

DARC ■■ RESEARCH AND CONSULTING

DARC is the research and consulting centre of Domus Academy, the international post-graduate design school based in Milan.

DARC是DOMUS（国际研究生）设计学院的研究与咨询中心，

在意大利米兰。

DARC的办事处在米兰、伊斯坦布尔、上海和东京

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Since 1985 DARC has developed 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.

从1985年开始，DARC就和公司、协会、国际研究机构紧密合作，进行设计革新这个课题的工作。DARC通过其扎实的基础研究并向世界各国公司、设计团体、及研发中心提供给各个领域。

DARC通过开展基础研究不断开拓其设计领域，为公司管理层、内部设计团队及研发小组提供以下领域的咨询服务：战略高端设计、软建筑、品牌文化与综合通信、产品和服务设计、时尚和纺织、材料选择与互动式媒体。

The DARC internal staff is comprised of professionals with different design backgrounds including: architecture & interior design, product design (textile, transportation, industrial products), interaction design, visual & graphic design, service design, trend research and human sciences.

The internal multidisciplinary team of DARC and its constant exchange with the educational programs of DA Master Courses, guarantee an updated vision on phenomena of the society and a focus on challenging design issues. The ability of DARC is to manage projects for companies and institutions on different strategic and design issues thanks to its network of associate design partners and studios, technology and business consulting partners, professional experts and alumni.

DARC多学科的队伍和硕士教育程序的不断变化，在社会现象与专注于挑战设计问题上确保了我们的视野的更新。DARC有着为公司和机构在不同的战略和设计问题上的管理项目能力。

DARC's design approach is based upon an updated vision of the Italian design culture. This approach foresees design as an integrated activity capable of perceiving the changing signals of society and markets and transforming them into new products and services, as well as strategies for business innovation.

FOR DESIGN IN DESIGN WITH DESIGN

//////////////////// INNOVATIONFORDESIGN 设计推动创新

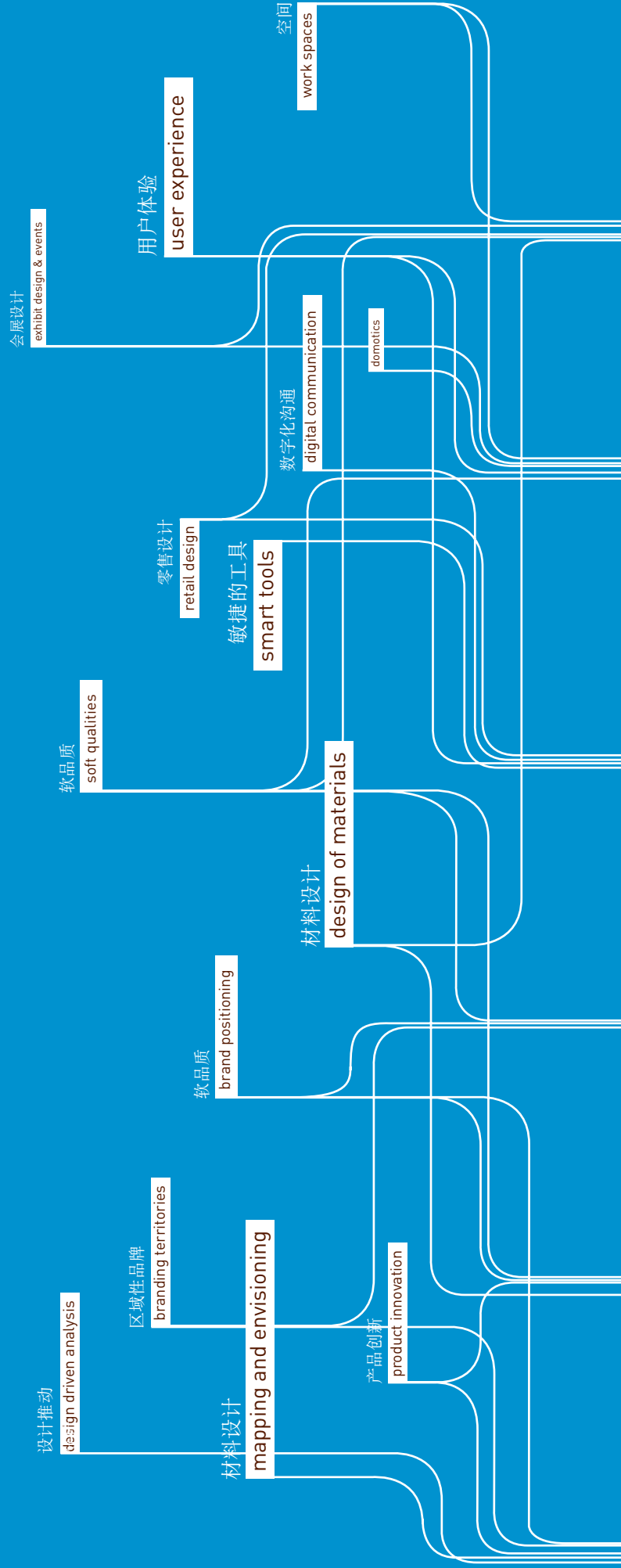
DARC analyses new aesthetic and behavioural trends in the market and in consumption. It also investigates new users' needs and innovative interactions with objects and services. DARC擅于分析市场和消费中出现的审美和行为方面的新趋势。同时也能发现新用户对目标和服务的需求以及创新意识。

