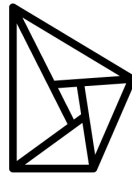


PRESS RELEASE

FOR IMMEDIATE RELEASE
6 April, 2014
Milan, Italy



ONTIC

CONTACT: Erica Tacconi
erica@onticdesign.com
+39 335 1245 199

Ontic To Debut Latest Line of Custom Geometric Jewelry at Fuori Salone del Mobile

Ontic is pleased to announce their first trade event will be held at Fuori Salone del Mobile in Milan, Italy April 14-19. In addition to showing their entire line of custom 3D printed women's bracelets, Ontic will debut and sell their latest line of geometric jewelry. Throughout the week, there will be giveaways and hands-on demos where the founders show how to use their digital Design Tools to create the bespoke Icon artwork that lives at the heart of each piece of Ontic jewelry. The weeklong event shares space with a collective of various artists, makers and designers curated by YOUNGER'S IN.DESIGN. The space is located at Showroom Salvatore Piccolo on Via Tortona 12 and will be open daily from 10am to 9pm.

The Eidos line is a modular women's bracelet available in combinations of dark nylon, silver and gold-plated brass. At the heart of each bracelet is a personalized Icon. Icon artwork designs are infinite and generated using interactive software then connected to the bracelet magnetically. The entire Eidos line and Design Tools for creating Icons are available exclusively at www.onticdesign.com.

Ontic has sourced and partnered with the best 3D printing services throughout Europe in order to ensure optimal technique coupled with the highest quality materials. Mixing modern manufacturing with traditional Italian craftsmanship, Ontic performs all of the final touches by hand including producing each personalized Icon.

Ontic was founded by Erica Tacconi and Nathan Gray and began as a seed of an idea in their Milan apartment. She loved jewelry. He loved technology. And that was enough to transform an itch into a brand aimed at merging the worlds of digital visual arts with modern jewelry design.

Ontic isn't just a word that rolls off the tongue nicely. It stems from metaphysics and means, "physical, real, or factual existence." The founders gravitated towards the name because it highlights their products' transformation from a purely digital state to the physical, factual world.

Ontic works closely with programmers, designers, developers and hackers to forge new interactive Design Tools for creating Icons. With each new tool, a new aesthetic and interaction is introduced to the Ontic ecosystem. The promise being that you can use any tool to create stunning artwork for the Eidos line and beyond.

*Photos are available upon request.