







- Studied design in Finland & Switzerland.
- 15 years in the making.
- Specialised in Industrial design, R&D, Concept design and development, Brand experiences, Branding & AI.
- Head of Experience design of TBWA\Helsinki, NEXT -lab & the owner of UOD.
- Red Dot -winner (x2), Eurobest Innovation Gold, FastCo. Design Award, Vuoden huiput, Grand One etc.
- Interested about creativity, technology, art, cabin life & cats.

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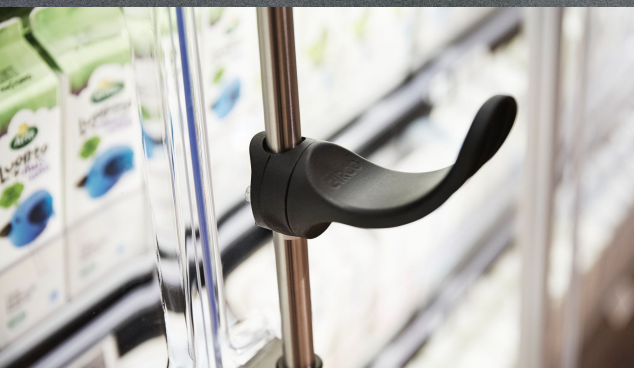
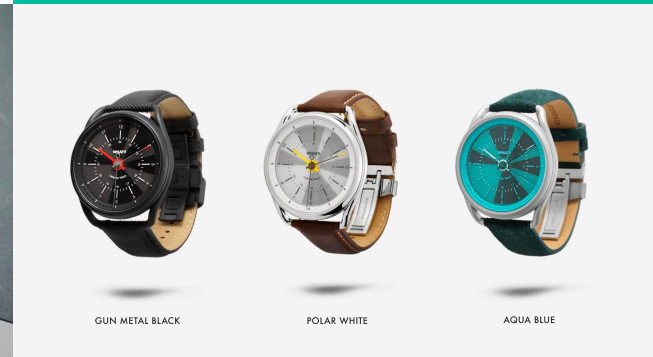


A hand holding a small, round, metallic object with the word "Cherry" written on it. The object is attached to a thin black vertical line. The background is a solid light green color. The image is framed by a circular border with a red and black decorative element on the left side.

**ADIDAS**  
Window Shopper /

A woman with dark hair tied back, wearing a blue Adidas t-shirt, stands in a white doorway. She is looking out of the door. The door is slightly ajar, and the background outside is bright and out of focus. The image is framed within a circular graphic element.

**WHAT WATCH**  
Calendar Watch / 2017







UxO

# BENEFITS OF 3D PRINTING

- Enables the production and design of more complex parts
- Great for rapid prototyping purposes
  - a. Also suitable for tools and parts used in industrial production.
- Cost effective
- Minimising waste
- Ease of access
- Strong and lightweight parts
- Large range of printing materials

# 3D PRINTING CONSUMER END PRODUCTS

- Printing position & the selection of the right material
  - a. Most materials require post processing such as sand papering etc.
- Fast production and on demand
  - a. No need for large storage
- Recycled and renewable materials that are in high interests.
- Fast production & on demand
- Packaging design

# PRINTING WITH FORMLABS FUSE (SLS)

- The printing quality, especially Polyamide (nylon) works great for design end product.
  - a. Printing position still has a high impact of the final end result.
  - b. No heavy post processing
  - c. Material thickness has a crucial impact on the overall durability
  - d. The material will patinate like leather when in use
    - i. Drumming will speed up this process
- Logo, running number etc can be done by laser etching
- Can be coloured if needed



UMBERTO ONZA DESIGNS

UMBERTO ONZA DESIGNS, OWNER  
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