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ALEGRE DESIGN SL

C/ Sequial 21, 1º
46410 Sueca
Valencia, Spain
CIF: B97 727283

info@alegredesign.com
www.alegredesign.com

How we work

ALEGREDESIGN

“Design is the intuition of creating what people expect”

A bit about our mindset

The market and society are constantly changing, as are we. products and experiences, providing value and innovation while creating new future for people.

We inspire change through design.

For twenty years we have faced new challenges in product design on a daily basis. This has resulted in collaborations of great diversity in industrial sectors worldwide. This experience, acquired in each project, allows us to transfer knowledge between industries and cultures.

We want to introduce to you how our studio works, the services we provide and how you and your business can achieve innovative and valuable to enrich people’s life.

15 Countries

20 Years

47 Patents

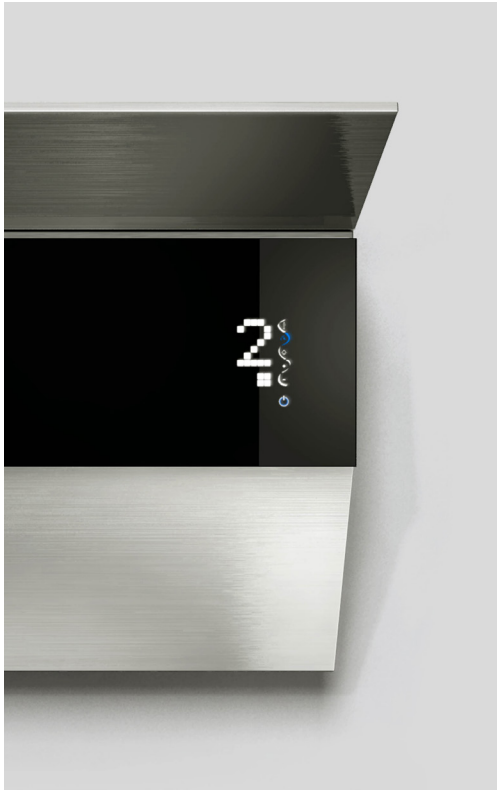
+200 Products

+40 Clients

8 Sectors

Our identity

Alegre Design is a design firm that brings innovation and value to people and companies through products and services.



Bathroom&Kitchen



Childcare



Consumer Electronic

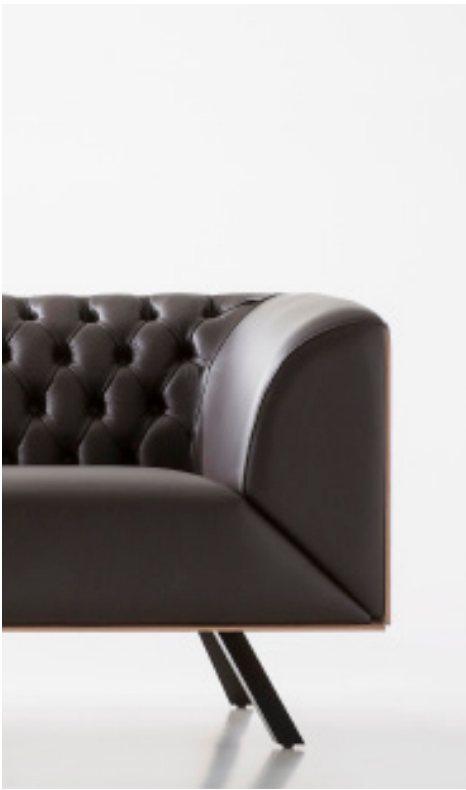


Facilities

Our reach

20 years of challenges.

Each product has its challenges, each industrial sector is unique, during the lastest 20 years we have transfered knowlege across multiple industrial sectors.



