



edg designlab ***company profile***

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

edg 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 realises a new idea, making the creator's vision "visible" to all five human senses.

Aim and Philosophy

edg 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. *edg 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 *edg 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 maximisation 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. *edg 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 revitalisation 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

edg designlab operates based on its capabilities that are utilised with total consistency and continuity for the benefit of the client. The combined existence of skills renders *edg 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, *edg 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 minimise risk and reach decisions based on finalised data emulating true experience to the greatest possible extent.

Within the above framework, *edg designlab* is committed to exceeding its stated business mission and undertaking initiatives either on its own or in collaboration with other organisations 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

edg designlab was founded in 2007 by **Alexandros Didaskalou**, an industrial designer and **Alexandros Kouris** a branding and communication professional and is manned by experts with high-end professional and academic qualifications. *edg designlab* cooperates

closely with **alterVision**, specializing in research and implementation of printing and visual communication. *edg designlab* also cooperates with the Thessaloniki Design Museum and supports its initiative and objectives.

The Lab

edg designlab is based in Agia Paraskevi in a new and autonomous building, together to its partner companies, Criticalpublics London and alterVision. The new building is organised and designed according to the needs of creative people who design and develop new products.

Market Sectors

edg 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

edg 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

In the production of prototypes *edg designlab* implements a series of rapid prototyping technologies which are used in order to quickly manufacture an object or a part of it from a 3D design digital file. Rapid prototyping technologies make it possible to create a real, physical representation of the final product, or even a fully-functional model, before its production. The models produced through rapid prototyping can be used for testing or as prototypes for the creation of forming blocks. With rapid prototyping technologies, the object can be created with the same material as the final product (plastic, glass, aluminum, steel, etc) and has similar attributes. This allows for the running of mechanical and other attribute tests. The latest practice used involves the use of rapid prototyping technologies for direct small level production of final products. One of the advantages of the latest rapid prototyping technologies like SLA and SLS is the ability to create figures of objects that “include” forms within them, something which is not feasible with other technologies (e.g. CNC). The reasons for using Rapid Prototyping are:

1. To increase effectiveness of communication of an idea, since through the prototype it is possible to actually see and touch the final product during the process of its evolution before its production.
2. To minimise product development duration
3. To minimise errors that may burden the development cost budget
4. To noticeably minimise production phase changes

Rapid prototyping minimises the development period, allowing for corrections in the initial phases of the development process and thus immensely reducing development costs.

Appendix 1: Founder CVs

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, and was awarded Masters of Arts/ 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 has founded his own design office “fortywaves” in Thessaloniki, which expanded to Athens in 2005.

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 at Furnidec, 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, approved research proposal for the Archimedes programme 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.

Within the framework of his operations with fortywaves, Alexandros has collaborated in projects with a series of companies including: Noesis, Athens 2004, Diageo, Everest Group, Gallis Lighting, Modeco, LAK, municipality of Panorama, Xyloviotekniki, KATETH technical company, SASTH, OASTH, Polyline, Karra estate, Gerovasileiou estate, Boutari wines, Tsantali wines, Lamaplast, Triade, Reebok, Glass Studio, Neodent, Mototech, Zoumboulakis Architects, EPSA etc.

Alexandros Kouris

In 2004, the Critical Publics Group - which Alexandros co-founded - consisted of Critical Publics Athens, Notsquare, Altvision, Critical Publics London and RISC Hellas merged with PRC Group – The Management house.

Currently Alexandros is shareholder and consultant of the PRC Group, while he is heading its Communications business unit.

Before the foundation of the Critical Publics Group in 2000, Alexandros Kouris had 13 years of professional experience in Greek and international group of companies, TBWA, BBDO and JWT. His duties involved strategic design, research and analysis, management of international accounts, management of advertising companies.

Throughout his professional career, Alexandros has consulted managerial executives of companies and organizations, politicians and top officials.

He has conducted important projects in the division of branding, advertising and strategic communication for companies and organizations in Europe and Middle East and in the sectors of finance services, telecommunications, consumer goods, politics, international initiatives and tourism. Since October 2006 he leads the consortium of the consulting companies PRC Group, THR, MRB Hellas which after an international tender took over the project of preparing the new marketing and branding strategy of the Greek National Tourism Organisation. During 2005 he was one of the main contributors of the landmark initiative "Kerasma" which promoted the Greek gastronomy internationally. In 1997 Alexandros was among the main initiators of the attempt to revive the ancient institution of Olympic Truce and co creator of the institutional identity of the International Centre of Olympic Truce.

Alexandros is a graduate of the Business Administration department of the American College of Greece (Deere College) and holds certificates from the Chartered Institute of Marketing in UK and INSEAD from France. In 1995 at the age of 29, he was the youngest member of the Association of Chief Executive Officers (EASE).