

# DARC :: RESEARCH AND CONSULTING

DARC (DOMUS ACADEMY RESEARCH AND CONSULTING) is a research and consulting center, which since 1985 has closely worked with companies, associations, and international research institutes with a focus on design innovation.

DARC was created as a natural interface of Domus Academy toward the corporate world. Throughout the years, DARC developed an approach that sees design as an integrated activity, which can perceive and interpret the transformation signals of society and markets, and translates them into new products, services, and corporate innovation strategies.

DARC develops innovation for design – the researches analyzes new aesthetic and behavioral trends in the market and in consumption, and it investigates new users' needs and innovative interactions with objects and services; innovation in design – the design of scenarios and innovative aesthetic and social visions enriches and changes the design languages; innovation with design – in the relationship with companies, design becomes a complex activity, which contributes not only to the creation of new products, but to strategically lead the creation of shape and meaning for the production.

DARC supplies consultancy services to corporate management, design groups and R&D departments within companies in several design areas: Design Strategy & Product Design, Fashion&Textiles, Brand Identity & Communication, Interactive Media, Service Design & Experience, Interior & Architecture.

The internal multidisciplinary team of DARC guarantees an updated vision on design issues and emergent phenomena of the society in different sectors. DARC brings a multicultural perspective, thanks to its international network of practitioners and design studios, technology and business consulting partners, professional experts and alumni.

DARC's clients include: 3M, Alias, AU KDDI, Autogrill, Bayer, BTicino, Canon, Cartier, Cosmit-Federlegno Arredo, Daelim, Danese, Fiat, Fujitsu, Gold Mantis, F.lli Guzzini, Honda, Hong Kong Design Centre, Hyndai-Kia, Ibis Hotel, Ikea, ITKIB Istanbul, ITSME, La Perla, Logitech, Material Connexion, Merck, Ministero per le Pari Opportunità, Mitsubishi Electric, Natuzzi, NCC, Nissan, Nike, Nokia, Philips Design, Pioneer, Pirelli & C. Real Estate, Pitti Immagine, Prefetture Fukui e Gifu, Procter&Gamble, RCS, Reggio Children, Regione Lombardia, Sagit - Unilever, Samsung, Shiodomeitalia, Step Hali, Sunstar, Swarovski, Tag Heuer, Telecom Italia, That's Design!, Tod's, Toyo Kaiji, Toyota, Unione Europea, Vodafone, Zorlu Textiles.

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*July 2009*

**DA :: Domus Academy**