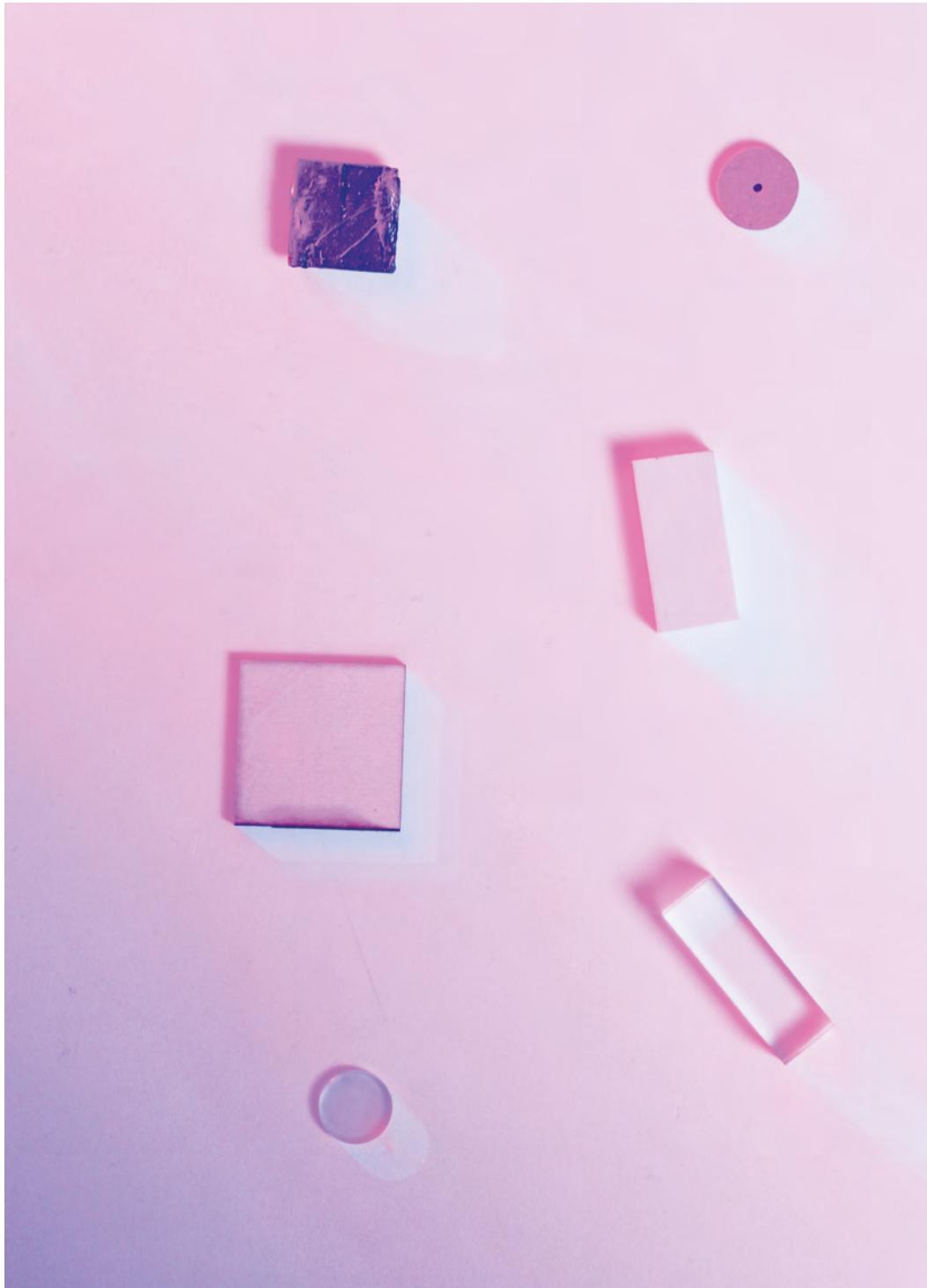


Milan — Italy

2018



HABITS Innovation  
Design  
Venture



# THE STUDIO CONSISTS OF **6 MAIN TEAMS:**

## .INDUSTRIAL DESIGN

工业设计

## .UX/UI, INTERACTION DESIGN

UX/UI, 交互设计

## .MOTION GRAPHICS & VISUAL

动态图像&视觉

## .PHYSICAL COMPUTING & ELECTRONICS

物理计算&电子设备

## .MODEL MAKING & DESIGN ENGINEERING

样机制作&设计工程

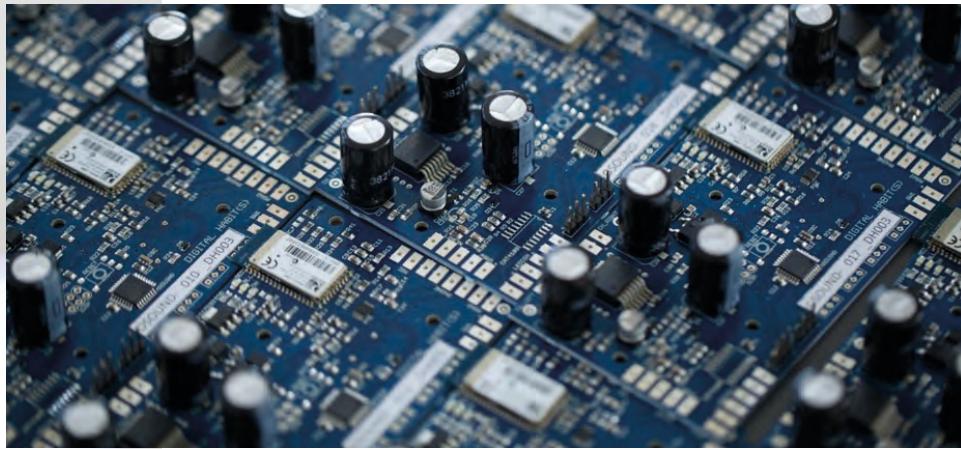
## .SPACE DESIGN & DISPLAY

空间设计&陈设



**WE GENERATE  
VISIONS  
BY MAKING  
INTERACTIVE  
PROTOTYPES**

Generiamo visioni attraverso la costruzione di prototipi interattivi.  
我们通过制作交互性样机实现实现设计愿景



Digital Habits Board

Our design experience is strongly oriented to the avant-garde field of industrial design that embraces the contamination of the traditionally mechanical products with electronics, computer devices, sensors and activators, interaction, wearability. The discipline is known as interaction design and it combines various features without placing them in a specific box.

What results are interactive artefacts that stimulate the humans senses on several levels creating the primary relationship between actions and results, between behaviour and settings – artefacts on the boundary between the physical world and the virtual habits.

Digital Habits is the innovation platform of Habits studio. Founded in 2012, it focuses on creating interactive and IoT products of light and sound. The creations of Digital Habits result from merging electronics, traditional design and physical computing, open source design, digital manufacturing and natural interfaces.

La nostra esperienza progettuale è fortemente orientata al campo avanguardistico del design industriale che abbraccia la contaminazione dei prodotti tradizionalmente meccanici con elettronica, dispositivi informatici, sensori e attivatori, interazione e indossabilità. La disciplina è conosciuta come interaction design e racchiude diversi aspetti senza costringerli in una categoria chiusa.

Ne risultano artefatti interattivi che stimolano i sensi umani a diversi livelli, generando le relazioni primarie tra azioni e risultati, tra comportamento e impostazioni – artefatti al confine tra mondo fisico e abitudini virtuali.

Digital Habits è la piattaforma di innovazione dello studio Habits. Fondata nel 2012, si concentra sulla creazione di prodotti interattivi e IoT di luce e suono. Le creazioni di Digital Habits derivano dalla contaminazione dell'elettronica, della tecnologia, del design tradizionale e del physical computing, del design open source, della produzione digitale e delle interfacce naturali.

