



**2018 – SOLIDSCAPE  
GOLD DESIGN AWARD**

Mr. Settawut Leenavong –  
Pinkpurpol, Thailand.



*“Solidscape is proud to showcase the most creative and innovative jewelry designs that embrace cutting edge 3D printing technology. This year’s winning designers have created complex geometries and organic shapes that are impossible to produce through traditional hand carving techniques. These designers are thrilled because Solidscape’s precision 3D printing technology allows them to unleash their imagination and push the boundaries of creative design.”*

*– Fabio Esposito,  
Solidscape President*

CadCast BKK caught up with the Gold Award winner for Solidscape Design awards, to find out more about him and about his idea for the design. The completed samples were displayed in this year’s JCK Las Vegas convention held during the 1<sup>st</sup>-4<sup>th</sup> June. Let’s find out how he got the idea.

***Briefly let our readers know what your design was about?***

My entry is an original design ring called “Monstera Ring” which was heavily inspired by nature rooted to the aesthetic of the oddly shaped species of plant called the Philodendron “Monstera Deliciosa”.

***How did it feel when you had found out that you had won the competition from Thailand?***

I feel energetic, inspired and proud to represent my country along with my original design. Winning is no easy task which is why it's overall a very joyful and great pride to know you've contributed to something and that people recognize the ambition and appreciate what you've spent a lot of time, energy and passion into.

***How did you go about creating the idea that you submitted? Did you work with several ideas or did you design your final submitting idea right away?***

The design aims to cherish the Jewelry in its purest form. A ring with no decorated minerals and stones. Just aesthetic in its fundamental form similar to nature which is the purest base of all things. We believe Jewelry is similar to a person in which one’s value is not bound to what he wears but what he is and what he stands for. I didn’t come up with the final design right away. I've experimented with many similar variations mostly deals with the way plant’s leaf behaves. However, Monstera Ring is my final decision because I find it fascinating how we, human sometimes instinctively perceive the oddity that nature produces as “aesthetic”. I truly believe the Monstera Ring is an enhanced version and the next step to that aestheticism. A lot of my design was abundantly inspired by



nature as I admired the natural process greatly. The irregularity of the shape and form that nature produces can sometimes surpass our human's imagination. I tried to give that simple yet complex and "unimaginable" impression into the Monstera ring.

***What was the hardest thing about successfully designing the winning idea? What was your Inspiration?***

The hardest part was getting it right. Monstera Ring is a result of fusion in computer-aided technicality combining with the right intuition of man's conscience. My ideology in design always sets toward finding innovation in aesthetic and harmony, successively to achieve the right balance of artistic quality.

***If you had more time would you make any changes to your final design? Any improvements? What advice would you give to next year contestants to find their winning idea?***

I would not have made a single change to my final design. This is my very first Monstera Ring which I'm wholeheartedly proud to present. To the next year contestants, I would tell you to believe in what you're going to do. Try something that

you've never seen before or thought you couldn't do.

***Briefly tell us about yourself and what you plan to do next?***

I'm a junior Architect graduated from Faculty of Architecture, Chulalongkorn University. I have passion towards Design in art and architecture. Jewelry design is a lot of fun since I believe it has very little boundary when compared to Architecture which has a lot of constraints. Here you can truly experiment around with no right or wrong and freely express your idea and execution. My plan for the future is I want to create a modern Thai Jewelry brand so my procedure is making quality Jewelry and try to get it out there through many channels. At the same time, keep improving and coming up with original ideas. I'd love people to appreciate and be aware of what I do and at the same time, I can continue to discover more of myself.

***Why did you choose to go with a Solidscape printer to print and make your final design?***

As a designer, when I design something, I do not want to restrain myself to limits in production capability. In the

past, we let technology defines art. Now that boundary is getting thinner and thinner. Modern technology really opens up opportunity for us. In order to translate and express ideas to its fullest, I always strive for complete precision as well as strength and durability when producing the art. I love the idea of mass fabrication of customized product and 3dprinter is very suitable for a smaller object with complex built. As a result, I find Solidscape printer to be very promising and desirable due to its ability to print anything and get the job done at a very high standard.

CadCast Co., Ltd., would again like to thank K.Settawut for his contribution to the growing community of quality designers and would like to wish him all the success in the coming up new projects that he will undertake. We will always be here to ensure that your designs, no matter how complicated, will always be successfully printed with our Solidscape printers.