//////////////////// INNOVATIONINDESIGN 设计孕育创新

DARC designs scenarios and innovates aesthetic and social visions. This leads to enrich and often thoroughly change the functional and aesthetic design languages. DARC擅于设计场景，并能开辟全新的审美和社会视角。这通常能丰富甚至彻底改变设计语言中的功能和审美。

//////////////////// INNOVATIONWITHDESIGN 设计点燃创新

In DARC's relationship with companies, design becomes a complex and ambitious activity. It contributes not only to the creation of new products, but to strategically lead the creation of shape and meaning for the industrial and service production. DARC在与所有客户公司合作过程中，所提供的的设计均演变成一种多元而充满活力的活动。它不仅能促进新产品的创新，更能从战略的高度塑造工业和服务行业的风貌与内涵。



DESIGN STRATEGY & PRODUCT DESIGN

设计战略与产品设计

With its strong innovative methodology of retrieval and analysis of design languages and trends, and thanks to its international network of young professionals and experts, DARC collaborates with the partner companies to define scenarios for future generations of products and services, as well as product innovation and brand positioning strategies.

由于DARC与国际设计领域的青年才俊交流广泛，并掌握了检索和分析设计语言和设计趋势的强大创新方法，因此，DARC能够与合作伙伴协作，为新一代的产品和服务，以及产品的创新和品牌定位战略设计实施方案。

BRAND IDENTITY & COMMUNICATION

品牌特征和沟通

DARC supports companies and institutions in outlining their brand culture scenarios and defining the most effective communication strategies including the design of corporate communication materials, events, exhibitions, advertising, media relations.

DARC支持许多公司和机构设计其品牌文化方案，帮助他们确定最有效的沟通策略，其中包括宣传材料的设计、展会的设计、广告的投放以及媒体公关等。

INTERACTIVE MEDIA

互动的媒体

With a solid knowledge enhanced within the EU long-term research projects, DARC deals with the design of interactive systems and media both supporting companies in the concept generation of new systems as well as developing coherent user interfaces.

Web-based services and interactive installations for exhibitions are also designed.

经过欧盟长期研究项目的历练，DARC增长才干，并掌握了扎实的专业知识，我们承担了交互系统和媒体的设计任务，在新系统的创意，以及开发相关用户界面方面向许多公司提供了支持。我们也设计了用于展示的基础于网络的服务和交互系统的安装。

SERVICE DESIGN & EXPERIENCE

服务设计和经验

The service design is aimed at improving the service experience of users and is devoted to all companies that focus their strategy on the quality of the service for users.

By integrating product, interior, communication and interaction design skills, DARC develops projects for service companies concerning new service concepts, the assessment of service places and interfaces, the design of the complete service experience.

服务设计的目的在于改善用户的服务经验，并致力于向那些注重提升用户服务策略的所有公司提供服务。通过集成化的产品、内部装饰、通讯和交互设计技能，DARC为那些具有新型服务理念的服务公司开发了许多项目，对许多服务场所和服务界面进行了评估，积累了完整的服务经验。

INTERIOR & ARCHITECTURE

室内设计与建筑

DARC develops new concepts for architecture and interiors. In order to conceive innovative projects, DARC analyses and studies the identity of the place, the activities and the cultural aspects. Projects of light architecture and interiors are developed thanks to the know-how of the design of sensorial and soft qualities.

DARC为建筑和内部装饰开发了许多新的理念。为了构思出富有创意的项目，DARC对场地、活动和文化背景进行了分析和研究。由于我们掌握了感知印象和软质设计的专业技巧，因此开发出了轻质建筑和内部装饰的许多项目。

3M / ALIAS / ARTEMIDE / AU / AUTOGRILL / BAYER /
BTICINO / CANON / CARTIER / COSMIT FEDERLEGNO
ARREDO / DAELIM / DAINESE / FIAT / FUJITSU /
GOLD MANTIS / FRATELLI GUZZINI / HONDA / HONG
KONG DESIGN CENTRE / HYUNDAI-KIA / IBIS HOTEL
/ IKEA / ITKIB ISTANBUL / ITSME / LA PERLA /
LOGITECH / MATERIAL CONNEXION / MERCK /
MINISTERO PER LE PARI OPPORTUNITÀ / MITSUBISHI
ELECTRICS / NATUZZI / NCC / NISSAN / NIKE /
NOKIA / PHILIPS DESIGN / PIONEER / PIRELLI & C
REAL ESTATE / PITTI IMMAGINE / PREFETTURA
FUKUI - 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 /