



Hologram

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THIS APP COULD MAKE BRICKLAYING FASTER AND CHEAPER

 WORK & LIFESTYLE

A software company is selling a hologram-creating app to help brick masons

Spotted: Software company [Fologram](#) is using holograms to revolutionise how brick masons work. Traditionally, complicated brickwork is expensive, requiring time-consuming planning and minute control over details. Fologram has produced an app that translates a sketch of an already designed brick project into a hologram that is projected on the worksite. By wearing special glasses — [HoloLens](#) — made by Microsoft, bricklayers can see the hologram and follow step-by-step instructions to rebuild the sketch in real life.

The app has already been piloted by Tasmanian company All Brick, alongside HoloLens. [CEO of All Brick, Colin Barratt](#), who has worked with the technology, said it took just seven hours to complete a job. Normally, it would have taken two weeks.

The app is currently available for download on the [Fologram website](#). Access to the program costs €112 per month per headset.

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Takeaway:

Brickwork is attractive but expensive and time consuming. Several innovations have sought to use artificial intelligence to streamline the process. For instance, there is already a robot arm that **lays bricks faster than a human**. But the designers at Fologram maintain that even the most sophisticated computer vision algorithms cannot match the intuition and skill of a trained bricklayer. A **skilled bricklayer can charge** as much as \$62 an hour, according to industry websites. This app offers new opportunities for brick masons and architects to do more with less.