



Gravity Sketch is the first cross platform mixed reality 3D creation application. Founded in 2014 by a team of graduates of the prestigious Innovation Design Engineering course at the Royal College of Art and Imperial College London, the young London based startup is shaking up the 3D design space and transforming the future of digital creation.

With advancements in technology there is an increasing demand for the creation of 3D content. However, digital 3D literacy has yet to reach adoption by the masses. 3D creation is rapidly becoming a mainstream focus, however the software used for creation today is a massive barrier for many. For years 3D models have been produced by professionals to visualize, communicate, share ideas, and eventually turn them into reality through complicated computer design software (CAD). CAD software is based on the use of technical language and mathematical logic, and rely on legacy hardware interfaces.

**“Gravity Sketch flips the equation! It’s not what technology will allow us to do but how we can use technology to unleash our creativity.”**

Based on sketching, the team has developed the most intuitive tool to freely express your ideas in 3D. Through the “what you see is what you get” interface 3D objects appear in real time, creating a new kind of digital authoring experience, bringing a dose of craft to the digital world. From students exploring 3D concepts to crafters who are embracing digital making to visual interfaces designers working in VR and AR, Gravity Sketch opens the door of 3D creation to the other 99%.

The tool was developed through the team’s fascination with how people from all backgrounds express and communicate ideas. Empowered by Howard Gardner’s theory, they decided to focus on spatial intelligence given that it is strongly connected to our creativity and 3D visualization. Their drive was to craft an experience that would allow users to truly extend their creativity.

The Gravity Sketch team has spread their message at various events around the world, speaking about the future of creation and showcase their work. They have given several TEDx talks about their insights in creating the tool and co-organized 3D creation nights at Tate Britain and the Victoria and Albert Museum in London.

Supported by InnovationRCA, UnLtd, SeeChange, and the James Dyson Foundation; the team is also a part of the San Francisco based Founder.org startup acceleration program.

[www.gravitysketch.com](http://www.gravitysketch.com)