Our identity

The market and society are constantly changing, as are we. We create 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 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.
Our goals
Seeking new perspectives and ideas, redefining services, products and experiences and creating a new future for people.

What we stand for:

Costs
- Materials
- Components
- Issues

User values
- User centered
- Wellbeing
- Ergonomy

Innovation of value

Balance line

Opportunities, perspectives and vision
- Cashflow, singularity and growth
- Expectations, user centered and needs

Our pillars:

- INNOVATION
- VALUE
- PEOPLE

Products
Services
Experiences
Our services

Providing innovative products, services and experiences to people and business based on Agile Design and Design Thinking.

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▲ Design Direction

Innovative solutions to people and business.

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.

Methods:
- Innovation Consulting  
- Venture Design  
- Product Direction  
- Corporate Development

● Trend Research

Creating tomorrow’s trends.

Our job as designers is to anticipate what people need and what they will need in the future. We are on a constant lookout for market changes and opportunities. We forecast trends and observe the user’s behavior to make sure our clients anticipate the market.

Methods:
- Trend Forecasting  
- User Insights  
- CMF Design

■ Product Design

Creating products with real innovation.

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.
Opening new ways

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 reach

Through the industrial sector we provide knowledge to our clients.

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.
When we approach a project for children, their well-being is the most important factor. As well as the comfort and safety of all those people, spaces and situations around them.

Childcare
All for them

Combi | Suavinex | Katzden | Micuna | Minimoi
Our vision of electronic products is to create products and experiences where we integrate electronics into everyday products, improving the user experience based on design thinking.

WeOn | PlanetUs | Bq | Eyesynth | Domoalert
Living
Timeless products

We enjoy imagining products and setting trends. For the home, we design decorative furniture that not only innovates in aesthetics but also in its technological development.

Emuca | Punt | B&V | Faro Barcelona
Facilities
Guest wellness

We understand furniture design for public spaces as an interaction between the people who use it, the space where it is placed, the space where it is stored and the experiences it evokes.

Actiu | Bristol | Federico Giner | OMP
Our goal is to create products that evolve hand in hand with design and technology, creating advanced solutions that improve the user’s experience, its ergonomics and its efficiency.

Actiu | Sunon | GoodTone | Bristol

Office
Utility commitment
Bathroom & Kitchen
Purpose and user

Designed for their technical capabilities as well as for their aesthetics, to position everyday products in distinguished markets and prices, thanks to the use of textures, materials and details.

Profiltek | Nofer | Cata | Cosmic | Roca
Creating projects focused on transport over short, medium and long distances, supports us to continue reflecting and innovating in this new era. We strive to create innovation and value that serve people.

Istobal | Katzden Architec | Pbike | Actiu
Our first aim when we create medical products is to create a healthy bond between the patient and the treatment, guaranteeing the practitioner’s ergonomic comfort.

Takara Belmont | Andromedical | Millermaimann
Our methods

Improving your company with our tools, developing innovation and giving value to people. Based on Design Thinking and Agile Design.

### Design Direction

<table>
<thead>
<tr>
<th>Design Thinking</th>
<th>Training</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>D1</strong> Innovation Consulting</td>
<td><strong>T1</strong> Trend Forecasting</td>
</tr>
<tr>
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<tr>
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- How to find innovative opportunities.
- Ventures/ partnerships between companies.

- Provide perspective, coordinate processes and define strategies.
- Train, motivate, share knowledge.

*Project follow-up*  
*Guideline*  
*Learning sessions*

### Trend Research

<table>
<thead>
<tr>
<th>Holistics</th>
<th>Senses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>T1</strong> Trend Forecasting</td>
<td><strong>T3</strong> CMF Design</td>
</tr>
</tbody>
</table>

- Understanding what people need and to develop the right products.
- Create global product ranges, finishes and details.

*Reporting*  
*Presentation | CMF Guide.*

### Product Design

<table>
<thead>
<tr>
<th>Creative Design</th>
<th>Creative Engineering</th>
<th>Launching</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>P1</strong> Concept Creation</td>
<td><strong>P4</strong> Design Pre-Engineering</td>
<td><strong>P6</strong> Launch Process</td>
</tr>
<tr>
<td><strong>P2</strong> Product Refinement</td>
<td><strong>P5</strong> Final Design Supervision</td>
<td></td>
</tr>
<tr>
<td><strong>P3</strong> Concept Development</td>
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- Creation of the product concept, adapted to the company’s vision.
- We fine tune the concept to suit the needs of the company and the user.
- Development to bring the design in line with the production processes.
- Defining the details that allow us to obtain a final result.
- Accompany the client in the set-up process.
- Support in product launches, services and experiences.

*First Concepts*  
*Rendering*  
*3d Modelling*  
*3d Files*  
*Sourcing and Pre-production*  
*Collaboration with client*

*Methodology*  
*Delivery*  
*Client profile*  
*CORPORATE START-UP*
Thank you

Companies expand their horizons and establish themselves in new markets while we find solutions for future challenges.

From start-ups to top-level brands, we are fortunate to work with many of the world’s leading companies including:

Alegre Design has been awarded with various prizes such as:

- Red Dot Award
- German Design Award
- iF Design Award
- ADCV Award
- Delta Awards
- Iconic Awards
- Clap Award
- Archiproducts Design Awards
- DesignPreis
- A’ Design Award
- Good Design Award
- European Product Design Award
Our team

Strategic design company committed to innovating by giving value to people.

Common Sense

We understand design as a global concept which is not only applied to style, but that can also be utilized to give realistic solutions for the product’s lifespan: right from the production process itself, to the sustainability, the user interface and its environmentally-friendly materials.

Knowledge: New solutions and uses

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 transmit knowledge between industries and cultures.

Originality

Our added value is the ability to utilize our originality, efficiency and expertise to increase our clients’ worth. We work on all the areas of the product and study its productive chain, which enables us to provide creativity and solutions in all the stages of the design process.
Your Benefits

Together we create real products, services and experiences in order to expand market advantages through innovative design solutions.

- We aim for innovation, that adds real value for people and companies.
- National and international knowledge experience.
- 20 years of design expertise- more than 20 renow design awards.
- 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:

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- www.alegredesign.com