

Press Release

## The Emamidesign philosophy

**Berlin, 2012-03-30 – Since 2005, the Berlin agency Emamidesign with industrial designer Arman Emami and his team have made it their business to reconsider everyday objects and consumer goods regardless of existing conventions and give them a new shape. Driven by the search for balance and harmony, they create design objects that are at once sensible and sensual.**

The design philosophy is based on simplicity and functionality: Shapes that are consistently reduced to the bare essentials play a central part in all designs. The signature clear lines of Emamidesign combine technical details and aesthetic shaping to turn them into unobtrusive and yet striking objects that exude calm and harmony, that are both familiar and yet completely new. They make the lives of users easier and richer and their value is impressive and fascinating.

In their work, the designers at first purposely leave out expectations, norms or standards in order to be able to exceed limits without bias and question proven concepts. But established values and concepts are not left behind. It is rather the combination of experience and inquisitiveness that creates solution-oriented products which are never boring or ordinary.

„Product design is more than rationality, functionality or technology. For me, product design is based on instinct, idealism and an interest in novel and different ideas. Product design ideally creates the aesthetic materialization of a problem's solution. Familiar objects are undergoing a metamorphosis to emerge with completely new, aesthetic shape,“ says Arman Emami.

In Emami's view, only practical, realistic ideas and concepts also have an international competitive edge. His very special focus is therefore on making all products appealing to a broad audience and perfectly suitable for daily use.

Especially crucial for all designs is the aspect of sustainable, environmentally friendly series manufacturing that primarily has to spare resources. That means products are optimized for minimum energy and material consumption during production but also during their life cycle. This holistic economical or ecological approach is a conscious decision against the growing throwaway mentality of our time. It is not least based on the conviction that true innovations can make an essential contribution to increasing the economic performance of Germany and preserving its reputation as one of the global innovation leaders.

## **About Emamidesign:**

The Berlin based design studio Emamidesign was founded in 2005. Emamidesign offers its customers classical product design, but also develops its own design concepts and innovations. At the centre of this is the conviction that design is an absolutely essential factor for the success of a product: as part and parcel of the brand and the corporate identity, good design creates a distinct competitive advantage.

The works of Emamidesign show familiar objects in a new, aesthetic form. The shapes are clear and straightforward, concentrating on the essential, and emit peace and harmony. High quality and uncompromising functionality distinguish the products. Yet they are absolutely suitable for everyday use and have a wide public appeal.

Arman Emami's works have so far won 36 national and international design prizes and awards, such as, for example, the red dot design award and the iF design award. Thus 98% of his works have won prizes. The design studio currently employs a team of five members.

Further information available under [www.emamidesign.de](http://www.emamidesign.de)

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