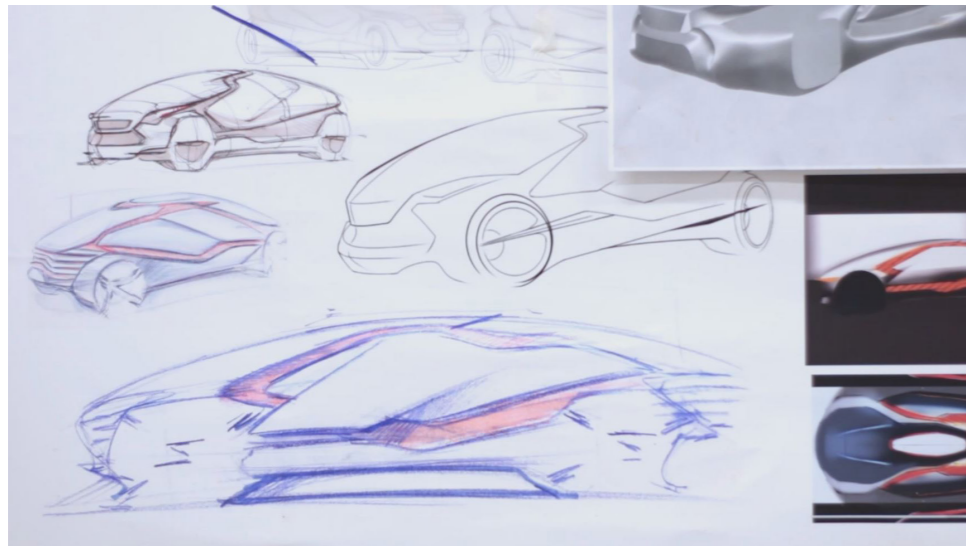
Prototyping: Mockups and design validation.



# CHALLENGE

Prior to incorporating 3D printing technologies into their university, students at IED used to use basic equipment and traditional model-making methods for prototyping their ideas. However, hand-made models do not capture all the potential of the concept and these processes had proven time-consuming and labor-intensive.

With that in mind, IED sought an on-site solution such as 3D printing for prototyping and functional testing.



# SOLUTION

IED got their BCN3D Sigma printers mainly because allows to accelerate students creative processes.

"IED philosophy is built using a methodology based on learning by doing. Therefore, the rapid prototyping part becomes very important. Students, during the design process, now are capable to iterate faster and get refined designs in a very straight-forward workflow through 3D printed models." explains Raffaella Perrone, IED Barcelona Design Managing Director.

A great example of how the 3D printing technology is helping IED students is one of the projects of the last year: prototype a concept car for the 2035 year.

# RESULT

The brief consisted in designing the mobility of the future, specifically for the year 2035. The idea was to answer the question about how to maintain the pleasure of driving in the future.

"The challenge of the project was to reproduce the 3D model designed in the computer as closely as possible. In order to do so, we have used the best technology in the market. 3D printing technology has allowed us to reproduce the complex and organic shapes that we had designed. This was possible thanks to the BCN3D Sigma 3D printer." says Miguel Ángel, team member of the project.

Watch the video of the full story here: [Link](#)



# COSTS

For IED students, it's not so much about the cost of the materials; it's the reduction in manufacturing time that makes a big difference. By not building the model through traditional model-making methods, the students avoid significant time.

Furthermore, having the BCN3D Sigma allows them to test more designs in a shorter period of time and also reduces the costs of making design iterations.

	TRADITIONAL MODEL-MAKING	BCN3D PRINTERS
ITERATION/PRODUCT	1/part	8/part
TIME	2week/part	5-8h/part



## About BCN3D technologies

BCN3D Technologies is one of the leading manufacturers of desktop FFF 3D printers worldwide. Based in Barcelona, the activity of BCN3D began in 2012 and its aim is to help innovators and creatives to change the world, by offering them the best possible experience to materialize their unique ideas.

<https://www.bcn3dtechnologies.com>

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