

Marcello Martino Design

Customer Success Story

Autodesk® Design Suite

From concept sketches to surfaces and production drawing to near photorealistic visualizations, the software in the Autodesk Design Suite supports every step in my design workflow. With a computer and Design Suite, I feel like there's nothing I cannot do.

—Marcello Martino  
Creative Director and Principal  
Marcello Martino Design

# Suite workflow.

Marcello Martino Design turns to the visual communication software in the Autodesk Design Suite to accelerate its end-to-end design workflow.



Image courtesy of Marcello Martino Design

## Project Summary

Headed by creative director Marcello Martino, Marcello Martino Design delivers cutting-edge product and interior design services to an international clientele. Eyewear is a current focus for the firm. Inspired by the aerodynamic shapes common in motorsports, one of the lines the firm is working on is high-end eyewear targeted at stylish auto enthusiasts. Marcello launches his creative process by sketching shapes and forms not commonly associated with eyewear. Using an iterative process, he explores ways to incorporate the forms into a practical product design. Zeroing in on the most promising ideas, he then develops designs fully. The software in the Autodesk® Design Suite—including AutoCAD®, Autodesk® SketchBook® Designer, Autodesk® Showcase®, Autodesk® 3ds Max® Design, and Autodesk® Alias® Design—helps drive his creative workflow.

Marcello Martino Design's workflow begins in Autodesk Sketchbook Designer software, where Marcello gives his ideas form. He brings the sketches into AutoCAD software, where he defines the dimensions and proportions in 3D. He also begins detailing the functional elements of the eyewear to support ease of manufacture and wear. Taking the design from AutoCAD software into Autodesk Alias Design software, Marcello develops the complex curving surfaces that make the eyewear so distinctive. At this stage, he moves the design between Alias and AutoCAD products frequently in order to keep the surfaces

and functional aspects of the design in harmony. Autodesk Showcase software allows Marcello to quickly produce a near photorealistic rendering of the eyewear. This helps him to fine-tune the colors and provides a rich visualization for sharing with suppliers. He turns to Autodesk 3ds Max Design software to take visualizations even further by helping him to place products into a detail-rich scene. Using the software in the Autodesk Design Suite, Marcello Martino Design is able to:

- Move more seamlessly from detailed design to surface development to visualization
- Better control costs by accessing many capabilities in a single suite
- Accelerate the design process
- Communicate more clearly with suppliers and distributors using 3D visualizations

## About Marcello Martino Design

Marcello Martino Design is based in London. The firm has designed everything from eyewear to the interiors of top restaurants and bars to headphones and innovative product displays for Absolut Vodka.

## Learn More

Find out how Autodesk Design Suite can take your designs from sketches to near photorealistic visualizations. Visit [www.autodesk.com/designsuite](http://www.autodesk.com/designsuite) to learn more about the power and cost benefits of the Autodesk Design Suite.