

DARC

DOMUS ACADEMY RESEARCH AND CONSULTING

DARC is the **research and consulting center of Domus Academy**, the international post-graduate design school based in Milan. Since 1985 DARC has been developing design researches and projects for companies, public and private associations and international research institutes.

DARC explores **new territories of design** through activities of basic research and provides consultancy to the management of companies, to internal Design groups and to Research & Development groups in the following areas: strategic and advanced design, soft architecture, brand culture and integrated communication, product and service design, fashion and textile, identity of materials and interactive media.

The DARC's original design approach is based on an updated vision of the **Italian design culture**, which considers design as an integrated activity able to perceive signals of the transformation of the society and of the markets, and translates them into new products and strategies of corporate innovation.

DARC APPROACH

DARC interacts with the Domus Academy educational department through the cultural exchange with the Master Courses, the synergy with the professionals and consultants cooperating with school, and the collaboration with the alumni's international network.

DARC makes use of a multi-disciplinary in-house staff including architects, product, graphic and service designers, trend researchers, together with consultants with specialized competencies such as strategic marketing, sociology, anthropology, technology, etc.



CLIENTS

3M

ABET PRINT

ALIAS

BRACCO BNPPARIBAS

BTICINO

CANON

CAMPER

CASIO

DAINESE

ENICHEM POLIMERI

EYETEC

FEDERLEGNO ARREDO

FERRARINI

FIAT AUTO

FRATELLI GUZZINI

FREESOUL

FUJITSU

HONDA, JAPAN

IGP DECAUX

IKEA

LA PERLA

LOGITECH INC., USA

MELTIN POT

MERCK

MITSUBISHI ELECTRIC

MONTELL POLYOLEFINS

MOULINEX

MORESCHI

NCC

NIKE

NISSAN

NOKIA

PHILIPS DESIGN

PIONEER

PIRELLI RESEARCH LAB

PITTI IMAGE

RCS MEDIAGROUP

SAGIT ALGIDA

SICIS

TELECOM ITALIA

TDK

TOD'S

UNIVERSAL MUSIC

YKK, JAPAN

UE - UNIONE EUROPEA

VODAFONE OMNITEL

ZORLU

DARC FOR FASHION AND TEXTILE INDUSTRIES

Born within an institution that has deep roots in the history of Italian fashion system, DARC has developed dedicated skills through several consulting and educational experiences in this sector. DARC can therefore offer its expertise through a wide range of activities.

STRATEGIC DESIGN CONSULTING ACTIVITIES

Brand portfolio strategy
Brand extension
Visions of the future
Creative partnership

Design innovation is evermore interpreted as a key issue to provide companies a competitive advantage, especially in those areas -such as that of fashion, textile, and accessories industries- that are more suffering from the challenges of globalization.

DARC can intervene to give companies tangible solutions with a innovative methodology that makes use of design as a particularly significant strategic leverage.

BRAND IDENTITY AND COMMUNICATION

Corporate identity
Service identity
Brand experience

DARC defines complete brand culture scenarios and communication strategies that include

corporate identity, internal and external diffusion of the company culture, design of the points-of-sale, design of exhibits and events, and design of the media relation with users.

For the fashion industry, DARC's contribution particularly applies to the areas related to the shopping experience and the service and communication's management.

DESIGN ACTIVITIES

Identity of materials
Fashion concepts

The DARC's original approach in product design is based on a solid know-how on the evolution of the domestic culture and on transformations of society, human behaviours and technology. This is applied to fashion industry thanks to DARC'S multidisciplinary attitude and to the strict connection between DARC and Domus Academy Fashion Design Department.