

Designlab company profile

Designlab is an Athens-based partnership providing three-dimensional design to clients pursuing innovation.

Designlab provides high-end services in the field of innovation through 3D design of products, objects, spaces and systems. We perceive design as the practical expression of innovation: the medium that shapes and realizes a new idea, making the creator's vision "visible" to all five human senses.

Aim and Philosophy

Designlab's mission is to contribute to its clients' success through design by supporting their efforts to achieve increased competitiveness and take advantage of new opportunities for growth.

Designlab places the human individual - not the object - at the focal point of design. Through design, we aim to create objects that provide users with the optimal combination of functional and emotional value.

The Designlab philosophy can be distilled into the following points:

1. Contrary to widespread belief, design is not just about the visual form of an object: its purpose is not just to decorate. Design is the systematic combination of elements towards the fulfillment of a specific aim in a way that is meaningful to the end user.
2. Design is both the end result and the methodology that aims toward the maximization of the functional and emotional benefits that products provide to their users. This is achieved through a design process involving four basic phases: Research, Idea, Design and Implementation.
3. Design is fundamentally intertwined with branding. Investing in design is an investment in the product per se: **both in its value (functional and emotional) offered on a daily basis, as well as the meaning and role that it claims in the life and perception of the user.** Design on its own constitutes an identity that may be transformed into brand equity much more easily than other forms of investment (e.g. advertising), in that it has a duration and potential for further expansion into other products and markets.
4. The meaning, role and functionality of a product, object, space or system inspires and directs aesthetics. Successful design is primarily a new differentiated proposal-solution which takes under consideration all restricting factors. In this mode each

object acquires its own unique design form and differentiates itself from the competition.

5. Design is not the exclusive privilege of expensive products. Every product, regardless of price, should be designed. Designlab admires and is inspired by designed products, objects, spaces, and systems that:
 - satisfy human needs in a way that is innovative and superior to other available options. These products make daily life easier, simpler, and more beautiful; increase free time; and reduce difficulties
 - remain unsurpassed for many years
 - represent value for money
 - have significance for their users and invoke rich and positive emotions, becoming part of their lives, inspiring them and making them proud and content
 - are not merely environmentally-friendly but actually benefit the environment and provide a high level of safety
6. Design has a beginning but not an end, and mirrors the daily challenges that we face. The moment a new product enters the market, the creator of a product should start looking at ways to make his/her product even better.
7. Design is not an art form; however, it is undoubtedly a bright element of human civilization.
8. Design may improve a product, an object, a space, or a system at all levels of human perception, both conscious and subconscious. The object or space usage experience is equally important to its quality, with practicality, functionality, ergonomics, sustainability and safety as significant as aesthetics, psychological elevation and well-being, emotional revitalization and positive mood. Design should take into equal consideration spiritual and bodily needs. Life quality improvement of the individual partaking in an experience should be treated with the same level of respect in all aspects of human existence and essence.

Capabilities

Designlab operates based on its capabilities that are utilized with total consistency and continuity for the benefit of the client. The combined existence of skills renders Designlab unique in the Southeastern Europe, and includes:

1. Cutting-edge research and analysis methodologies for the identification of critical success factors and limitations that will define the desired result
2. Ability to participate in defining design objectives in a dynamic rather than a static manner. We consider the definition of design objectives as one of the most fundamental contributions we can make. We do not necessarily expect the client to provide it. As mentioned above, *Designlab* systematically approaches all projects through a preset 4-phase design process: Research, Idea, Design and Implementation.
3. Capability to provide alternative ideas-solutions and selection through comparative analysis contrary to the one-dimensional approach through a one idea-solution.
4. Capability of prototype construction through the exploitation of rapid prototyping and other advanced technologies in order to minimize risk and reach decisions based on finalized data emulating true experience to the greatest possible extent.

Within the above framework, Designlab is committed to exceeding its stated business mission and undertaking initiatives either on its own or in collaboration with other organizations sharing a similar interest regarding the dissemination of design per se and the communication of its importance not only for the creation of business value but also for the broader improvement of the quality of human life.

Founders – Talent Partnership

Designlab was co-founded in 2007 by Alexandros Didaskalou, an industrial designer leading the company and is manned by experts with high-end professional and academic qualifications. Designlab cooperates closely with a network of companies, additionally specializing in research and implementation of brand strategy, printing and visual communication. Designlab also cooperates with the Thessaloniki Design Museum and supports its initiative and objectives.