Living



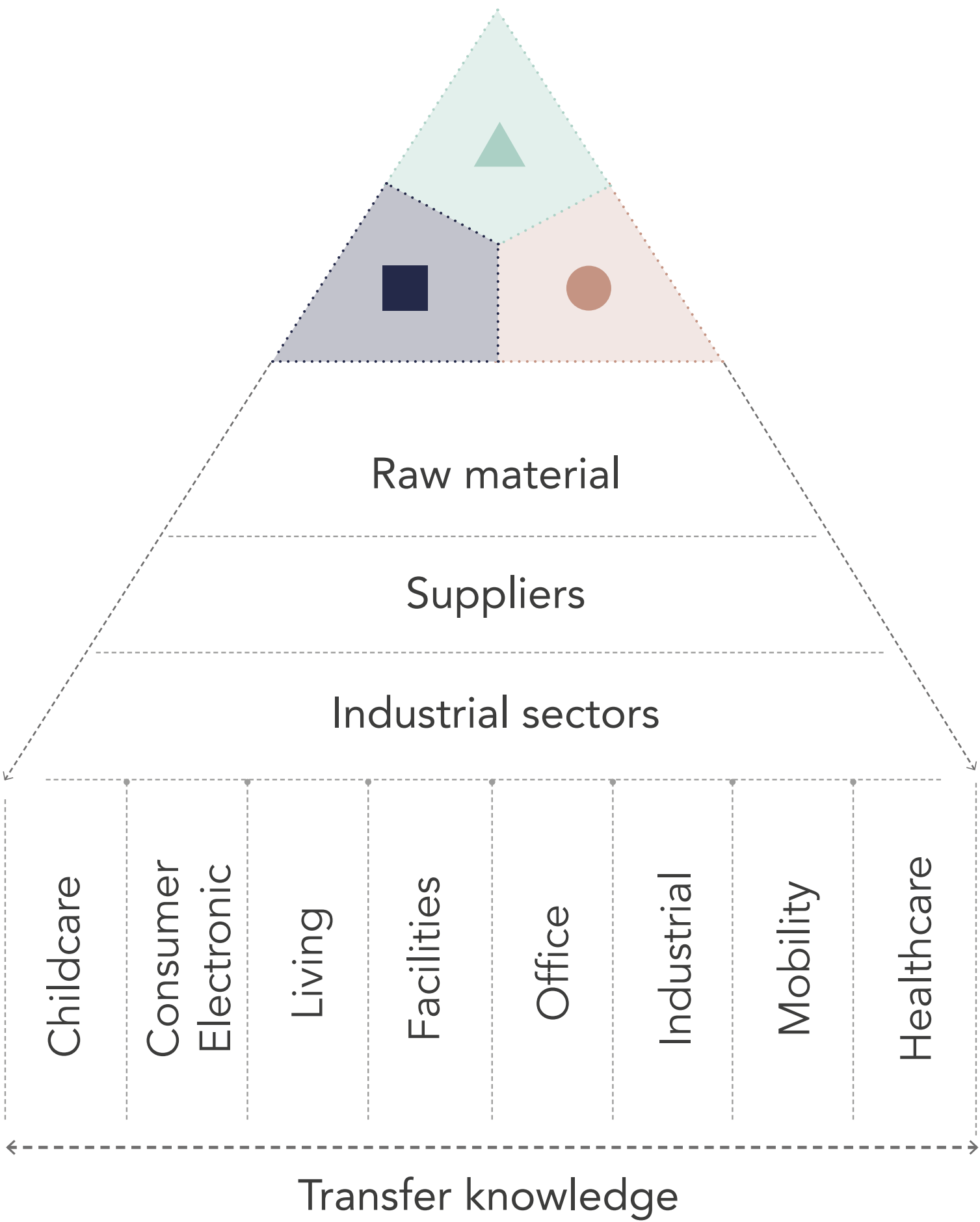
Office



Mobility



Healthcare



Where are we?

Overview of industry.

For 20 years we have faced new product design challenges on a daily basis. This has resulted in collaborations of a great diversity in fields worldwide.



Traditional Design

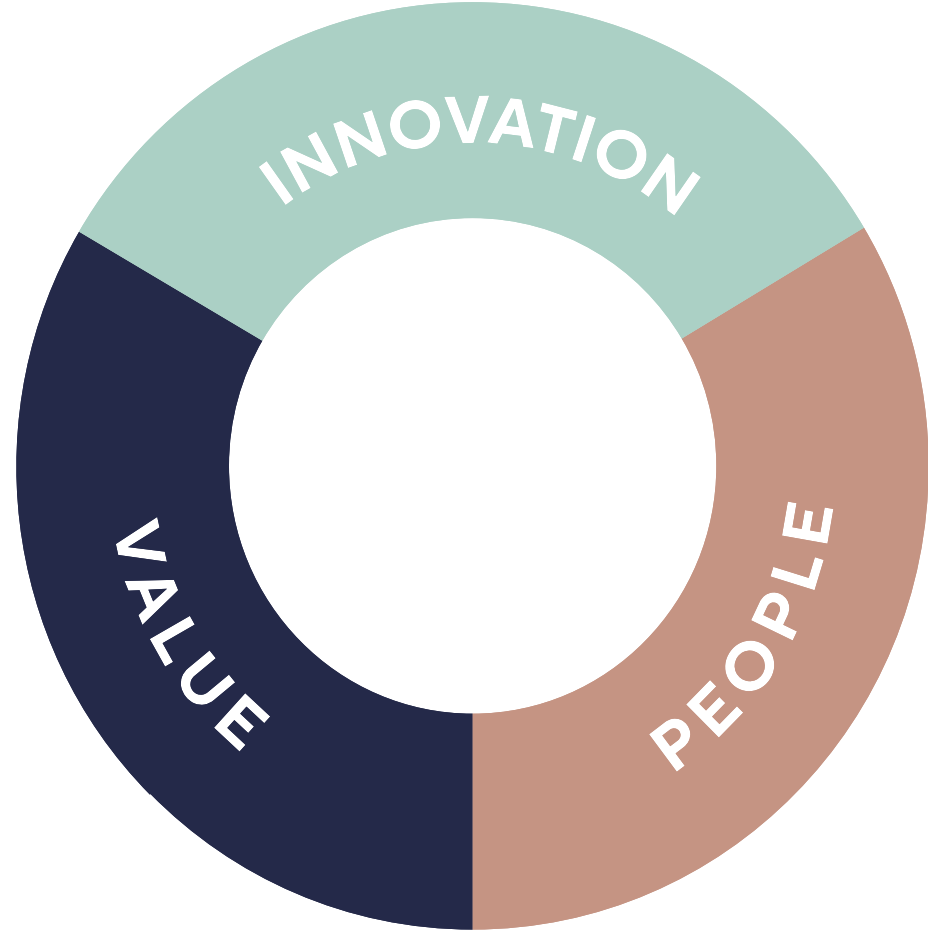


Agile Design
Dida 360° Chair

What is Agile Design?

