

# DCA

DCA director Nick Mival's ten choices for innovative brands, designers and products include: **1** Camper's latest shoe was a collaboration with Bernhard Willhelm and encapsulates the warmth, craft and happiness that keeps this brand so engaging. **2** Naoto Fukasawa is always an inspiration, continuing to show his supreme talent and flexibility through recent furniture products like the Titikaka bench. **3** Benjamin Hubert, a designer gaining maturity with every new product, shows an inspiring use of materials. **4** Apple stores. The products don't need comment. The stores take the Apple experience to yet another level - have you seen the Shanghai store?! **5** Joseph and Joseph continue to show how to innovate in a crowded category, bringing practicality and joy to every object. **6** LaCIE USB flash drives, wonderfully simple and witty. **7** The Absolut Glimmer bottle is staggeringly beautiful and irritatingly simple. Absolut continues to innovate at all levels. **8** Jaguar's recent renaissance is a case study in the value of design and innovation. Ian Callum and his team have bravely shed their 'retro shackles' and created relevant, efficient vehicles that deliver an experience full of British wit and style. **9** Method's laundry detergent brings this nimble brand's unique values and user insight to disrupt a new category. **10** Technogym consistently creates products that have the highest design craftsmanship and break paradigms mixing architect and consumer electronics with fitness.



## COMPANY PROFILE

A lot changes over 50 years, making it always a challenge for a product design consultancy to stay relevant and at the forefront of innovation and design. We have found though, that some things don't change. The four key elements of our philosophy just keep getting more important if you want to improve the success of product innovation. We believe in an intelligent approach to design, based on the transparent management of risk, informed decision making, true integration of disciplines and rigorous development processes. This approach has helped make our 50th year our most successful, with the launch of some great products for our clients, expansion to 100 staff, a series of design awards and a listing on the Sunday Times 'Fasttrack 100' for international export.

DCA specialises in delivering great product design and innovation in larger organisations. In the last ten years we have all watched design reach maturity with an appreciation at the highest level of both commerce and government, connecting both with business and more recently society's needs. But with this greater exposure, delivering great design in global organisations is becoming ever more complex. This is due to the differing needs, values and opinions of this increasing number of stakeholders. Our scale helps us tackle this complexity. It allows us to keep alive the traditional right-brain design skills of creativity, intuition, craftsmanship and vision while offering depth in left-



brain planning, evidence, analysis and rigour. This is vital for successful product innovation in larger organisations.

Shifting cultural and technological influences have brought product designers new subject matter and new deliverables. To stay relevant and effective we continue to develop breadth of discipline and depth of knowledge. Over the last ten years we have built on our industrial design and engineering core an expertise in sustainability, applied product planning and research, brand and user experience, usability and interaction design. But again, some things don't change. At the heart of our offices there has always been a bustling workshop full of machines, designers, engineers and technicians who ensure that the strategic visions of our insight teams are delivered with the highest level of craftsmanship and quality.



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