

FACTS AND FIGURES

Company Name	Phoenix Design GmbH + Co. KG
Year of Foundation	1987
Headquarter	Stuttgart/Germany
Studios	Munich/Germany Shanghai/China
Managing Partners	Andreas Haug (Founder), Tom Schönherr (Founder), Harald Lutz
Members of the Board	Andreas Diefenbach, Joon-Mo Lee, Marius Bauer
Workforce 2018	75
Philosophy	Logic, Morals and Magic

Since 1987, Phoenix Design has been designing interaction: between the product and the user, between the brand and the consumer, between designers and their clients.

Cases in point: How do you promote an evolutionary change in how to take a shower? With a shower head designed for Hansgrohe that allows decalcification by the sweep of one finger – and that changes its water jet by the push of a button. How do you manage to achieve differentiation in a market replete with seemingly similar products? With camera lenses that convey the unique precision of the ZEISS brand right at first glance. How can house owners keep control of their building technology at any time, using an app? With the Viessmann Home Automation System "Vitocomfort". Building technology these days is much more than just a switch and a boiler; it is a complex system of technological and digital products featuring future-oriented technologies.

For many years now, Phoenix Design has been defending the number one rank at the iF Ranking Creative "design office" at the iF Design Award and have received more than 800 design prizes. Phoenix Design is regarded as the leading independent product and interface design studio in the world. What's much more important: these designs are convincing in terms of longevity and verifiable business success. In this respect, Phoenix Design follows the tradition of Bauhaus and Ulm school – embodying the virtues of German design. This also holds true for the ever more closely interlocking design of products and digital interfaces. Today, more than a third of the 75 Phoenix Design employees in Stuttgart, Munich and Shanghai work on Interaction Design topics.

Consistently oriented towards the user and typical for the brand, in open exchange with interdisciplinary design teams and the clients: that's how Phoenix Design develops product and entire product ranges. In a word: with logic, morals and magic.

History

The careers of founders Andreas Haug and Tom Schönherr are very closely linked to the rise of modern German design. They have turned the design studio they founded in 1987 into one of the first addresses in industrial and product design. *"For us it is important to take up and integrate the motivation and goals of our clients who call up on us for providing them with impulses for their strategy. We pay close attention to making the collaboration between client and external team of experts smooth and efficient. We are proud to be able to achieve this time and time again, sometimes forging relationships*

lasting decades." They have been honoured by the Lucky Strike Award for their lifetime achievement as well as by the German Design Award in the category "Personality" for their overall achievement.

Services

Design Consulting (Design Strategy, Innovation Consulting, Brand Consulting, Visual Brand Identity, Portfolio Strategy) | **Product Design** (Corporate Product Design, Industrial Design, CMFP Design, Packaging Design) | **UX/UI Design** (Interaction Design, Experience-/Service Design, Visual Design, Motion Design, Information-Architecture, App Design, Automotive/Transportation) | **Research** (Qualitative Research, Ethnographic Research, Trend Research, Evaluation Testing, FutureLab) | **Design Engineering** (Human Factors, Technical Design, Class-A-Surfacing, CGI) | **Prototyping** (Design Modelling, Mechanical Prototyping, Interactive Prototyping, Digital Prototyping, Video Prototyping) | **Academy** (Advanced Concepts, Academic Mentoring, Lectures & Talks, Design Events)

Portfolio

Office chairs and shelf systems, bathroom furniture and sanitary products, computers and robotics, household items and appliances, lifestyle and office accessories, camera lenses, fitness machines, medical technology, luminaire systems, machines, equipment and facility technology, building equipment, energy and heating technology, telecommunication, entertainment electronics

Clients

Audi, Adidas, Arcelik, AXENT, AXOR, BenQ, Berendsohn, Bimos, Bosch, B/S/H, Casarte, Deli, Duravit, Dürr, Falk, Fraunhofer IPA, Fresenius, Gerresheimer, Gira, Gigaset, Haier, Hansgrohe, Hewi, Hirschmann, Huawei, Hüppe, Internorm, Interstuhl, Jotec, Kaldewei, KaVo, Lamy, Laufen, Ledvance, Leitz, LG, Loewe, Metrax, Mercedes-Benz, Midea, Miele, Neff, nvt, Osram, Pentair, Puma, Ronbow, Samsung, Schindler, Schunk, Selux, Shapes, Siemens, Siteco, Still, Telekom, Trumpf, Viessmann, Vorwerk, Wilkhahn, Zeiss & more

Design Awards

- * 2018: Red Dot: Design Team of the Year
- * 2012: German Design Award/Personality for Andreas Haug & Tom Schönherr
- * since 2007: 1st place in the iF Ranking Creative "design office"
- * 1998: Lucky Strike Designer Award/life work for Andreas Haug & Tom Schönherr
- * since 1987 more than 800 design awards, of which more than 400 won since 2008, e.g. Red Dot Design Award, iF Design Award, German Design Award, Iconic Award, Design Plus Award, Good Design Chicago, Plus X Award, Focus Open Design Award

Contact

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