

Alejandra Alfaro's CAD to Casting Journey at Milano Jewelry Week

Alejandra Alfaro Suzán, a jewelry design professor at [Tecnológico de Monterrey Campus Guadalajara](#), recently captivated audiences at [Milano Jewelry Week 2024](#) with a striking display of digital craftsmanship that earned her the [Artistar Jewels Network Award](#). Hosted at the Palazzo Bovara—a historical venue in Milan's heart—the event celebrated innovation and artistic flair with over 5,000 pieces showcased.

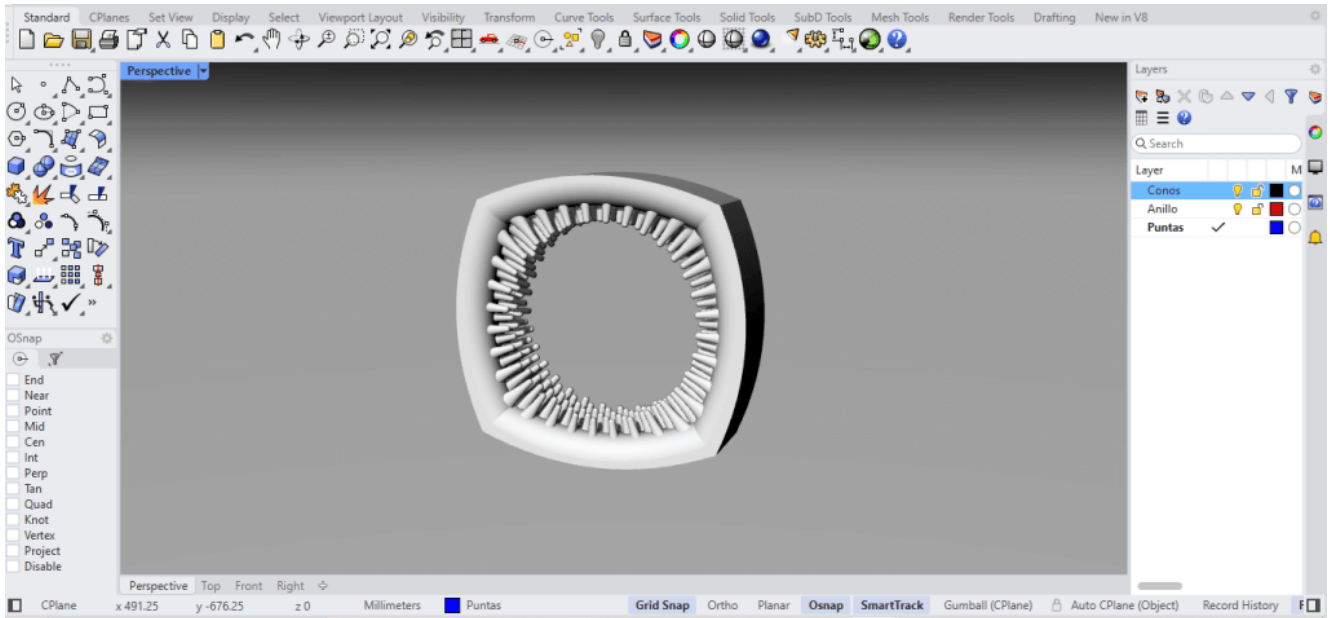
Alfaro's contribution, two intricately crafted silver rings, pushed the boundaries of jewelry design by marrying digital processes with the timeless appeal of precious metals.



Alfaro's pieces stood out not only for their aesthetic but also for the ingenuity behind their production. Using [Rhino](#) she created intricate digital models that required no molds. Her process, beginning with wax models printed via 3D technology, culminated in

