

# Jaguar XE Word Cloud Sculptures

To mark the global launch for the new Jaguar XE sports saloon, we were asked by creative agency, Imagination, to manufacture two specially designed aluminium word cloud sculptures, one of which was installed outside London's Design Museum to coincide with London Design Festival. The sculptures were designed by the Jaguar design team and the process of bringing them to life drew upon a broad range of creative and technical expertise across many fields. The design featured 95 different words in 7 different languages, all expressing the aesthetics and characteristics that are seen to embody the new car.



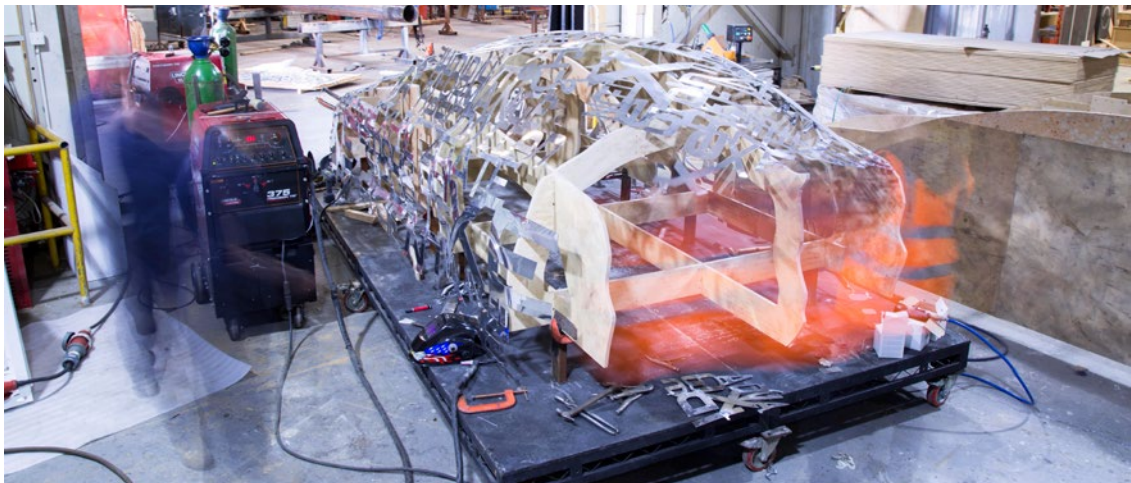
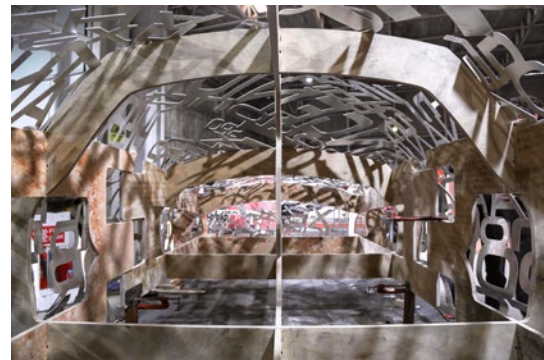
SLEEK & ARTICULATE: Outside London's Design Museum

### Careful Perspective

We worked with the CAD drawings from Jaguar to develop the best method of manufacture. With two dimensional text wrapped around a three dimensional model, retaining proportions and legibility becomes a major consideration and we were able to draw on our experience of manufacturing the London 2012 Olympic cauldron to manage the potential pit falls. When etching each of the cauldron's 204 copper petals, we distorted the font perspective so that when viewed front-edge on, the scripted words would appear clear and consistent. Similarly, in this case each of the words featured in the design had to be appropriately distorted to remain legible when moulded around the contours of the car.

### Prototypes & Moulds

The sculptures were made from around 20 different sections of intricately cut 2mm aluminium, welded together seamlessly and polished to a high shine. Although the timescale was relatively tight, we undertook prototyping of particular sections of the shape, determining the best way to proceed and gaining an understanding of exactly how each relatively fragile section would behave once joined together to form a whole.



**WORDS IN PROGRESS:** We drew on our London 2012 experience of distorted fonts



To produce an accurate full scale mould, we used one of our 3 axis CNC machines to produce 2D plywood formers and the smaller of our 5 axis CNC facilities to produce accurate detailed 3D formers for certain key lines of the design. Our flat-bed laser cutter then cut the design from sheet aluminium before a team of four metalworkers carefully formed each sheet around the mould.



### Attention to Detail

Internal, yet virtually invisible, support for each sculpture was provided by an inner structure of polished acrylic formers. Once welded and polished, the completed word clouds were carefully wrapped around their acrylic skeletons for safe transportation to site.



Bespoke trucking plinths were made for both sculptures, particularly useful for the model destined for the Design Museum's glass walled 'Tank' exhibition space located on the Thames waterfront. The second sculpture was positioned outside the high profile Launch event at Earls Court and later relocated to the Westfield Shopping centre at Stratford.