Market Sectors

Designlab currently collaborates with companies and organizations in the following sectors:

- Consumer products
- Healthcare products
- Technology products
- Transportation

- Entertainment, tourism and leisure
- Urban environment and public spaces
- Architecture and construction
- Furniture, home, and office objects
- Industrial products, systems and machinery

Services

Designlab provides the following services:

- Research and development of ideas for innovation
- Design of products and objects
- Design of systems
- Design of environments
- Packaging design
- Applied research and development
- Manufacturing support
- Prototype production

Methodology - Technology

The core of Designlab is a group of people with very high scientific standards and a wide experience in their corresponding fields, combined with a continuous drive for experimenting and learning new things.

In this context, we at Designlab use the most advanced methodologies for creativity and innovation and we are developing them further in order to better adapt them to any project we are dealing with, for an optimal outcome.

We combine conventional and state of the art processes, supported by both time-proven visualization and prototyping skills and techniques along with the latest technologies in rapid prototyping (CNC, 3D printing). This provides our team with the capability of dealing with complex projects including tangible ergonomic features fused with interface technologies, like most of the products nowadays tend to be. The fact that product design is continuously developing towards products where human-computer-interaction is dominant, motivates us at Designlab to focus our approach to human-centered and user-experience design methodologies.

Appendix 1: Founder's CV

Alexandros Didaskalou, Dipl. Industrial Designer, MA(RCA)

Alexandros Didaskalou, born in Thessaloniki, is an industrial designer. He studied industrial design at the Hochschule für Bildende Künste, in Braunschweig - Germany, where he graduated, at the Istituto Superiore per le Industrie Artistiche I.S.I.A / Disegno Industriale in Rome, Italy and was awarded Masters of Arts at Design Products at the Royal College of Art in London with Ron Arad. He is also PhD candidate of the Architecture Department of the Aristotle University of Thessaloniki on the topic "Design of products & systems for wheelchair users".

Since 1998 he works professionally as an industrial designer and since 2007 he is managing Designlab, the design innovation company he co-founded in Athens.

Since 2001 he has been lecturing industrial design and has provided seminars in the furniture design department of the TEI Larissa in Karditsa, at the Applied Arts Studies in Thessaloniki and he is a lecturer of industrial design at AKTO in Athens.

Alexandros is a scientific associate of the Thessaloniki Design Museum and special associate of the furniture magazine "Epipleon". He has participated in conferences and seminars as an invited speaker and lecturer at Capital & Vision, Furnidec, at the National Technical University of Athens at the Mechanical Engineering Department, at the Hellenic Society of Ergonomics, at the University of Macedonia, at the Architecture department of AUTH and at the Industries Association of Thessaly. He has also prepared expert report for the district of Pella, several approved research proposals for the EU and participated in the EU Comfurt programme.

His projects have been displayed at the Salone Satellite – Milan, at the Royal College of Art, at the Biennale Design Saint Etienne, at the Industrie Design Forum Hannover and at the Furnidec.

Alexandros was awarded with the first prize at the Dromeas international competition of office furniture design in 2003, with the first innovation prize at the design competition for woodworking machinery at Hannover Germany and with the first prize at the competition of industrial design for memorabilia and packaging of Pella's district local products and other distinctions in various international and national design competitions.

He speaks english, german, italian, spanish and greek and has also completed theoretical musical studies at the State Conservatory of Thessaloniki.

Within the framework of his operations as an industrial designer, Alexandros has collaborated in projects with a series of companies including: Raycap, EVIK, OBI, Coco-Mat, Intrasoft International, Athens International Airport Eleftherios Venizelos, 3E CocaCola Hellenic, Cosmote, μ2gen, Intracom, Vivartia, Nutriart - Katselis, AB Vassilopoulos, Resoul, Terra, Sizzle, ADG Campingaz, elGreco, Noesis, Athens 2004, Diageo, Everest Group, Lanitis Milk, Gallis Lighting, Modeco, LAK, Municipality of Panorama, Xyloviotehnik, KATETH technical company, Thessaloniki Public Transport Organization, Polyline, Karra estate, Gerovasileiou Wine Estate, Boutari wines, Tsantali wines, Lamaplast, Driade, Reebok, Glass Studio, Neodent, Mototech, Zoumboulakis Architects, EPSA etc.