



VASKEN'S DESIGNS, CA

"Live with your time."

Vasken was raised in Paris, France where his study of fine arts and architecture led to an internship in jewelry. Vasken works for the trade and private customers in his Phelan Building studio. Vasken Tanielian started teaching several courses at Revere Academy in 1999. They included manufacturing processes as well as model making.

Vasken's Designs Studio is located in San Francisco, CA, and was established in 1987.



As an acclaimed designer, amazing wax carver, master goldsmith and respectable teacher at the Revere Academy, Vasken could have kept on doing what he already knew perfectly and left Computerized Jewelry Design to the younger generation freshly graduated from jewelry school more inclined to use computer than traditional bench work.

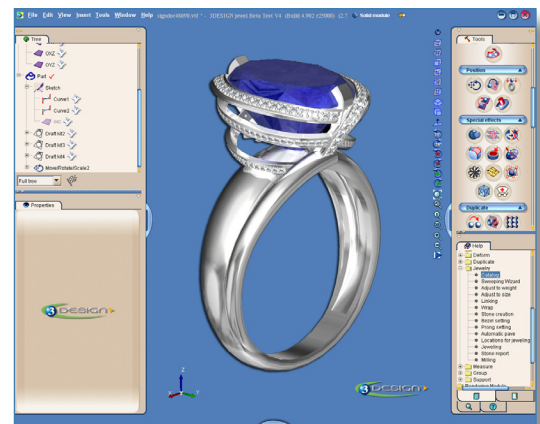
But Vasken completely disagreed with this simplistic picture. For him, **"As world is changing, jewelry is evolving and you have to live with your time"**. According to him, "CAD software only enhances what a jeweler does, it will save the most precious resource of all "time" and greatly improve communication between jewelers, designers and customers".

"The capabilities are limitless. Not just in a design point of view but also at a business point of view, no need to carry huge physical inventory, simply have them in your computer" says Vasken. And he added without hesitation "and you can show your designs without having to make them, you don't need to worry about producing your creation before presenting and selling it to customers!"

As Vasken nicely stated "3DESIGN is created with the jewelers in mind and made for a mind of a jeweler and artist." Feeling at ease with 3DESIGN environment is often the first comment that comes from 3DESIGN users. The Icon driven menu system and the intuitive help screens will deliver the new user additional tools to complete the task.

As jewelry consultant and trainer, Vasken can also be hired by private jewelry companies willing to train their employees and share his expertise and trade secrets. Vasken recalls one time when he had to leave for training in Texas in a few days and the company asked to receive a picture of the models he was going to make during the class.

There was no time to carved, cast and finished the part. Vasken decided to make the design in 3DESIGN, rendered it using the Advanced Rendering Module in 3DESIGN and sent it to the company that immediately approved it.



"As a teacher, **I strongly recommend 3DESIGN** to my students. Design Software will not replace traditional jewelry techniques and skills but complement it as another "tool" of the bench."

Knowing the manual techniques should always be part of the jewelry knowledge since they are useful when designing with jewelry software. "I like to believe that the main reason I had a very short learning curve with 3DESIGN, is that I knew jewelry inside & out and in a way, it is certainly true. But I am realistic that it is also due to the fact that the concept of 3DESIGN is very intuitive and natural for a jeweler".

From a designer point of view, "3 Design allows you to completely focus on your design. Depending on your desired direction you could e-mail your files to a service bureau or production house or produce them yourself. With emerging rapid prototyping technology 3DESIGN offers you the ability to create from design to finish pieces in few days...".