

Dear Sirs,

Design\*tools studio based in Milano develops research and consultancy projects in the field of design, interacting with international firms, research institutes, universities, R&D of private companies. It turns to design driven companies based on product innovation, helping them, to describe, show and plan innovative product and service scenarios, consistently with their general strategic vision and brand identity.

Companies often suffer a lack of dialogue between MKTG and R & D departments. Design\*tools lies in the middle of these business units, with the aim to provide guidelines to increase dialogue between the two business units, through a "translation" of brief and qualitative information provided by marketing into easy tools for the designers. Our structure offers applied researches and design projects in the field of defining aesthetic language of CFM – color finishing and materials – , the environmental sustainability of products, the interactive media design, the experience design, the brand culture, the relationship between design and business.

Design\*tools working areas:

**DESIGN RESEARCHES\_** It offers an qualitative market analysis for homogeneous fields, or readings for thematic areas.

- \* Segment analysis
- \* Thematic analysis
- \* Positioning maps

**STRATEGIC CONSULTANCY\_** Directed to the identification of areas strategically important for the company to steer its action project.

- \* Design directions
- \* Product scenarios

**PRODUCT DESIGN AND CFM - COLOR FINISHING AND MATERIAL\_** An operative unit, recasting the visions that emerged from previous phases comparing them with technologies and specific barriers productive.

- \* Concept defining
- \* Guidelines and product design
- \* CFM – color finishing materials.

**TREND DEFINING AND FORECASTING\_**

Foresee the next Future – identification of relevant and developing aesthetic trends is the result of research but also a capacity of vision. Design\*tools specializes in the definition and description of these trends, through a reading of simultaneous signals from diverse areas ranging from product design to interior, from architecture to the communication, from cinema to fashion. The information is selected and interpreted, organized and described in terms of forms, surfaces, colors, materials.

- \* Aesthetics microtrends
- \* Macrotrends defining
- \* Trend evolution diagram
- \* Trend book and color palette

Design\*tools clients and collaborations:

Domus Academy Research Center, AEDO-TO Villa Tosca Group Research Center, Polidesign Milano, CRIED - Centro Ricerche IED, Samsung Research Center, Future Concept Lab, Onami Design Studio, Hyundai, Kia Motors, Nissan, Infiniti, Fiat Auto, Fantoni, 3M Italia, Artemide, Epson, Toshiba, Daelim Korea, Vibram, I.C.T., Aicon, Fenizia Design Studio, Audi, Pomellato, Fiera del Lusso Verona, Bulgari, Poalartec, Lavazza, Connexine, Camomilla Italia, Anima&Corpo, Alcott, Studio Arfè, Umidificatori il Coccio, Argenterie Valsolo, Caleidoscopio, Kid store srl, Del Bo Ascensori

Amelia Valletta

Architect, born in Naples in 1970.

In 2002 she founded design\*tools, developing researches and consultancy in the field of strategic design for research institutes and companies.

She takes lectures at the Faculty of Architecture and Industrial Design of the Polytechnic of Milan, Domus Academy, Naba, IED, Scuola Politecnica of Milan.