We design products and services that increase the company's worth thanks to its originality, efficiency and expertise.

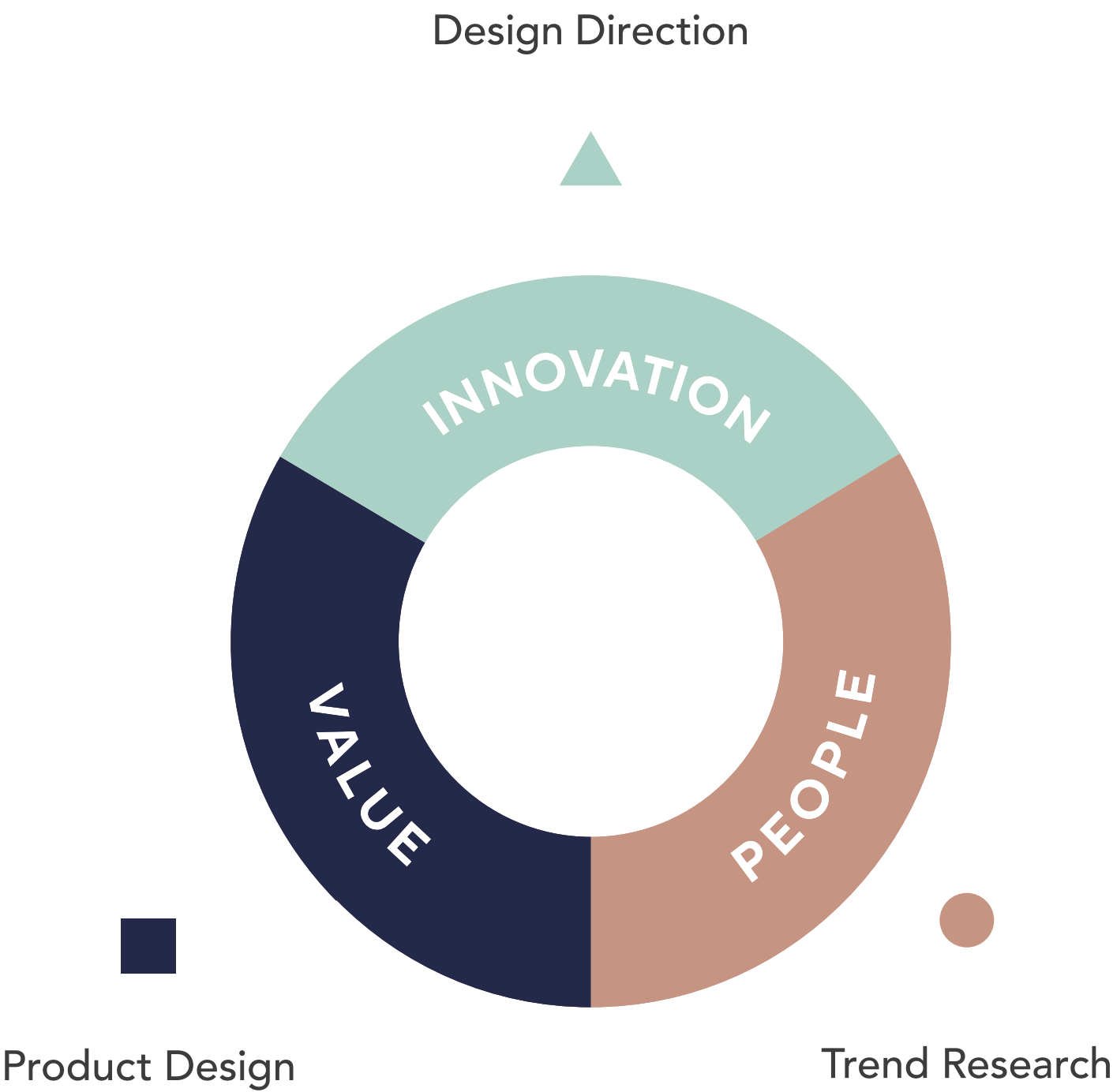
Alegre Design applies agile methodologies to manage projects and Design Thinking to boost creativity. This is Agile Design. Together with this sensitivity, internally, we have adopted our own and unique methodology: Agile Design. This approach brings together an agile project development concept, which brings the maximum value to the client, and Design Thinking processes in order to open new paths and create new solutions to meet the needs of different and global companies.



Our pillars

Innovation, Value and People.

