

# 3D printing is the cutting edge of construction



**Interview with Jon Andrew Sealy, Global Design Director, MARQUES AND JORDY, UK**

With Africa moving towards further economic growth and transformation, there is now an urgent push by the government across the region towards the use of sustainable materials and innovative construction technologies.

Ahead of the [3<sup>rd</sup> Annual Smart Build: Where Green Meets Innovation](#), we spoke to **Jon Andrew Sealy**, Global Design Director, **Marques and Jordy, UK** on his thoughts on the evolution of the building and construction industry. Jon is a speaker at the marcusevans event taking place in Cape Town, South Africa, 9 -11 March 2016.

**What changes have you seen and observed in the building and construction industry over the past 5 years? What major developments has there been with regards to the construction industry in Africa?**

Speed is definitely a huge change in the industry. Developers and manufacturers have really realized that time is money. We are now starting to see hotels being built in a fraction of the time it took 5 years ago. In addition to this, 3D printing is one of the many construction technologies that is developing which is very exciting!

**Please talk us through innovative construction technologies and sustainable materials/designs that are being adopted by the industry today.**

3D printing is the cutting edge of construction. Although it is not fully developed, it is definitely one for the future. China is making the most progress on this technology. It is amazing how 3 story buildings are now completed in days.

**Could you enlighten us on the cost and benefits of the efficient implementation and execution of these technologies? How will sustainable buildings impact the long term financial returns to the consumer and developers?**

Sustainable buildings aren't cheap in the short term which is why so many developers are put off by implementing these systems and is also the reason why it is hard for us architects to convince them.

Long term costs are obviously the financial benefit. LEED certification is very expensive but it is good for marketing and selling the building off. 3D printing for the construction industry is costly at the moment, and not really there yet. However in the coming years it will have a massive impact into how we build. Ultimately this will be the answer to a cheaper and quicker cycle as well as a reduction in labour costs.

**Without giving away too much information, could you briefly explain what you will be discussing at the event with your presentation titled "Creativity in Prefabrication and Modular Construction"? - How can organisations benefit from understanding and participating in this discussion?**

Modular systems are seen as boring on all scales. One of my focuses over the last few years is to inject creativity into the industry. There have been a number of projects we have done at Marques and Jordy that really push the boundaries.

**What has been the most exciting project you've worked on and why?**

There are many. I guess the 5,700,000 sq.m eco island development in China is worth a mention. It is exciting not only because of its scale, but because we aim to give something back to the community. That is what design should do.

## **Have you worked on a project that has been awarded Green Star by The GBCSA, BREEAM or LEED?**

Most definitely, I am working on many of these projects right now.

## **What are your views on the importance of the upcoming conference?**

Construction in any form is important. It affects all of us.

My concern is not that we build using modular systems, but more on the methods used to build and the end product – The outcome should be beneficial to all parties.

## **About the speaker**

Born in London and graduating from Manchester School of Architecture U.K., with over 10 years professional experience in Architecture and design Jon Sealy has completed a diverse range of projects ranging from high end retail, workplace and state of the art large scale architecture projects in Asia.

Jon started his career at Imaginations London HQ working under respected designer Alister Petrie. He then worked on large scale retail developments in and around the U.K. before moving to South Korea as an Architect and Designer.

In 2015 Jon took on the role as Creative Director for GLC, Global Luxury Council a Dubai based company focusing on a diverse range of services. Jon oversees all major design works and events taken by the company.

Jon is currently the Global Design Director of Marques and Jordy, UK.

As an experienced Architect and Interior Designer Jon's passion is focused on creating breathtaking design and developing new parametric and modelling and 3D printing techniques to explore and fuse the boundaries between art and Architecture.

## **About the event**

The [3rd Annual Smart Build: Where Green Meets Innovation](#) (9 -11 March 2016) will bring experts and players of the construction industry to provide valuable advice and insights on the best practices of sustainable buildings with a focus on the practical use of sustainable materials and technologies in modern construction in Africa.

As Africa is steadily adopting green building strategies and techniques, this conference is timely to provide a platform to discuss the benefits of alternative building materials and technologies with the latest updates and trends in the building industry.

For more information on this event, please contact Khadija Jaafar at [SitiK@marcusevanski.com](mailto:SitiK@marcusevanski.com)