

# INNOVATE™

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# OEIRAS

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# ALMADESIGN, LDA

DESIGN DRIVEN INNOVATION



Alfa Pendular Train for CP /EMEF

Almadesign's goal is to create innovative products that will enhance people's lives by contributing to their sustainability and success. We are a design studio with core competencies in the design of products, services and design management, structuring product development methodologies and implementing industrial innovation processes. We drive innovation through design, developing user-centred technology-based solutions mainly for Transports, Product and Interiors.

Understanding users' experiences from interacting with products and environments help us engage people, stimulate their senses, feelings and emotions. Combining social, technological, and economic perspectives, Almadesign uses a holistic approach to design sustainable products and services, which are able to improve people's lives.

## USER-CENTERED DESIGN

The company was founded in 1997, by Rui Marcelino, coming out with an Engineering Master in Lisbon and a Transportation Design Master in Italy. From the beginning, the focus of Almadesign activity has been the development of technology based solutions around the human being - user-centred design.



Transformer Core 40 MVA for EFACEC



Trend book for Couro Azul



almadesign



LIFE Project, Crystal Cabin Award Winner 2012



FLEXCRAFT, with Flexcraft Consortium, IDA Award Gold Winner 2020



A330neo interior for TAP Air Portugal

The company's areas of activity are transport design, product design and communication design. Based on more than 20 years of experience and a solid knowledge in areas of design and engineering, Almadesign works with its customers and partners in all phases of product development. The studio acts as a "conceptual integrator" articulating different actors' needs and expectations, from identifying and structuring requirements to conceptualizing and developing solutions for production and marketing.

The design process is divided into separate phases, so that clients can choose from assigning the studio for a specific activity or for the full range of design activities, such as consulting, concept studies, development, prototyping/production monitoring and marketing/promotion. This process is tailored to the specific needs of each situation and is reviewed periodically to keep up with new technological and market innovations. Almadesign's processes have been developed to meet customer's needs, achieving the best

compromise between sustainability, function, aesthetics, production and market requirements.

### CROSS POLLINATION

A collaborative approach in several projects gave birth to the "cross-pollination" methodology, in which solutions from different fields are combined, allowing Almadesign to explore holistic design directions and approaches by using a user-centered, Design Thinking, approach. The collaboration experiences with multidisciplinary partners throughout the whole product development cycle offers the studio a unique approach to generate new paths for research and development projects, as well as new ranges of market-ready products and solutions with the contribution of different perspectives, social, technical and economical.

The broad experience of designing products and services across different industries - from transportation to healthcare, from industrial machinery to retail - has led the team to develop innovative solutions, based on the collaboration between different companies - often

unexpected ones - migrating and integrating state-of-the-art technologies, implementing new manufacturing processes and applying novel materials.

### STUDIO CULTURE

Almadesign promotes its team creativity and we try to develop a culture of excellence and trust with partners and clients. The studio's work is based on trust relationships, the foundations in which to turn challenges into new opportunities and develop innovative solutions.

The studio team shares values such as work ethic, commitment, solidarity, teamwork, confidence, striving for innovation and assertiveness, with a clear collective knowledge of the studio mission. Culture, leadership and team spirit provide an adequate motivation within the studio and a common goal of excellence for the team. We foster a youthful spirit and culture, which derives mainly from our creative activity, environment and the team member's profile, a central factor for the studio performance.

### MAIN AWARDS

- 2020 IDA Design Award, Gold Winner, Flexcraft Project - Flexcraft Consortium
- 2020 IDA Design Award, Gold Winner, CAT 12.0 Catamaran - Sunconcept
- 2020 International Yacht and Aviation Award, 'Private Jet/Small Jet' Category (finalist) ALICE Project - Eviation
- 2020 Crystal Cabin Award, 'Cabin Concepts' Category ALICE Project - Eviation (finalist UNDER DECISION)
- 2020 IF Design Award, Product Design Category ALICE Project - Eviation
- 2019 Green Good Design Award, CAT 12.0 Catamaran - Sunconcept
- 2018 Crystal Cabin Award Finalist, 'Aircraft Seat Project - PASSME
- 2017 Good Design Award, Aralab Testa Project - ARALAB
- 2016 Green Good Design Award, DesAIR Project - DesAIR consortium
- 2015 Good Design Award, inTRAIN Project - inTRAIN consortium
- 2013 Good Design Award, ISEAT Project - ISEAT consortium
- 2012 Crystal Cabin Award, LIFE Project - LIFE consortium



CAT 12.0 for Sunconcept, IDA Award Gold Winner 2020

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# IN A PERIOD WHEN, BY FORCE, TELEWORKING PREVAILS, THE QUALITY OF THE PLACE WHERE WE LIVE AND WORK HAS NEVER BEEN MORE IMPORTANT THAN NOW.

JOSÉ RUI MARCELINO, CEO, ALMADDESIGN



From an early age, I was fascinated with the possibility of materializing, through images or objects, what is created by our imagination and which, without the proper communication tools, exists only in our heads: whether to satisfy a need, solve a problem or just because its beauty inspires us. It was only a few years later that I realized that this ability to communicate underlies the definition of "Design".

Obstinate in following this course, and after a solid background in engineering, I moved to Italy - the El Dorado of Product Design from the 60s and 70s - and ended up making my dream come true, as an intern designer at Alfa Romeo in Milan.

Suddenly, I discovered something that changed the path of my life: even doing what I always dreamed of, I was happier in the place where I lived before. Not only for the proximity of family and friends, but also for the nature of the location: the sunny village of Oeiras, close to the sea and the beach, but also close to Lisbon, with all that culture, entertainment and cosmopolitanism to offer. Therefore, I returned to the maritime periphery of Lisbon - long before this region became a popular place to visit and live - without knowing if I could be a Designer there. But with the certainty of being in the right place.

And this is why Almadesign was founded in Oeiras 25 years ago.

It was only later that I learned that this is the municipality with the highest concentration of R&D in the country, with many technology-based companies and a relevant contribution to Portugal's GDP. These factors and the local quality of life have unequivocally contributed to the company's sustainable growth: economically, emotionally and culturally. It was also in Oeiras that we started the network of relationships that led me to the foundation of PEMAS and AED associations.

Today, Almadesign's work leaves Oeiras for the rest of the world. In a period when, by force, teleworking prevails, the quality of the place where we live and work has never been more important than now - to inspire and motivate. All other distances are increasingly overcome by technology, but the space and the people around us have yet to be real.

Finally, at Almadesign it is a huge privilege to know that we managed, from the place we choose to live, to create products and solutions that can improve people's lives anywhere in the world.

*Rui Marcelino has a degree in Mechanical Engineering, a Master in Transportation Design and a PhD in Design. He founded Almadesign in 1997. Besides the studio management, he participates in the development of cooperation networks such as PEMAS, AED and PFP. He is also responsible for the Master in Product Design at FAUD, U. Lisbon.*



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