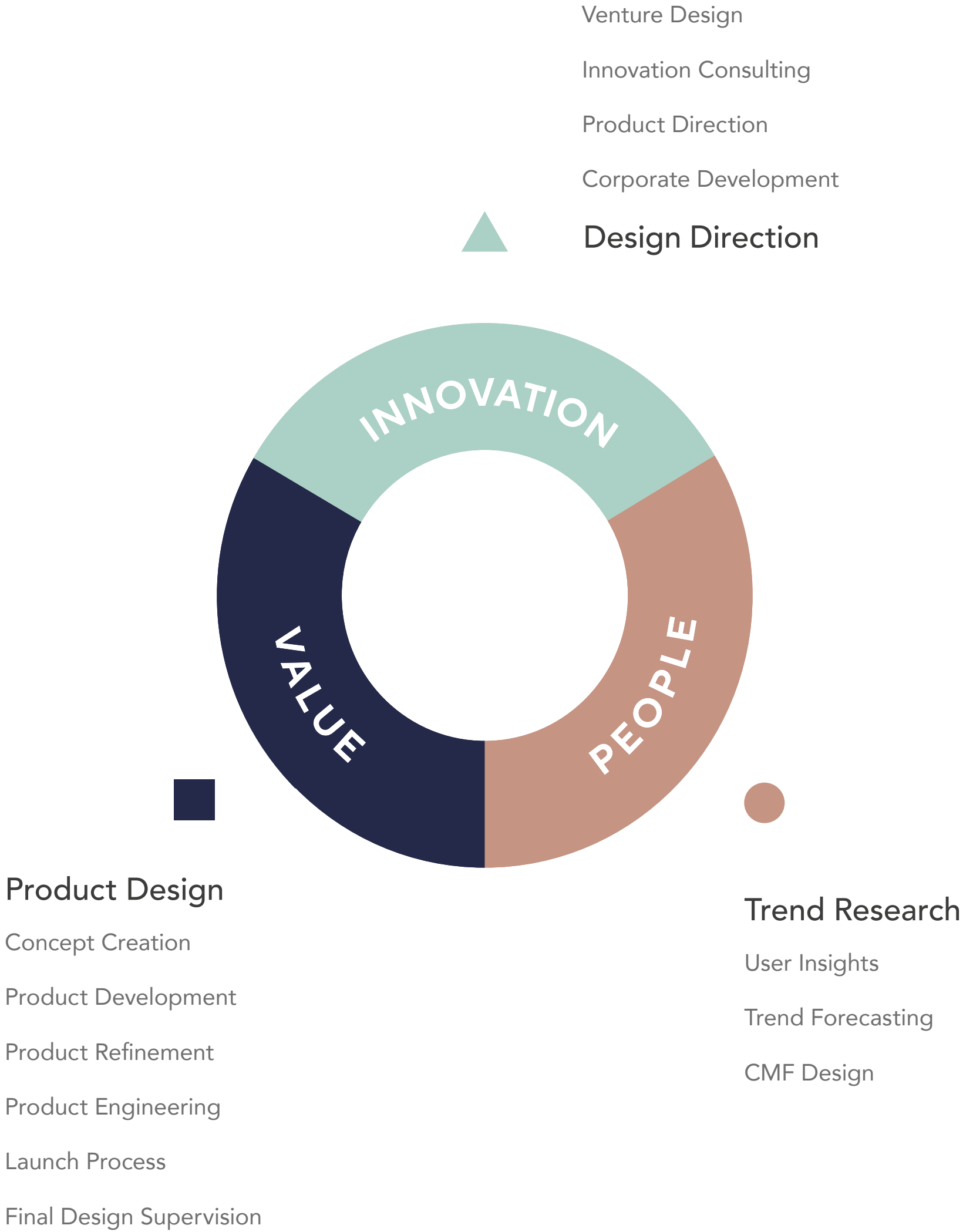
We inspire change through innovation, adding value for companies and creating designs for people.



Our services

Design Direction, Trend Research and Product Design.

