



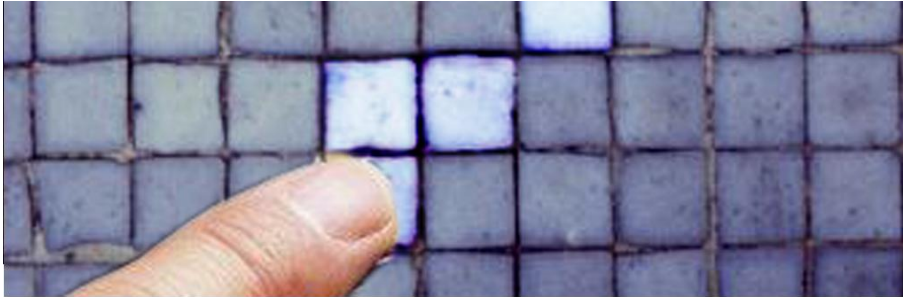
Company Profile

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What we do

- Consultancy, design and implementation of experiences for companies who operate in the digital industry (retail, exhibits, products, services)
- Design to create value:
 - 1) We design a specific processes for each of our clients. Each process is our tool to create value.
 - 2) We design experiences that are: functional, memorable, pleasant and innovative focused also on developing our clients business.
- People is the focus of our experiences, with their perception and reference world
- Some qualities of our work: multisensorial, emotional, immersive, informative, usable, memorable, sensible and feasible



1. Experience Design turnkey solution:

- Retail/Exhibit
- Applications: software, web and mobile
- Interfaces (screen based, gestural, tangible ...)
- Products/products platforms
- Services
- Corporate digital presence

2. Strategy/Innovation

- Context Research, make or buy analysis and planning
- Design driven revenue models
- Consulting for digital solutions launch or assessment
- R&D

3. Training:

- Professional workshops
- Academic classes and courses

Services extensions through our network:

- Product engineering and production
- Ethnographic research, User research, Focus group
- Design-research (8 companies around the world)
- Experiential Events
- Experiential Architecture and Interiors
- Software Development
- Electronics, embedded systems and experiential technologies
- Graphic, web, multimedia
- Prototypes and models (rough, look-feel, full functions...)

When we involve our network:

- Project management
- Art Direction

How we work

1 **Research & Analysis (User, context, client, technology)**

Objective example: to propose a number of solutions that satisfy client needs that comprehend a technical and economic preliminary study.

2 **Meta Project**

3 **Detailed Project**

Objective example: to precisely define and describe one or more solutions, comprehending estimates of production costs, assembly production team, plan project execution.

4 **Engineering**

5 **Production and Debug/Finetuning**

Objective example: to implement and launch the project as per design and make sure that on-the-go fine tunings respond to all the project requirements and constraints.

6 **Launch**

7 **Post-service**

Objective example: to follow up with client's additional post services requirements.

For each client and project, the first thing we define are the **OBJECTIVES**, the second is the **PROCESS** that needs to be applied. We believe a good process always lead to a successful project and to innovation. For the 7 phases mentioned here we dispose of various deliverables typologies and techniques for a more customized process.

Who we work for



- We provide our services to companies that develop technology-based products, services, spaces or events.
- Industries examples:
 - Retail
 - Exhibitions
 - Experiential marketing and events
 - Unconventional marketing
 - Software B2C and B2C
 - Web
 - Telcos
 - Digital products, appliances
 - Digital services
 - ...
- Clients: Indian Government, Rajeev Seethi, NIFT, Doors of Perception, Simple TV, Barilla, Telecom Italia, Nokia India, Suzlon, British Council, Saatchi&Saatchi.

Where we come from

- 2003/2005: Masters at Interaction Design Institute Ivrea (IDII)
- IDII: Funds from Telecom Progetto Italia, 5 years plan, mainly international students (about ten Italian graduates in 5 years), compared to MIT and RCA
- 2005: IDII merged with Domus Academy
- Exhibition Unit IDII - Research, design, implementation and project leading, Telecom Italia at Festival Della Scienza 2005 and IDII at Città della Scienza Naples
- 2005: 10 partners, 10 collaborators start up Interaction Design Lab, a spin-off of the IDII Exhibition Unit – First prize on Imprese Creative competition and indexed for the Compasso D'oro award 2007
- 2007: 2 of idlab's founders met a third one and started up Experiential Design Lab in New Delhi, focused on design for digital-experiential commercial application, retail and events



Who we are



- **Giovanni Cannata:** MA IDII, MA Industrial Design Politecnico di Milano, Konstfack University and Hochschule für Gestaltung in Schwäbisch Gmünd. Collaborated with Philips Design Eindhoven, STEIM Amsterdam, My TV Milan. Exhibited in various exhibitions and museums, including Triennale di Milano, Fabbrica Europa, Next Copenhagen.

Generalist, creative director, interaction designer, manager, entrepreneur



- **Anurag Sehgal:** MA IDII, BA Fashion Design NIFT. Interaction Designer Crossing Project Xerox PARC and collaborated with Steve Mann, Toronto University, on Steve Mann's patented head mounted display Eye-Tap.

