

But first, let's take a 3D selfie



touch before it is packed and shipped.

"We also hope to open another store in Whitefield as we want to target the IT crowd," they say. The two had also put up a kiosk at the 'Art Bengaluru' festival in UB City recently and hope to spread to more cities in future.

"We got many enquiries at the festival and were pleased with the fact that people are actually open to experimenting and such things can be done in the market," they say.

For details, log on to their Facebook page or www.cloneme.in

Deepa Natarajan Lobo

work that they are doing to take pictures of themselves. American psychologists have even termed this behaviour an obsessive compulsive disorder. However, we looked at the positive side of it and wanted to capitalise on it," he says.

The duo decided to start this venture in Bengaluru due to the adaptable nature of the City. "Bengaluru is open to experimentation and it's not for no reason that it's considered as the biggest start-up capital of India," says Siddharth.

Each 3D figurine is a combination of innovative technology and craftsmanship. People can walk into the showroom, which will be opening in Mantri Mall later this month, or drop in at their studio in Gandhinagar. A scan is taken by a state-of-the-art 3D scanner and photographic technology. Post this, the 3D artists perfect the scan and 3D printers transform the scan into a life-like 3D figurine. It is once again given a finishing



DYNAMIC DUO Siddharth Rathod and Kamlesh Kothari.

In this age of selfies, what better than having a 3D model of yourself? Meet the 3D selfie creators of 'CloneMe' — Siddharth Rathod and Dr Kamlesh Kothari — who have come up with this unique venture that specialises in the creation of customised human clones or statues known as '3D selfies'. 'CloneMe' offers a variety of products like key-chains, fridge magnets, visiting card holders or photo tiles of family pictures. But what makes them stand out is the fact that all the products are simple scaled down version of a human being.

After finishing his masters in the United Kingdom, Siddharth came back with various ideas for a new venture. "I had seen a lot of 3D printing places in Europe and Dr Kothari and I always had the idea of working together. So on a special occasion, we decided to start this venture and took the plunge recently," says Siddharth. The two attended conferences to brush up on their skills. "As a 24-year-old, I understand the craze behind selfies. Everyone enjoys clicking their pictures and uploading them on apps like Snapchat. So I felt it was a

good opportunity that we could materialise on," he adds.

For Dr Kothari, who is an oral and maxillofacial surgeon, selfies are an example of narcissism. "Speaking from a medical perspective, there has been a rise in narcissism thanks to the trend of selfies. With the explosion of smart phones in the market, people suddenly stop the



LIFE-LIKE A view of the figurines.

