



## Illuminated Metallic Heart Designed in AutoCAD Pumps Love into Times Square

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Gage/Clemenceau Architects Taps AutoCAD 3D Capabilities in Design of Valentine Sculpture

SAN RAFAEL, Calif., Feb. 12 /PRNewswire-FirstCall/ -- Designing a 3D heart sculpture, representative of America's love for Times Square, was no simple task, so when New York firm Gage/Clemenceau Architects was presented with the opportunity, they turned to 3D software from Autodesk, Inc. (Nasdaq: ADSK).

AutoCAD software, the world's leading design and documentation platform, and Autodesk Maya software served as the platform to design and construct the ten foot heart, which weighs more than two tons and is sheathed in highly reflective, molded and laser cut metal sheeting. The metallic surface of the heart reflects the surrounding lights of Times Square, and is lit from inside with highly advanced, sustainable LED lighting.

"When designing the structure, it was absolutely crucial that we use the latest in design technology, as we carefully calibrated the design with a mix of materials and lighting effects," said designer Mark Foster Gage at Gage/Clemenceau Architects. "The 3D design capabilities of AutoCAD and Autodesk Maya gave us the flexibility we needed, and AutoCAD's powerful documentation tools allowed us to automate some of the repetitive design aspects for the heart sculpture."

AutoCAD allowed the designers to take their initial idea - an object that spreads light through both a traditional form and a mirror that reflects it - from concept to reality. Essential to the construction was the ability to generate, view and manipulate computer generated 3D models of the sculpture, making it a seamless process for Gage/Clemenceau Architects to make material adjustments without having to physically maneuver the two ton masterpiece. This method of digitally fabricating prototypes for an assembly before construction is revolutionizing design practices in architecture, engineering and manufacturing firms.

The "Valentine to Times Square" was commissioned by the Times Square Alliance as part of its public art program. The structure will be on display through Feb. 22 in Father Duffy Square (Broadway and 47th Street). While the design masterpiece will only be on display for a short time, the high-tech, durable and easily assembled sculpture was designed to be effortlessly recycled for future use in another venue.

Autodesk announced AutoCAD 2010, the latest release of AutoCAD in a Webcast last week. The software now provides even more power and innovation to help designers, like Gage/Clemenceau Architects, document, communicate, explore and customize their design ideas. AutoCAD introduces powerful new capabilities to help users tackle their most challenging design problems, including free-form design tools, parametric drawing and enhanced PDF support.

### 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).

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