我们的设计经验尤其针对于前沿的工业产品，包括了传统机械产品与电子设备的结合，计算机设备，感应器，交互，穿戴设备。在融合与交互的设计体系下，我们可以不拘泥于传统框架，为产品结合不同的功能特点。这样的交互型产品可以从多个层面刺激人类感官，创造新的行为因果关系——是处于连接物理世界和虚拟习惯的设计。

Digital Habits是基于Habits的创新平台。创建于2012年，专注于灯光和音响类的物联网产品设计与制造。  
Digital Habits的创建源于对电子，传统工业设计，人机交互，开源设计，数字化制造以及自然操作界面的融合。

# HABITS NUMBERS

Habits was founded in the early 2000s by Innocenzo Rifino and Diego Rossi in Milan after different experiences: lighting, Japan, information architecture, robotics. The studio is now a practice of international level, leading multidisciplinar projects.

Habits fu fondato nei primi anni del 2000 da Innocenzo Rifino e Diego Rossi a Milano, dopo diverse esperienze: l'illuminazione, il Giappone, l'architettura delle informazioni, la robotica. Oggi è uno studio di respiro internazionale capace di affrontare progetti multidisciplinari.

在获得了灯光, 日本, 信息构架, 机器人等不同领域的经验后, Habits于21世纪初由 Innocenzo Rifino 和 Diego Rossi 在意大利米兰正式创建。发展至今, Habits已经成为一个国际化体量且可以承接跨领域项目的工作室。

**55**  
  
MULTINATIONAL  
CORPORATION  
CLIENTS  
跨国企业客户

**5**  
3 PATENTS OF  
INVENTION  
发明专利  
  
DESIGN  
PATENTS  
设计专利

**20**  
 PEOPLE  
成员





x2

CORE77



x1



x1

DESIGN  
PLUS



x6



x1

Maker Faire



x2



x10



x4



x5



x9



x1



x4



x9



x5



x4

**100+ INTERNATIONAL AWARDS ARE REPRESENTATIVE OF THE VITALITY, EXPERIENCE, KNOW-HOW, AND DESIRE TO EMERGE OF THE HABITS TEAM.**

I premi internazionali sono rappresentativi della vitalità, creatività, cultura e desiderio di emergere propri del team Habits.

国际设计奖项表现了HABITS团队的活力,创意,文化,以及对杰出的渴望。

**THROUGH LONG TERM  
COLLABORATIONS  
WE SUPPORT  
OUR PARTNERS  
LEADING THEIR  
INDUSTRIES,  
THROUGH CULTURE,  
CREATIVITY,  
AND DESIGN.**

Grazie a collaborazioni a lungo termine, aiutamo i nostri partner  
a guidare le proprie attività, attraverso cultura, creatività e design.  
长期的合作下, 我们通过文化, 创意和设计帮助客户成为行业引领者。

