

5<sup>h</sup> August 2009

**PRESS RELEASE**

**Autodesk Inventor Helping Realize Artists' Vision for Public Spaces**

**Autodesk Names Australia-Based Urban Art Projects as Inventor of the Month for Innovative Use of Digital Prototyping**

SAN RAFAEL, Calif., July 30 /PRNewswire-FirstCall/ -- Public art and creativity are blooming thanks to the contributions of Australia-based design consultancy Urban Art Projects (UAP).

[Autodesk](#) (NASDAQ: ADSK) today named UAP [Inventor of the Month](#) for July 2009 for the firm's innovative use of [Autodesk Inventor](#) software in delivering large-scale, high-quality art and design works in a wide range of architectural and landscape projects around the globe. A sampling of its works include a police memorial in Canberra, Australia; an art landscaping project for King Abdullah University of Science and Technology in Saudi Arabia; and the major entry statements for the Shanghai World Expo 2010.

The Inventor of the Month program recognizes the most innovative design and engineering advancements made by the extensive community using Autodesk Inventor software, which takes manufacturers beyond 3D to [Digital Prototyping](#). With Inventor, manufacturers can create a single digital model that gives them the ability to design, visualize and simulate products before they are built to reduce the necessity of constructing physical prototypes.

As both a design studio and a workshop, UAP takes ideas for public art from concept, through documentation, fabrication and all the way to installation on behalf of its clients. Inventor software provides a way for UAP to adhere as closely as possible to the artist's vision for the project by integrating all design data into a single digital model, increasing communication and streamlining the design process. The company worked with Autodesk Premier Solutions Provider ADA CADPartners to get the most benefit out of Inventor for its demanding projects.

"Public art installations are getting increasingly complex, and Inventor helps us push the boundaries of what's possible," said Stefan Purcell, a designer at UAP. "More than just seeing a 3D representation of the artist's vision, we can develop a complete digital prototype of the art installation, allowing us to drastically reduce the time required to take a project from start to completion, and to focus more time on the creative and artistic aspects of the project."

This newfound speed as a result of using Inventor software for Digital Prototyping has allowed UAP to take on more--and increasingly larger--projects, as evidenced by the company's growing roster of international clients.

"UAP is creating art that humanizes our public spaces--and they're doing it more effectively with Inventor," said [Robert "Buzz" Kross](#), senior vice president, Manufacturing Industry Group at Autodesk. "This is taking the benefits of Digital Prototyping--increased speed and innovation--beyond the traditional manufacturing realm into new and innovative spaces previously unimagined."

## About the Autodesk Inventor of the Month Program

Each month, Autodesk selects an Inventor of the Month from the users of Autodesk Inventor software, which takes manufacturers beyond 3D to Digital Prototyping. Winners are chosen for engineering excellence and groundbreaking innovation. For more information about Autodesk Inventor of the Month, contact us at [IOM@autodesk.com](mailto:IOM@autodesk.com).

## About Urban Art Projects

Urban Art Projects is a specialist design consultancy creating site-specific art and design commissions for architectural and landscape environments. UAP offers a unique turn-key approach to commissioning large-scale artwork and creative design solutions, providing low-risk solutions for clients. For additional information, visit [www.uap.com.au](http://www.uap.com.au).

## About ADA CADPartners Pty Ltd

ADA CADPartners is Autodesk Australia's premier Manufacturing Design Technology Specialist. With experience in the Computer Aided Design Industry since 1989, helping businesses streamline and implement better CAD, CAM and Data Management processes has earned ADA CADPartners the reputation of true technical CAD specialists, and one of Autodesk's leading Premiere Solutions Provider. For more information, visit [www.adacad.com](http://www.adacad.com).

## About Autodesk

Autodesk, Inc., is a world leader in 2D and [3D design software](#) for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art Digital Prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

### Editorial Note:

An interview with Urban Art Projects is available on the Autodesk YouTube Channel at <http://www.youtube.com/watch?v=-HBYWt1aqN8>.

*Autodesk, AutoCAD, Autodesk Inventor and Inventor are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product offerings and specifications at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.*

© 2009 Autodesk, Inc. All rights reserved.



**Urban Art Projects**

Contact: Scott Miller 61 7 3630 6343

Email: [scott.miller@uap.com.au](mailto:scott.miller@uap.com.au)

**Autodesk**

Contact:

Clay Helm 415.547.2425

Alyson Moses 312.297.7430

Email:

[clay.helm@autodesk.com](mailto:clay.helm@autodesk.com)

[alyson.moses@edelman.com](mailto:alyson.moses@edelman.com)