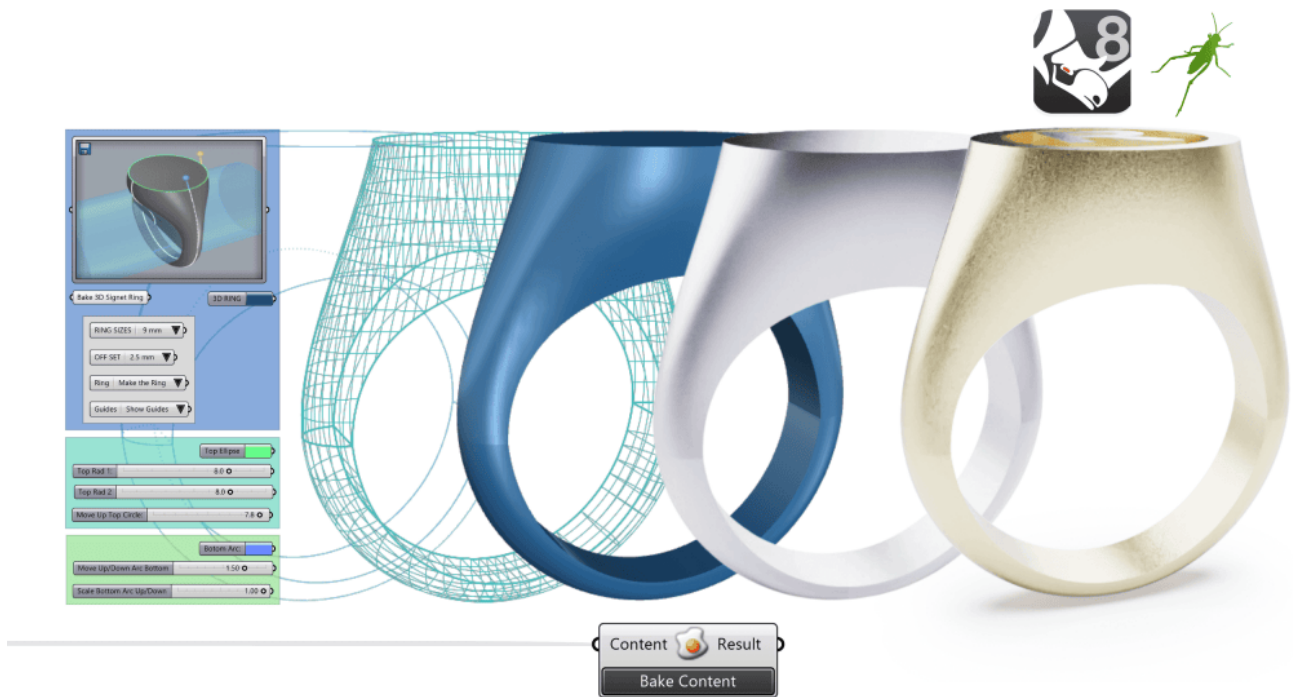
casting the final pieces in silver through the ancient yet revered lost-wax casting technique.

Rhino's advanced modeling features enabled her to experiment with parameters traditionally challenging to realize in metal, testing the limits of detail without compromising structural integrity.



This innovative approach to fabrication is central to Alfaro's work, where digital design isn't just a tool but a method to refine traditional craftsmanship. By leveraging Rhinoceros, Alfaro not only streamlined the workflow but also ensured precision, crafting elements that would be nearly impossible through manual processes alone.

The choice to eliminate molds highlighted the flexibility and efficiency of her approach, saving time and resources while yielding a high level of detail in the final rings.



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[COMPUTATIONAL/PARAMETRIC DESIGN FOR JEWELRY](#)

Reflecting on her experience, Alfaro noted that her first international exhibition experience was full of unexpected challenges. Designing pieces that could withstand the rigorous casting process without deformation was no small feat, but it pushed her creative process further.

By carefully adjusting Rhino's parameters, she managed to define optimal thresholds for detail that held up under casting, ultimately resulting in durable, elegant rings with intricacies that captivated the jury.

Her participation wasn't only a personal achievement; it also served as an inspiration for her students. Alfaro frequently encourages her jewelry design students to exhibit their work in international showcases, underscoring the value of taking risks and pushing creative boundaries. She's passionate about showing future designers that digital tools, like Rhino, can empower their creativity and expand the technical possibilities of what can be achieved in jewelry design.



Milano Jewelry Week, which ran from October 15-20, 2024, exemplifies the synergy between traditional and digital artistry, making it a fitting stage for Alfaro's pioneering pieces. Through the Artistar Jewels exhibition, Alfaro's work exemplified how digital technology can elevate traditional jewelry, proving that digital methods can coexist with—and enhance—the historical art of jewelry-making.

CREDITS

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