

## 3D print goes mainstream

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Virginia Tech University has launched the “DreamVendor”, an interactive 3D printing station. Users simply need to bring a SD-media card containing the data for the 3D print out to the self-serve shop.

### Why it matters

3D printing has featured in the news considerably in the past year, but it’s often considered as a tool that DIY-geeks, scientists or designers would have access to. This will change dramatically with 3D print shops popping up soon. To which extent will retail and production merge? And how will brands deal with this legally - now that even any solid object can be copied?

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