

from intent to product



The art of industrial design can be found in the process of transforming intent into products

realizing innovative concepts

Good looking products that meet user expectations are worthless unless they can be manufactured and sold to a price that ensures both a valuable price/performance for the user as well as healthy margin for the manufacturer.

Price, quality and functionality must always go hand in hand; too much of one or too little of the others is a recipe for failure in the marketplace.

design intent

Until innovative concepts and ideas are on the market they can only be considered design intent. Transforming design intent into actual products is an critical part of the design process. The work of matching design intent closely to the finished product while remaining inside the boundaries of price, performance and functionality is for us, the art of industrial design.

design realization

Good ideas and innovative concepts are, until realized, nothing more than good intentions. Our clients can only survive by selling new and hopefully innovative products. We haven't done our jobs right until this goal is achieved. That's how we earn our keep.

While most of the final development process is done by experts in their own fields; usually engineers of one kind or another, we still remain active helpers in the process. There are enormous challenges in this phase of the design process and creativity is in big demand.

integrated development

To ease the transition from idea to final product it is important that the actors participating in realization were also involved in conceptualization. Everyone has to be on the same page as to why the product ended looking as well as working as it does. That's one of the many reasons we prefer working in an integrated development team.