

FACTS AND FIGURES

Date: January 2022

Company Name	Phoenix Design GmbH + Co. KG Phoenix Design (Shanghai) Ltd.
Year of Foundation	Phoenix Design GmbH + Co. KG: 1987 Phoenix Design (Shanghai) Ltd.: 2017
Headquarter	Stuttgart/Germany Shanghai/China
Studios	Stuttgart + Munich/Germany Shanghai/China
Partners	Andreas Diefenbach, Andreas Haug, Harald Lutz, Yifan Zhang
Managing Directors	Andreas Diefenbach, Joon-Mo Lee, Harald Lutz, Yifan Zhang
Number of Employees	70

do good - reinvent wellbeing.

PHOENIX is a design and innovation studio that creates experiences that touch people - today for tomorrow - always driven by Logik, Moral und Magie. As an independent, award-winning design and innovation studio, PHOENIX makes the often foggy future visible and tangible for its partners, accompanying them from idea to market success. Our team of over 70 members in Stuttgart, Munich and Shanghai stands for excellent design - as confirmed by over 900 design awards since our founding in 1987 and our first-place rank in the category design studio of the iF World Design Index.

We are certain that economic success and social progress are the results of having of a deep understanding of people, their needs and desires. Our mission is to develop stimulating product experiences that are enriching for users and their personal wellbeing.

We work with leading and forward-thinking brands such as Audi, BSH, Hansgrohe, Haier, Huawei, Interstuhl, Stiebel Eltron, Telekom, Trumpf, Vorwerk, and Zeiss. Together and with trust, we are taking the path to the future - day after day since 1987.

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 with the Lucky Strike Award for their lifetime achievement as well as with the German Design Award in the category "Personality" for their overall achievement. After 32 successful years, Andreas Haug and Tom Schönherr handed over the management to the successor generation in March 2019.

Services

Design Consulting (Design Strategy, Innovation Consulting, Brand Consulting, Visual Brand Identity, Portfolio Strategy) | **Digital Strategy & Design** (Digital Strategy Consulting, Digital Product Strategy, Digital Business Design, User Engagement Design, Augmented & Virtual Reality, AI & Machine Learning) | **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)

with umwerk Group

Development (Web Development, Application Development, App Development, Animation & 3D Modelling, Rapid Prototyping Development & POC, CMS Development, Agile Software Development) | **Quality Assurance** (Request Management, Deployment, Continuous Integration) | **Hosting & Maintenance** (Hosting, Managed Server, Managed Infrastructure, Managed Services, DevOps)

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, Delicacy, Duravit, Dürr, Falk, Fraunhofer IPA, Fresenius, Gira, Gigaset, Haier, Hansgrohe, Hewi, Hirschmann, Huawei, Hüppe, Internorm, Interstuhl, Isimat, Jotec, Kaldewei, KaVo, Lamy, Luqel, Laufen, Ledvance, Leitz, LG, Loewe, Marquardt, Metrax, Mercedes-Benz, Midea, Miele, Neff, Osram, Pentair, Puma, Rittal, Ronbow, Samsung, Schindler, Schunk, Selux, Shapes, Sharp, Siemens,

Siteco, Stiebel Eltron, Still, Telekom, Trumpf, Viessmann, Vorwerk, Wilkhahn, Xiaomi, Zeiss and more

Design Awards

- * **2018:** Red Dot: Design Team of the Year
- * **2015-2019:** iF World Design Index "Best of Design Studios" and "Best of Bath"
- * **2012:** German Design Award/Personality for Andreas Haug and Tom Schönherr
- * **since 1987** more than 900 design awards, of which more than 400 **since 2010** (i. a. Red Dot Design Awards, iF Design Awards, German Design Awards, Iconic Awards, Design Plus Awards, Good Design Chicago, Plus X Awards, Focus Open Design Awards)
- * **1998:** Lucky Strike Designer Award/lifetime achievement for Andreas Haug and Tom Schönherr

Contact www.phoenixdesign.com/en

Studio Stuttgart Phoenix Design GmbH + Co. KG
Kölner Straße 16
70376 Stuttgart/Germany
info@phoenixdesign.com
T +49 711 955976-0

Studio Munich Phoenix Design GmbH + Co. KG
Hans-Fischer-Straße 10
80339 München/Germany
munich@phoenixdesign.com
T +49 89 2441204-0

Studio Shanghai Phoenix Design (Shanghai) Ltd.
Room 313-314, Floor 3, Building A
No. 98 Yanping Road, Jingan District
Shanghai 200042, China
shanghai@phoenixdesign.com
T +86 21 5255 -5909 /-6092