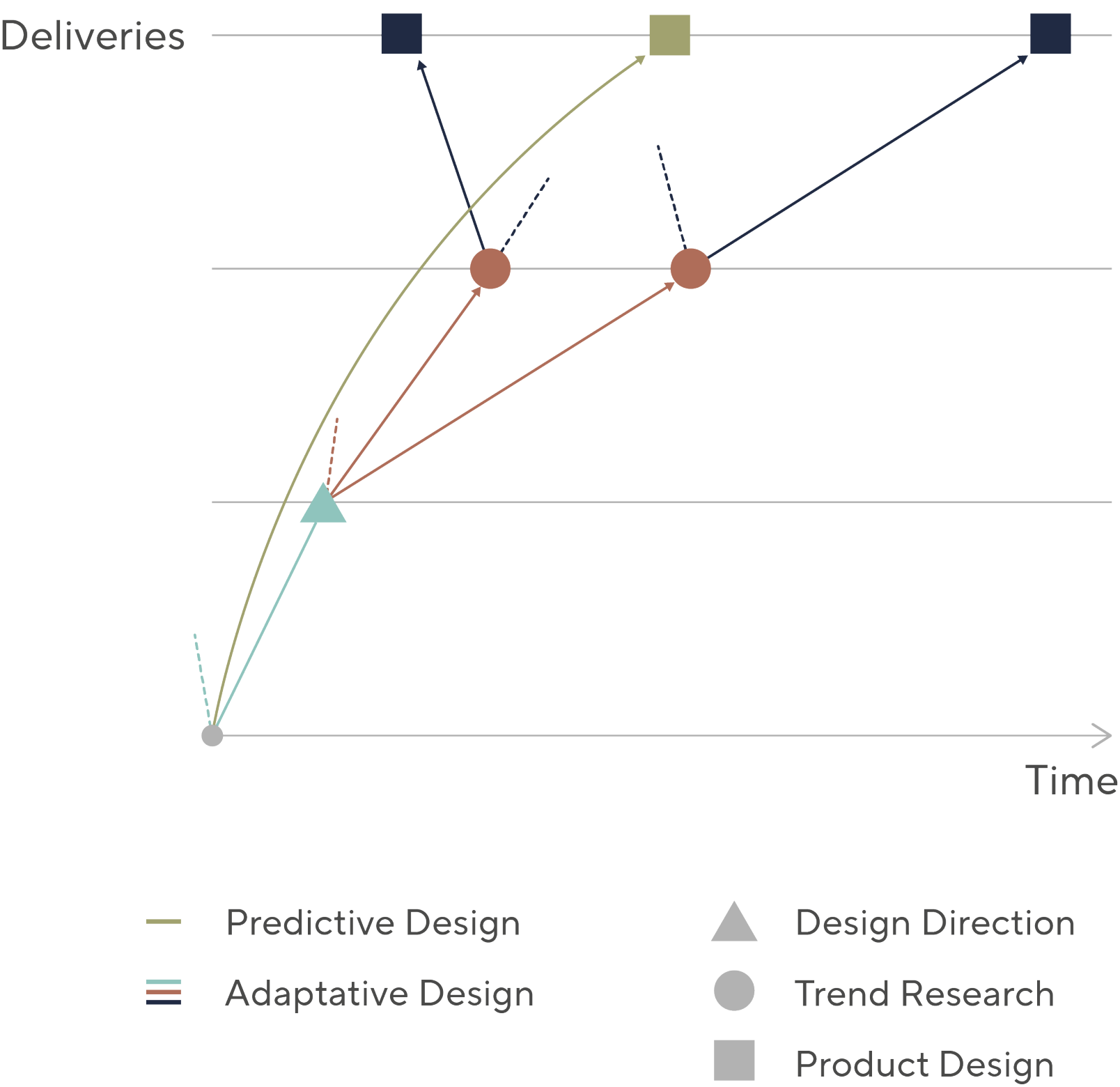
Seeking new perspectives and ideas; refining services, products and experiences while creating a new future for people. A design thinking approach allows us to adapt to the clients specific needs, offering adaptive services in each field, creating strong synergies.



Our methods

Adding real innovation value to people and companies through design.

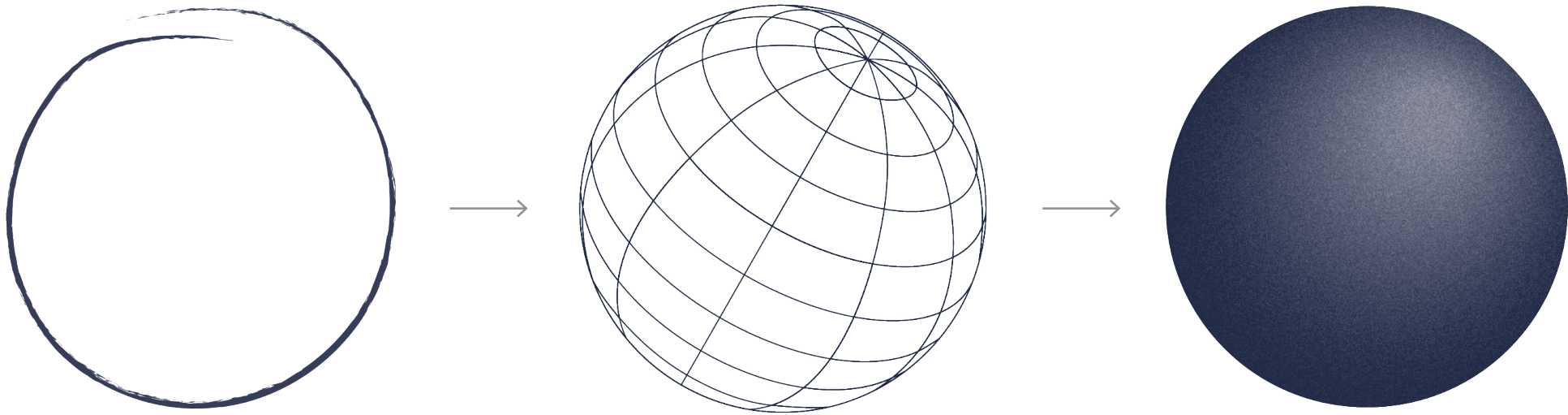
In a constantly changing market, we study each case and every sector to identify innovations, define value proposals and satisfy people’s needs. We think through design and implement methods that offer differentiated value. We innovate, creating products, services and experiences, always focused on the user, from the premise of quality, durability and sustainability.



