**For Immediate Release**

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**Branch Technology Delivers City-Defining 3D-Printed Sculpture   
to Chattanooga Metropolitan Airport**

*New Sculpture Welcomes Travelers to a City on the Rise*

**CHATTANOOGA, TN** **(March 22, 2022)** – [Branch Technology](https://branchtechnology.com/), a revolutionary construction-technology company that 3D prints facades for commercial buildings, recently designed and 3D-printed an iconic sculpture for the Chattanooga Metropolitan Airport – a soaring structure that becomes visitors’ first impression of the city’s personality.

The unique geological formations in and around Chattanooga – and its reputation for world-class rock climbing – inspired the final design.

“As a gateway for the city, the Chattanooga Airport welcomed nearly 400,000 inbound flights in 2021. Designing something that properly captured Chattanooga and its character was very important to us,” said Platt Boyd, founder and CEO, Branch Technology. “Branch is proud to have had a role in creating such a symbolic sculpture that we hope leaves an imprint on travelers to our community.”

The centerpiece, titled “Climbs Sculpture,” stands 16 feet tall and is made of [Branch Matrix™](https://branchtechnology.com/wp-content/uploads/2021/10/Branch-Technology_BranchMatrix.pdf), a 3D-printed open lattice material that can be made to virtually any shape or form. Manufactured using Branch’s unique C-Fab® process, the material can also be painted in any color to deliver optimal design diversity. The piece is finished in a dark blue color that integrates the sculpture with the airport’s overall interior design.

The 3D-printed structure holds two screens where people can connect to [ChattanoogaCalling.com](http://www.chattanoogacalling.com/) and explore the idea of coming to Chattanooga to fill some of the best jobs in Tennessee. ChattanoogaCalling.com is part of a larger talent attraction and retention campaign by the Chattanooga Area Chamber of Commerce and partners. The collaborative website lists thousands of jobs as well as a cost-of-living comparison calculator and online guide to neighborhoods in the greater Chattanooga area.

“We wanted an iconic sculpture that would define the city,” said Sybil Topel, vice president, marketing communications and community engagement, Chattanooga Area Chamber of Commerce. “Branch was a standout choice for the job because we enjoyed a great relationship with them – after all, they started out in the INCubator that our Chattanooga Chamber manages. No one else is engaged in the future of 3D printing like Branch. They care about our community and were excited to be a part of our mission to provide an interactive visitor experience.”

The sculpture is designed to promote Chattanooga’s reputation in innovation, entrepreneurship, and technology. It serves as a connection between these attributes and the city’s storied history in manufacturing.

“The Climbs Sculpture project promises to inspire creators and innovators for many decades,” Topel added.

The sculpture, conveniently located by several terminals, points upward toward the center of a large glass dome skylight. It’s the first thing visitors see as they enter the concourse upon their arrival.

Completed in October 2021, Climbs Sculpture represents a collaboration between the Chattanooga Metropolitan Airport, Branch Technology, Greater Chattanooga Economic Partnership, and the Chattanooga Area Chamber of Commerce.

**About Branch Technology:** [Branch Technology](https://branchtechnology.com/)is a revolutionary construction-tech company that 3D prints facades for commercial buildings. Branch Technology combines industrial robotics, powerful geometry-based algorithms, and a novel "Freeform" extrusion system that enables unprecedented design freedom and resource efficiency in the construction arena. Branch works with developers, architects, builders, and sectors of the US government to bring the productivity and design freedom of direct digital fabrication to the built environment.

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