



1999  
Innovation  
Award

Computer Graphics World, December 1999  
Author: editors  
[www.cgw.com](http://www.cgw.com)

The painting program ZBrush from Pixologic has been designed to close the gap between 2D and 3D sculpting and painting, with an emphasis on ease of use. Artists employ tools and palettes in a manner analogous to 2D painting applications, but ZBrush's proprietary technology embeds depth and material information in each pixel of an image, giving users the ability to create 3D content without calculations, wireframes, or NURBS. Using a brush or other sculpting tool (in a manner similar to Amorphium's modeling technique) users can create and distort objects with intuitive pushing and pulling motions. Then users can paint textures, depth, and other attributes directly onto the objects.