Predictive vs Adaptative project

Our Adaptive Project mindset, lets us be Agile while bringing true value to the client through short deliveries.

Predictive projects are constraining because they are closed in scope, time and price. We work under Design Thinking and Agile mindsets, that approach lets us bring real value to clients in short time deliveries, making the project adaptable to the evolution of the market, while maintaining a transparent and clear price.



Product Approach

Adding value with each delivery.

We approach the product using the agile methodology, being adaptive to projects that deliver value with each delivery. This allows the client to make decisions in an agile, concrete and consistent way

Our Design Services

▲ Design Direction

Innovation, value and people are at the heart of our work. The improvement of the business model and the user’s perception are equally important. Which is why we deliver distinctive value propositions that make businesses grow.

● Trend Research

We forecast trends, user observation and definition of the CMF (colour, material and finish) identity, with the aim of creating a design strategy based on the latest trends. We want to ensure the company anticipates the market.

■ Product Design

We design innovation-based products that create value for people and companies. Bringing a people-centred approach to innovative products that will withstand the test of time.

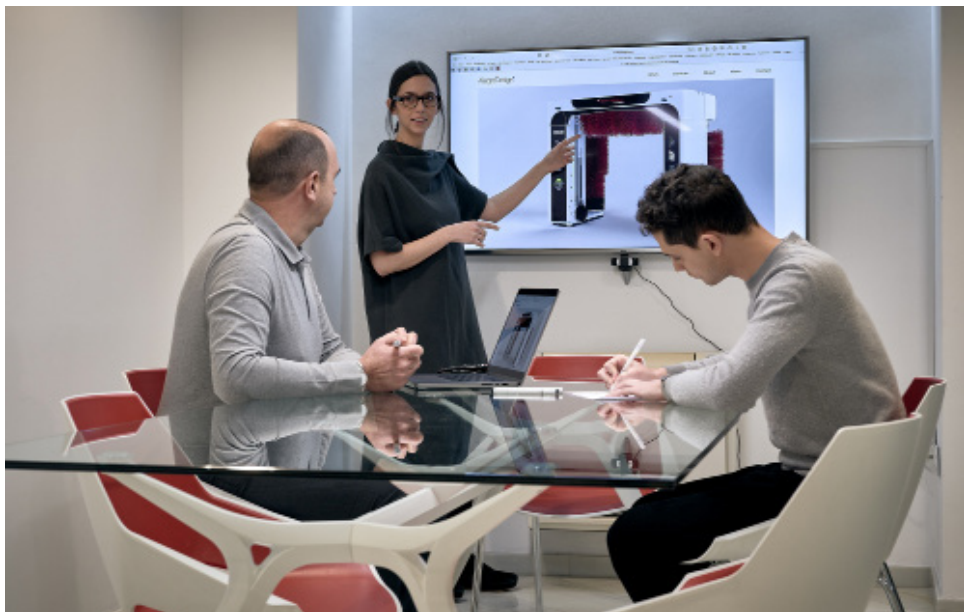
Our methods

▲ Design Direction



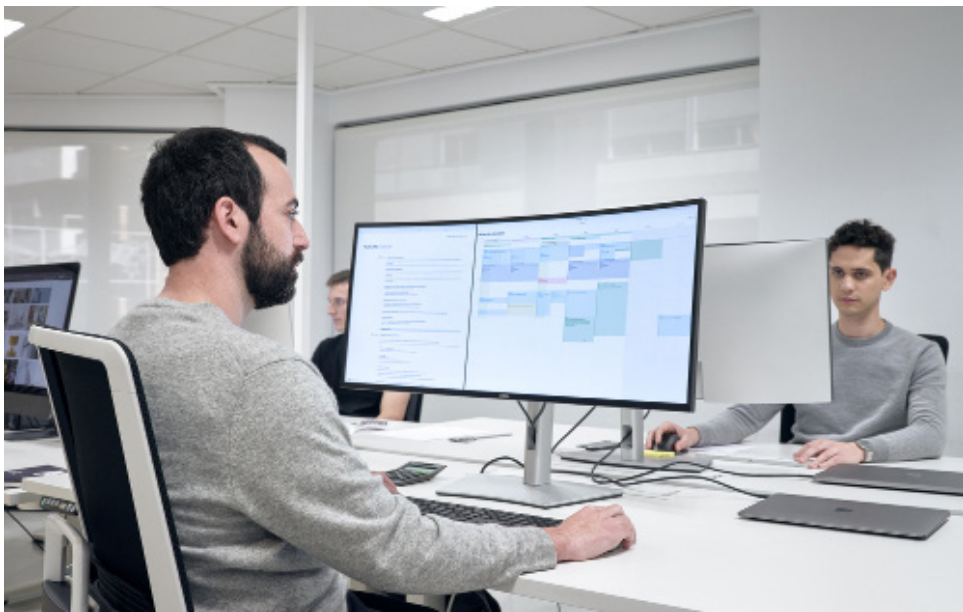
Venture Design

We facilitate ventures/partnerships between companies to create synergies and we develop higher level/value projects for companies and people.



