



# News Release

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## 3D Systems' FOC Team Partners With Acclaimed Architect

- Zaha Hadid Launches 'Interior Jewels' Design Challenge With  
Freedom Of Creation -

**ROCK HILL, South Carolina, November 15, 2011** – [3D Systems](#) Corporation (NYSE:DDD) announced today that its [Freedom Of Creation](#) design team launched the FOC Talents Challenge, in partnership with leading architect and designer, Zaha Hadid, in search of new design talent.

The [FOC Talents Challenge](#) features a design brief co-written by Hadid that invites a qualified group of talented designers to create an "Interior Jewel," a knob, handle or hangar to personalize any environment. The participants will leverage 3D Systems' content-to-print solutions to design with complete freedom from traditional constraints.

"Our Interior Jewel challenge embodies our belief that intricate eye catching designs create an emotive connection between individuals and their interiors," stated Janne Kyttanen, Creative Director, 3D Systems FOC Team. "Nothing excites me more than mentoring and empowering talented designers to unleash their creative dreams with the freedom of design and creation available through our 3D Systems content-to-print solutions."

### **About 3D Systems Corporation**

3D Systems is a leading provider of 3D content-to-print solutions including 3D printers, print materials and on-demand custom parts services for professionals and consumers

alike. The company also provides creative content development, design productivity tools and curation services and downloads. Its expertly integrated solutions replace, displace and complement traditional methods and reduce the time and cost of designing new products by printing real parts directly from digital input. These solutions are used to rapidly design, communicate, prototype and produce functional parts, empowering its customers to create with confidence.

More information on the company is available at [www.3DSystems.com](http://www.3DSystems.com).

To experience 3D Systems' entire range of 3D content-to-print products and services please visit [www.printin3D.com](http://www.printin3D.com), [www.production3dprinters.com](http://www.production3dprinters.com), [www.toptobottomdental.com](http://www.toptobottomdental.com), [www.quickparts.com](http://www.quickparts.com), [www.3Dproparts.com](http://www.3Dproparts.com), [www.alibre.com](http://www.alibre.com), [www.bitsfrombytes.com](http://www.bitsfrombytes.com), [www.botmill.com](http://www.botmill.com), [www.The3dStudio.com](http://www.The3dStudio.com), [www.freedomofcreation.com](http://www.freedomofcreation.com), [www.sycode.com](http://www.sycode.com), [blog.3dsystems.com](http://blog.3dsystems.com), or via email at [moreinfo@3Dsystems.com](mailto:moreinfo@3Dsystems.com).