

# New St. Louis Company to Launch with Bespoke 3D Printing for Custom Snowglobes

**Snow Day, October 19, 2018, Saint Louis, Missouri**

Snow Day, a start-up in St. Louis, Missouri, explores art and technology to create custom snowglobes. Founded by creatives and WashU alumni Karl Stiefvater and Lisa Donahue, as well as Amy VanDonsel, Snow Day will launch on November 10<sup>th</sup> with Snow Ball; which will include a rock show, snowglobe exhibit, and silent auction held at the anticipated new Rockwell Beer Company.

While researching their business, Snow Day created prototype globes of homes, local landmarks - like the Lemp Brewery and Cherokee Street Indian, and products – such as a City Wide beer can from 4Hands Brewing Co. and a santa-hat-wearing Hidden Valley Ranch bottle. Currently, they're working on a project involving dozens of collaborative pieces with local artists, including Mary Engelbreit, Charlie Houska, Cbabi Bayoc, and Alicia LaChance, to be debuted at their launch party. Bespoke snowglobes and gift certificates will be available for purchase at launch and online this holiday season.

The Snow Day team uses 3D scanning and printing to bring their personalized snowglobes to life. Clients provide video of their homes, businesses, products... whatever they can dream up. Sometimes Snow Day assists in capturing the subject with drone footage or a little help from Google satellite data. Using a process called photogrammetry, the source video becomes a 3D scan, which is then sent to a cutting edge, full color 3D printer, producing a miniature of the subject. The miniature then goes into a snowglobe with some secret sauce and special "flitter" to complete the product.

In his 2013 State of the Union address, President Barack Obama declared that 3-D printing "has the potential to revolutionize the way we make almost anything."<sup>1</sup> That was five years ago, but aspects of 3D printing still remain largely unexplored, for example, the full color 3D printing that Snow Day employs for their creations. Right now, the only known production scale, full color 3D printer in the St. Louis area is owned by The Boeing Company, and HP's new Jet Fusion 3D printing solution likely won't be available in the market before May 2019.<sup>2</sup> Snow Day team is eager to take advantage of new technologies like full color. For now, that means working with national printing services. With their launch, designed as a huge artist collaboration and exhibit, Snow Day is hoping to bring local attention to 3D printing innovations and showcase the possibilities to St. Louis makers, investors, and industry leaders alongside art fans and snowglobe enthusiasts.

To realize their upcoming snowglobe exhibit, Snow Day commissioned 36 artists to turn small sculpture house blanks into works of art. Each unique artwork will be 3D scanned, printed in miniature, and installed inside a globe. These snowglobes will be displayed at Snow Ball on November 10th, 2018, from 7:00PM - 11:00PM at Rockwell Beer Company, and will be available for purchase by silent auction. Proceeds from the auction will benefit St. Louis Assisi House, which provides warm and safe shelter throughout the winter months and assists in transitions to permanent housing and employment for those in need. Donations of coats will also be accepted at the party on behalf of St. Louis Winter Outreach.

When conceptualizing the launch of Snow Day, founders were compelled to involve a local charity. Their choice of Assisi House fell into place alongside their artistic vision for the event. The unique program at Assisi House not only provides shelter during the snowy winter months, it transforms annually into an affordable permanent housing option. This program provided inspiration for the exhibits house and home concept, which the Snow Ball artists have illustrated by transforming generic housing blanks into dozens of unique home-themed snowglobes.

Snow Ball will feature music by The Heavenly States, a DJ, raffles, and entertainment. Food and drink will be available for purchase from the Rockwell Beer Company. Featured artists include Adrian Aquilino, Alicia LaChance, Ashli England, Brian Murphy, Bryan Walsh, Carrie Keasler, Casey Miller, Cbabi Bayoc, Charlie Houska, Craig Downs, Cullen Curtis, Dail Chambers, Daniel Burnett, David Langley, Edo Rosenblith, Eugenia Alexander, Gaucha Berlin, Hap Phillips, Jason Spencer, Jay Alan Babcock, Joe Chesla, Julie Malone, Justin Tolentino, Kat Kissick, Kate Vander Wende, Kevin Belford, Margaret Keller, Martha Valenta, Mary Engelbreit, Maxi Glamour, Meghan Grubb, Nita Turnage, Peat Wollaeger, Sarah Clayton, Sarah Paulsen, Tim Meehan, and Yvonne Osei.

More information about Snow Day and Snow Ball is available at [itsasnowday.com](http://itsasnowday.com).

## Event Details

What: Snow Ball: Snow Day Launch Party, Snowglobe Exhibit, Charity Auction

When: November 10th, 2018 7:00PM - 11:00PM

Where: Rockwell Beer Co. 1320 S Vandeventer Ave, St. Louis, MO 63110

Website: [itsasnowday.com/snow-ball](http://itsasnowday.com/snow-ball)

Facebook event: <https://www.facebook.com/events/510634066079146/>

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Sources:

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