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Elegance and RhinoCAM

Designer par Excellence

Ilan Dei owner of Ilan Dei Studio, located in beautiful Venice Beach California. is an innovative and award-winning designer of furniture and home furnishings for residential and commercial use. He creates his own line of furniture, lighting and home designs and produces products for several national manufacturers. In 2000 Ilan Dei received the Outstanding Merit Award from the National Association of Store Fixture Manufacturers (NASFM) for his design and construction of Oliver Peoples boutique retail store in Soho, New York. Ilan Dei was a finalist in the ASFD 2005 Pinnacle Awards for a line of furniture that he designed exclusively for Creative Elegance. Internationally recognized, Ilan Dei Studio has completed projects in Milan, Italy, New York, San Francisco, Chicago, and Los Angeles. Past clients include Oliver Peoples, Inc., Wella Corporation, Kaufman & Broad and Deutsch Advertising.



The Namibia tables from [Ilan Dei Studios](#)



Technology for Art

To bring his elegant designs to fruition Ilan Dei uses only the best tools and technology available in the market today. His studio is equipped with the state of the art tools design and manufacturing tools without which it would be impossible to create some of his his outstanding designs. His designs are first developed using the Rhinoceros modeler and programmed using the [RhinoCAM](#) machining software from

[MecSoft Corporation](#). The programmed G-code is then sent to a large bed [ShopBot](#) router to machine his artistic creations.

RhinoCAM Inspired

Ilan Dei uses [RhinoCAM](#) to create both 2-1/2 axis as well as 3 axis programs. The 2D toolpaths from RhinoCAM is used to create molds for regular furniture parts. The advanced 3D features of RhinoCAM helps create customized furniture. Ilan additionally uses an unique feature of RhinoCAM to create custom designed tools to profile the edges of his tables in one or more passes, thereby easily creating complex edge profiles. Another feature of RhinoCAM that he uses is curve machining, which allows him to create incredibly smooth finishes for his tabletops and edges. These powerful capabilities of RhinoCAM help Ilan Dei's create elegance in wood that are the hallmark of his creations. One of such of Ilan Dei's creations is the Aquarium furniture line which made its debut at *Sunset* magazine's Celebration Idea House in Menlo Park, CA.



Ilan Dei finds [RhinoCAM](#) extremely easy to use. He first programmed and cut parts within two weeks of purchasing the product. He says " My productivity improved drastically using this very powerful program, RhinoCAM and my investment in it has been covered in just 2-3 jobs. It has been extremely easy to train others in the shop to use the product".

RhinoCAM has been instrumental in his recent success with his latest line of table designs – [Namibia](#). Inspired by the lasting impressions of landscapes during his travels, his creativity converged nature and technology to machine tables tops depicting the motion of water and sand.

