

For immediate release

A NEW LOOK AT SKILLS

OPENING THE DOOR FOR BIGGER AND BETTER VISITOR EXPERIENCE AT INTERNATIONAL SKILLS COMPETITIONS

An exclusive series of 3D animations and interactive 3D models dramatically increased visitor interest and understanding of six focus skill competitions at The Skills Show 2014. The areas under the spotlight – Bricklaying, Cabinetmaking, Carpentry, CNC Machining, Mechanical Engineering Design/CAD and Stonemasonry – were identified by the event organizers as being traditionally difficult to explain to people without the relevant skills background. The New Look At Skills project – a collaboration between WorldSkills Foundation and Autodesk via the UK network of Autodesk Student Experts – established a new and exciting connection between the competition action and skills being assessed, with the understanding of the general public.

With the success of this pilot project, the two organizations are now actively exploring ways to develop even more 3D visualization visitor experience opportunities for skills competitions and skills interpretation on a global level across the WorldSkills Member network.

“We are very excited about this potential. The role of WorldSkills Foundation is to share our international treasure trove of vocational education and training experience and expertise beyond the competition environment. We believe this pilot collaboration with Autodesk opens the door for wider take-up and adaptation for skills that have traditionally been difficult to communicate or explain – whether for schools, employers or further education providers,” said Tjerk Dusseldorp, WorldSkills Foundation Chairman.

Alongside the competition interpretation displays across the venue was a central 3D printing area, which drew huge interest from young students and adults alike. During the three days of the event, the team of Autodesk Student Experts presented ongoing, hands-on demonstrations to visitors who were interested in 3D design or were just simply amazed by this new technology and the capacity to print prototype 3D models from each of the focus skill areas.

All content produced for A New Look At Skills at The Skills Show 2014 will be made available on the Education & Training area of the WorldSkills website; visit www.worldskills.org/aneewlook for more information. To learn more about Autodesk or to request free educational access to Autodesk software, visit www.schools.autodesk.com.

Press contact: Autodesk

Name: Tom Rutteman

Position: PR Manager

Email: tom.rutteman@autodesk.com

Press contact: WorldSkills Foundation

Name: Grace Lung

Position: Project Developer

Email: grace.lung@worldskillsfoundation.org

The WorldSkills Foundation (WSF) was established in 2011 with the aim to share the WorldSkills treasure beyond the WorldSkills Competition. This treasure represents the unique talents and expertise of our global network of WorldSkills Champions and Experts, contributing their energy and efforts to projects that can help improve lives around the world. Each WSF project is equipped with highly skilled professionals, supported by strategic global partnerships, and endorses our vision to improve our world with the power of skills. Our mission is to raise the profile and recognition of skilled people, and show how important skills are in achieving economic growth and personal success.