Innovation Consulting

Real innovation consulting, to find new innovative opportunities, based on our experience and knowledge of the international environment, market and industry.



Product Direction

We accompany each firm throughout the entire process, from cutting-edge strategies to the products and services needed to create value and go beyond the established limits.



Corporate Development

Corporate development is knowledge based. Train, motivate, share knowledge between teams, implement methodologies to increase professional/personal growth and master the innovation process.

Our methods

● Trend Research



Trend Forecasting

Trend forecasting is based on in-depth knowledge of trends by analysing new products and ecosystems, allowing us to identify where we can create real innovation.



User Insights

Observing the user insights gives us a view that helps to better understand what people need and to develop the right products.

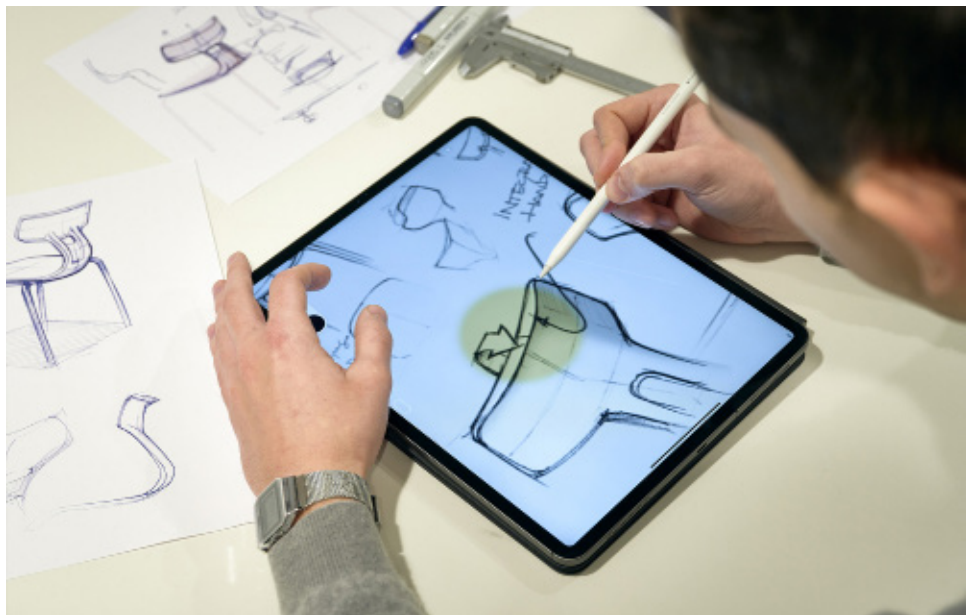


CMF Design

Sensitivity in defining Colours, Materials and Finishes around the world allows us to create global product ranges, finishes and details.

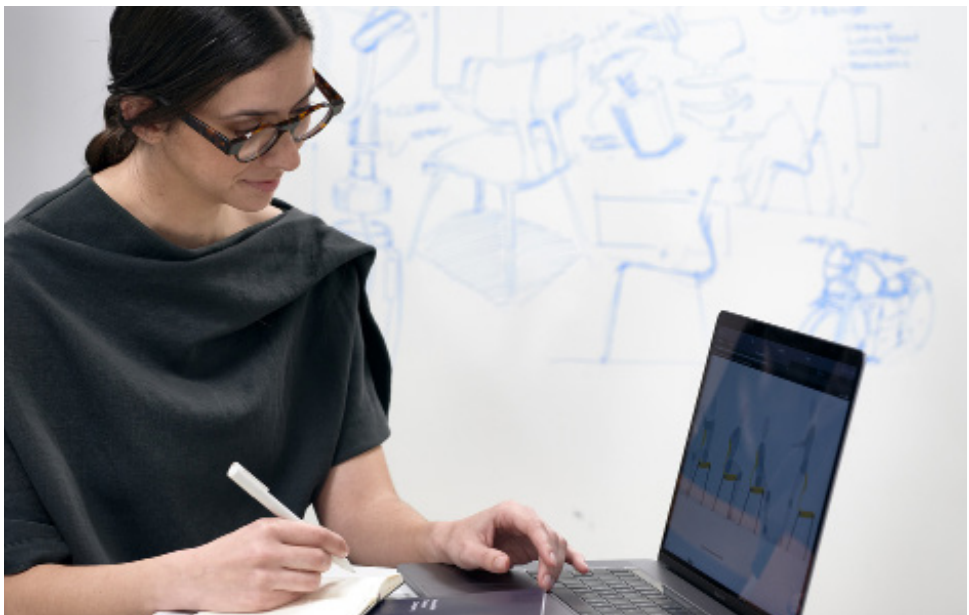
Our methods

■ Product Design



Concept Creation

Creation of the product concept, adapted to the company's vision to adapt to the future.



Product Refinement

We fine tune the concept to suit the needs of the company and the user.



Product Development

Turning a concept into a product requires a first development to bring the design in line with the production processes.



