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## **FOR IMMEDIATE RELEASE**

### **Media Advisory: RAPID Art Gallery Exhibition Spotlights Sculpture Created Digitally with SensAble's FreeForm® 3D Modeling System**

**WOBURN, MA – May 17, 2010** – [SensAble Technologies](#) announced that its FreeForm® 3D modeling solution was behind the first-ever exhibition on the convergence of art and technology at the annual [Society of Manufacturing Engineers \(SME\) RAPID Conference and Exposition](#) (SME RAPID 2010) being held this week in Anaheim. Led by [SculptCAD](#), a provider of sculptural/CAD design and reverse engineering products and services, fourteen artists made the leap from the physical medium to the digital realm using FreeForm Modeling's sculptural design capabilities. These impressive works range from a feathered French horn to a forest-scape, and were the artists' first creations on an all-digital system.

Shattering longstanding perceptions that fine art can only be produced by hand, the SculptCAD [Rapid Artists Project](#) demonstrates the speed and creative freedom made possible with today's advanced digital design technologies.

"I love to carve in Italian marble, but after working in FreeForm, I'm definitely a convert," said [Heather Ezell](#), whose bronze "A New Leaf" depicts a pile of scattered leaves, some shiny, some dull. "It would have taken me at least two months to carve just one leaf, versus about 12 hours in FreeForm. The folds and curves in the stem of the leaf would take me forever in marble, but they were a snap to create in the software. And breaking each leaf into pieces, and applying textures, would have been nearly impossible in marble."

"I loved this piece so much that I initially hesitated to sell it, then I realized – because it's digital, if it sells, I can just print another!"

Members of the SculptCAD Rapid Artists project include sculptors, painters, and installation artists who work in materials ranging from marble to rubber to wood.

**WHERE:** RAPID 2010 Conference and Exposition, Disneyland Hotel, Anaheim CA

**WHAT:** Contemporary Art Gallery featuring 15 SculptCAD Rapid Artists Project works

**WHEN:** Tuesday, May 18 though Thursday, May 20, 2010 during [show hours](#)

## **About SensAble Technologies**

Founded in 1993, SensAble Technologies is the leading developer of 3D touch-enabled (force feedback) solutions and technology that allow users to not only see and hear an on-screen computer application, but to actually “feel” it. With 41 patents granted and over 8,000 systems installed worldwide, SensAble Technologies’ haptic technology is being used in applications ranging from fine art, product design, dental restorations, surgical simulation, and a range of research and robotic applications. The company markets its own 3D modeling solutions as well as its haptic devices and developer toolkits to companies, dental labs, educational and research institutions and OEMs. SensAble products are available through direct and reseller channels worldwide. [www.sensable.com](http://www.sensable.com).

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