



In many ways, 3D printing still is unknown territory – especially for customers. Professionals often use it, e.g. in prototyping. The printing process will produce this specific quick-and-dirty-aesthetics that in some way is appealing. However, few people know that 3D printing today is used in the most sensitive business of jewellery making of prestigious brands such as Cartier. Customers will not know about it because the new technology still has the image of rough and cheap. However, nowadays, there are machines capable of printing precious metals as gold and platinum directly through laser sintering and there is also the possibility to combine 3D printing with the traditional method of lost wax casting, merging new and ancient techniques.

Consuelo Keller does not disguise that she is a 3D printing “nerd”. She presently is about to build a business with the name of [digimorphé], meaning digitus = handmade/digital and morphé = shape. She is a “digital artisan” and one of these individuals that – by experimenting with the new technology – explore new ways of doing, producing and designing things, thus, is appropriating the technology and giving it meaning.

Working with Consuelo in Creative Link was an experience of flux. Constantly, new opportunities popped up because her know-how and her products intrigued many people. She had sales exhibitions in Venice or Geneva. She was invited to be part of the “alliance des créateurs”, the shop GRIS in Zurich right from the start. She was part of Mode Suisse in autumn last year or the last Lift-Conference in February of this year.

Consuelo Keller is now selling her own portfolio of 3D-printed jewellery off- and online, she is holding workshops on the topic; and she is making bespoke jewellery for customers such as an engagement ring. All of it is designed by her, printed elsewhere, and hand-finished by her again. The interesting thing about it: 3D printing is a technology where mass customization and the arts and craft meet. Its at its best (and cheapest) when single and unique pieces are done; it's a technology where the analogue and digital meet in surprising new ways.

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