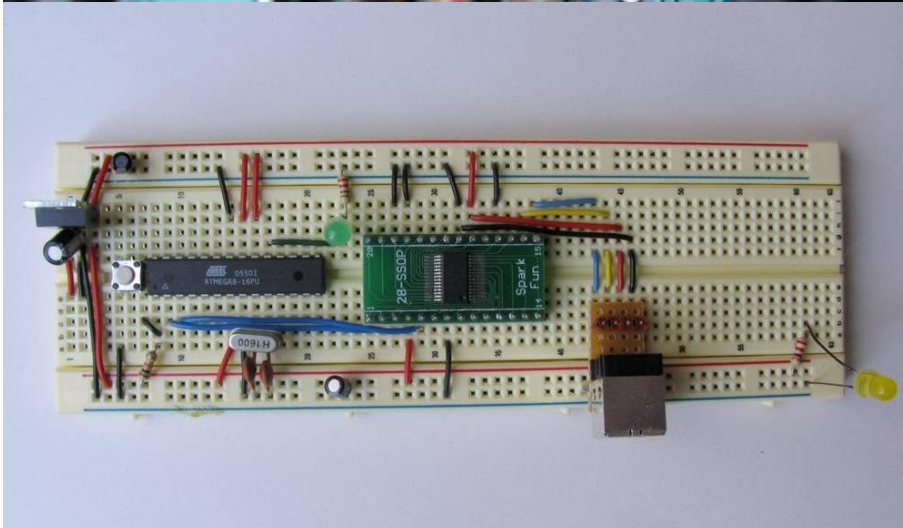
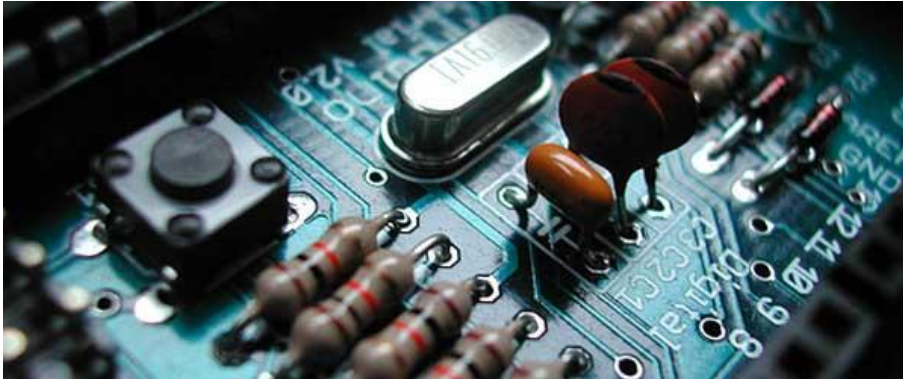
Generalist, creative director, interaction designer, technologist, innovator



- **Mustafa Siddiqui:** BA Engineering, MA Computer Science. Head of engineering and production technology Eternal Gandhi Interactive Museum Delhi. Project Leader Crossing Project Xerox PARC, awarded as 'most innovative interaction design project of 2002' with the Interactive Media Design Award Prix Electronica, and with the Gold Award ID Magazine.

Technologies guru, manager, innovator, interaction design lover

Why New Delhi



- Technology and electronics
- R&D
- Advertisement and telecommunication market fast growing
- Italian companies interested in India, makes us good partners
- We have an established good network
- Indian context pushes people to be innovators and entrepreneurs

Indoitalian design company

Experiential Design Lab is specialized in design, prototyping and implementation of projects that benefit from technologies (software and hardware) that are harmonious, warm, emotional and contexts appropriate and responding.

But why did we chose India as our headquarter?

The image on the left shows the pedals propelled washing machine of Remya Jose, Kerala, India.

India offers very wide vision and culture regarding technology, often showing innovative and original approaches and perspectives.

In India we have a network of hardware engineers and software specialists, that ensures access to important resources for r&d and to support complex projects.

India for us represents a huge opportunity, for both prototyping and production in small and medium series.

India is a place of great contrasts, and it also has a long and deep-rooted craft tradition, which inspires and provides important inputs to us.



Clients and Awards

We have worked on various projects, in Italy and abroad.

Some of the **clients** we worked with are: Xerox Park, Telecom Progetto Italia, Domus Academy, Aditya Birla Group, Asian Heritage Foundation (Rajeev Sethi), NIFT, Barilla, Nokia India, Telecom Italia.

Our projects have been **exhibited** at the Triennale di Milano, NEXT 2004/2005 Copenhagen, Red Fort New Delhi, MIT Mediahouse, Città della Scienza di Napoli, and others...

The partners are **award winning**: ID Magazine 2002 Golden Award, (Crossing Project), Coram Design Award (con Eco Shower in collaborazione con Steve Mann MIT), and others.

Our work have **been featured in**: Domus Online, Sole24Ore, Vogue Italia, ID, Auto& Design, Interni, Aftonbladet, Non Solo Moda, Discovery Channel, Habitat Ufficio, Radio Babboleo, Smart Mobs, Hi-Id, Engadget, We Make Money Not Art, Gizmodo, Core77, Repubblica, Corriere della Sera, Casa Amica, Mousse.



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