Product Engineering

Considering its implementation, we define the details that allow us to obtain a final result.



Final Design Supervision

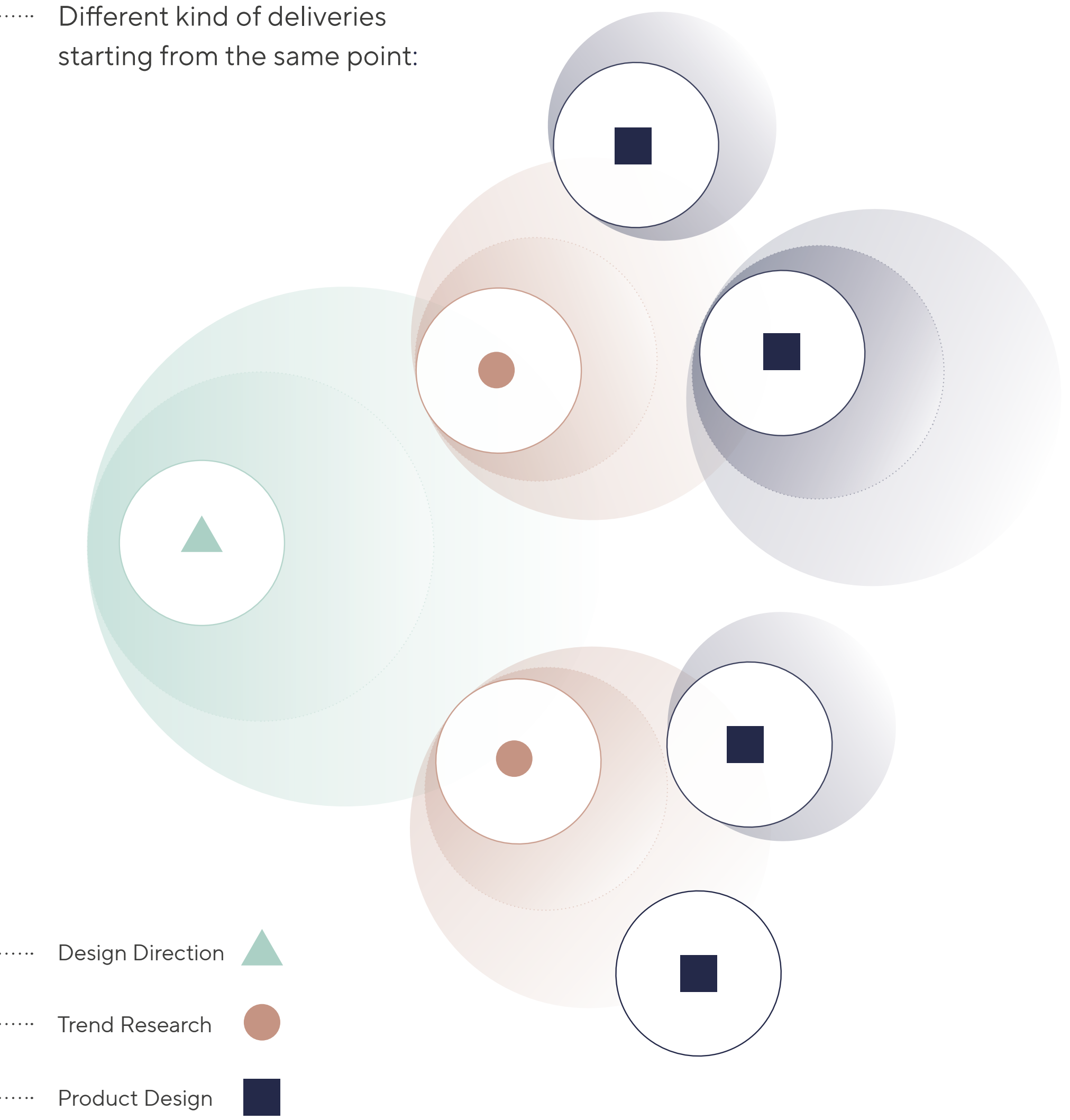
We accompany the company to find the right manufacturer for the industrialisation of the product.



Launch Process

Our support in product launches, services and experiences, to enhance recognition of the work performed.

..... Different kind of deliveries
starting from the same point:



Opening new ways

Product Approach

This way to approach products opens up new ways to work. This new approach is based on short deliveries which add value to the product in each sprint, creating the synergy to develop the next parts of the project.



Our Team

Common Sense, Knowledge and Originality

We are a group of experts aligned in a design thinking mindset who apply Agile methodologies to the products that we are involved with. We aim for fluid communication, compromise with the deliveries and real product innovation while adding value to people and companies.



We aim for innovation, that adds real value for people and companies.



High end projects mixing our experience and good taste.



Experts in Product Design, Trend Research and Design Direction.



Our Agile Project Management allow us to interact smoothly with clients as if we were part of the organization.



We develop partial or entire projects, adapting the specific needs to the client.



Confidentiality.



Detailed and transparent pricing.

Let's keep in touch

Feel free to share your ideas or brochure, together we will shape the future.

Find us anytime at:

info@alegredesign.com
www.alegredesign.com