

# 3D Modeling

For this project I worked directly from my inspiration and into the computer. I pulled inspiration from the Nixon brand itself, and from my fascination with architecture. I had an idea in mind of what this display would look like, and I chose Rhinoceros 3D as the tool to bring it to life. It took countless iterations studying form, proportions, and movement to achieve the final shape. The aesthetic of this display uses a repetition of similar shapes that convey a sense of movement. While viewing from the front it takes on a light and airy look, as if the watches are floating. When viewed from the side it takes on a solid, more substantial look.