**Alitalia**

**BRAUN**

**BUGATTI<sup>®</sup>**  
ITALY

**Comelit**

**eesa**

**Haier.**

**Hatari**

**HILTI**

**LUCE  
PLAN**

**MoMA**

**Panasonic**

**\ TBWA\ HAKUHODO**





# PRODUCTS & ARCHITECTURE

Prodotti e architettura 产品&建筑



**Wifi door bell** 电话门禁  
Visto by Comelit — 2018



**Wall-mounted external entrance panel 室外壁挂式入口门禁**  
Quadra by Comelit — 2015



**Door entry phone 电话门禁**  
Mini Handset by Comelit — 2017



**Door entry monitor 可视电话门禁**  
Mini Video by Comelit — 2015



**Outdoor siren 室外警报器**  
HUB Series by Comelit — 2018

# ARCHITECTURE GOING DIGITAL

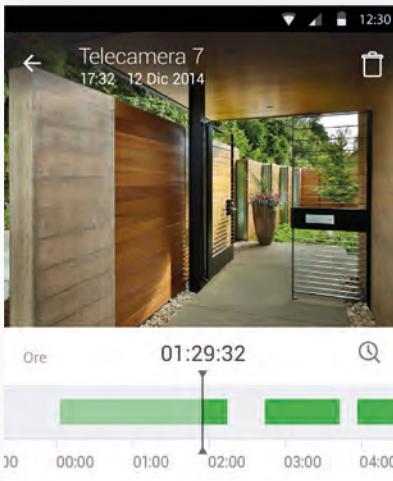
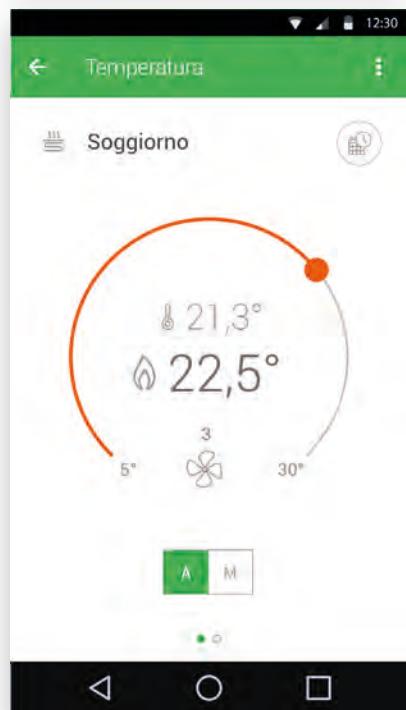
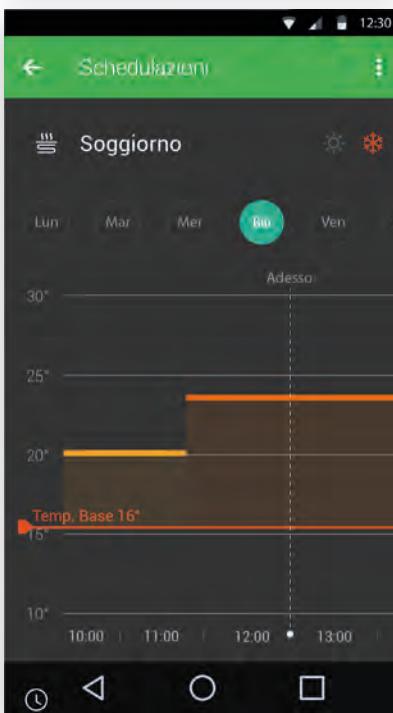
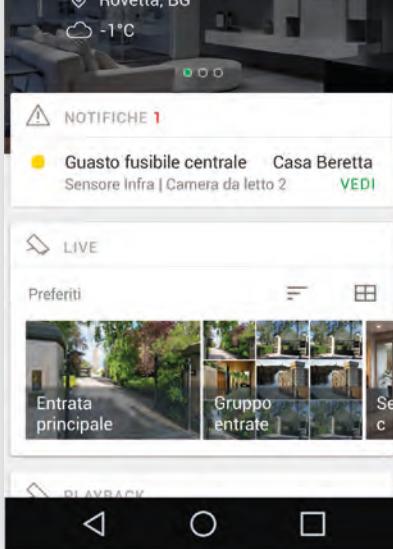
L'architettura diventa digitale 数字化建筑



