

Press Release

Relaunch of Phoenix Design's Corporate Design

Stuttgart / Munich / Shanghai, 7 November 2017 – From product design to innovation design partner: Phoenix Design adjusts its visual appearance.

PHOENIX DESIGN becomes PHOENIX. With the new Corporate Design, Phoenix Design not only parts with its red square, the logo is also shortened to one single concise word: PHOENIX. The corporate philosophy "Logic, Morals, and Magic" finds its visual integration.

"With reference to our beginning, our logo has developed throughout the years and has become a catchy symbol of reliable values which are open for tackling a wide variety of future challenges," as Joon-Mo Lee, Design Strategy Manager and Phoenix Design Member of the Board describes the new appearance.

The new Corporate Design underlines Phoenix Design's strategic focus. Back in 1987, founders Andreas Haug and Tom Schönherr started their studio for product design which – following the trend – soon developed into a studio for product design and interaction design.

Today, at three locations, Phoenix Design attends to international clients in all stages throughout the entire design process. From consulting via research and prototyping, our design process takes an interdisciplinary approach in product design and interaction design all the way to technological implementation. The wide range of services over and beyond purely designing products and services is reflected in this relaunch.

"Over the past years, Phoenix Design has developed into a strategic design company. In order to live up to this development, and to visualise it, we have also decided on adopting a new logo," Tom Schönherr, founder and Phoenix Design Managing Partner, justifies this step.

The celebratory occasion for presenting the new Corporate Design is Phoenix Design's 30th anniversary.

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