

NEWS ALERT

Reader Contact:
Luxology, LLC
1670 South Amphlett Blvd. Suite 214
San Mateo, CA 94402
Info@luxology.com / www.luxology.com

Press Contact:
Liaison Public Relations
Jennifer Foss
(503) 796-9822
jennifer@liaisonpr.com

Luxology's Andy Brown Hosting Workshop Sessions at IDSA Conference *Workshop Sessions Using modo Software Will Focus on Shoe Modeling*

Mar. 10, 2009 – The Industrial Designers Society of America's (IDSA) Northeastern District Conference will be featuring two sessions hosted by [Luxology's](#) Learning Tools Division manager, Andy Brown. The two workshop sessions will focus on modeling and visualizing a soccer shoe design right down to the stitching using [modo®](#), Luxology's award-winning 3D modeling, painting and rendering software. These sessions are both part of the IDSA Friday "[Bootcamp](#)" Workshops, which will take place on Friday, March 27, 2009 from 2:15 p.m. - 4:30 p.m. These sessions will demonstrate how subdivision surface models are well suited for the conceptual design of hard and soft body consumer product goods. Luxology will have an exhibit space at the conference.

The IDSA Northeast District Conference will be held from March 27-29, 2009 at the Hyatt Regency Cambridge located at 575 Memorial Dr., Cambridge, MA 02139-4896.

For more information or to register for the IDSA Northeast District Conference, please visit <http://ned.idsaboston.org/register/>.

About modo

modo is an innovative 3D modeling, painting and rendering software designed to accelerate the creation of world-class models, associated color and normal maps, and ultra high-quality renderings. modo's modern workflow and advanced toolset easily deliver enhanced productivity for 3D artists working in design visualization, package design, game development, film visual effects, video production and graphic arts. A favorite tool among many designers and artists, modo's innovative toolset offers one of the fastest paths to content creation on the PC and Mac. More information on Luxology, its flagship product modo®, a gallery of artists' images and the active modo community is available online at www.modo3d.com.