Complete smart home control through interactive 3d map

通过3d虚拟环境, 智能控制家庭

Smart home app by Comelit — 2017





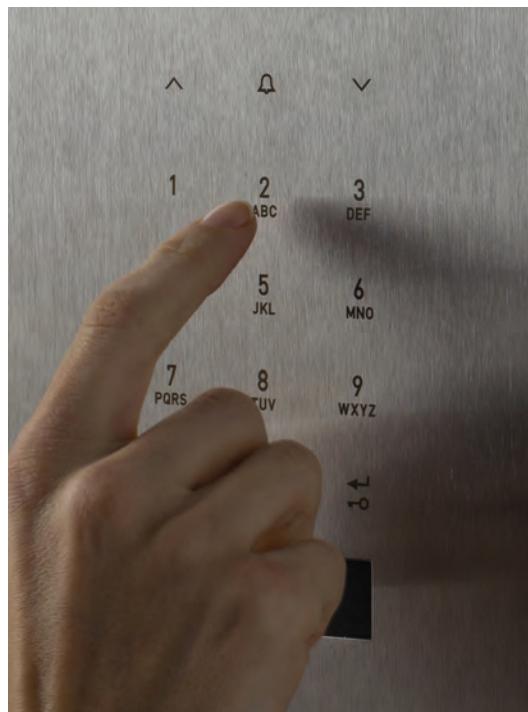
**First metal touch entry door panel**

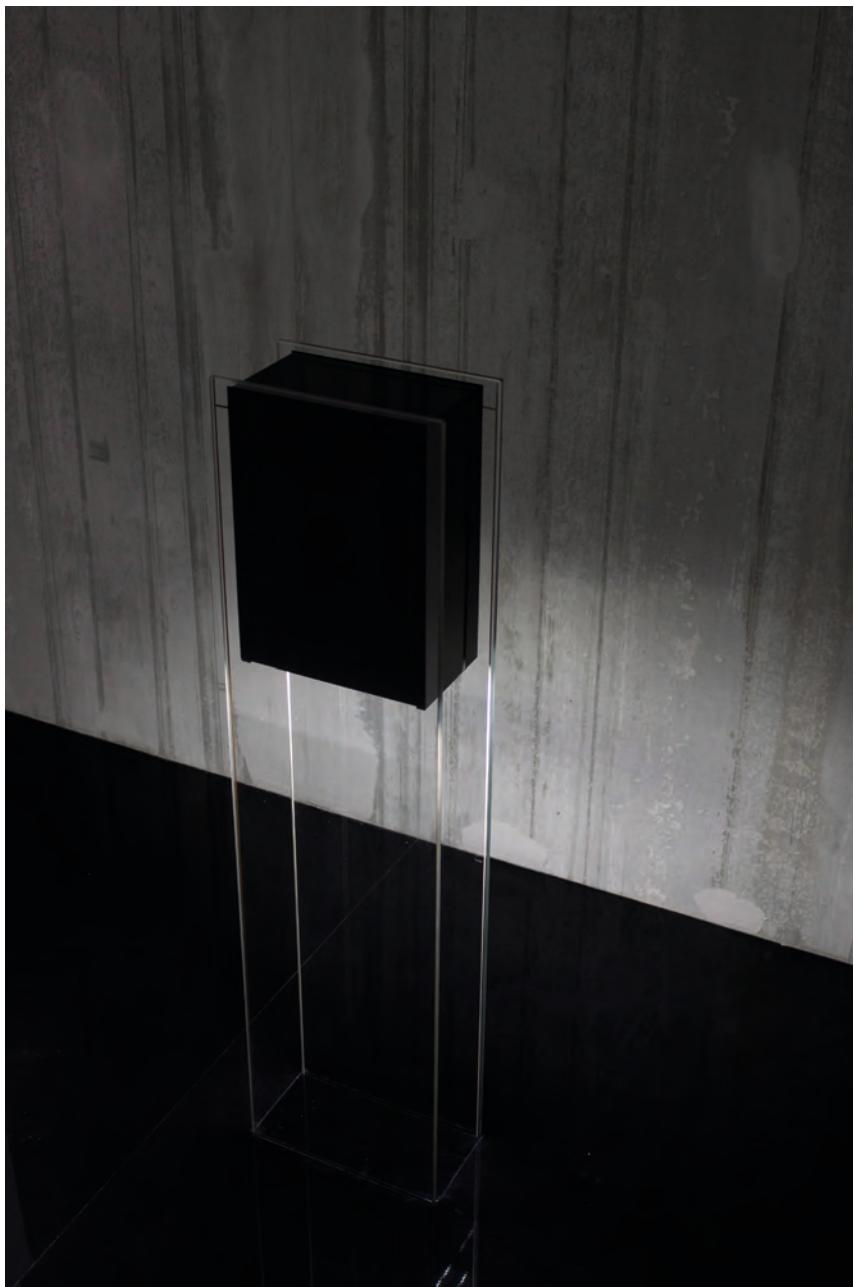
第一个金属触控式面板门禁

Sense 3one6 by Comelit — 2013

# SENSITIVE METAL

Metallo sensibile 触感金属

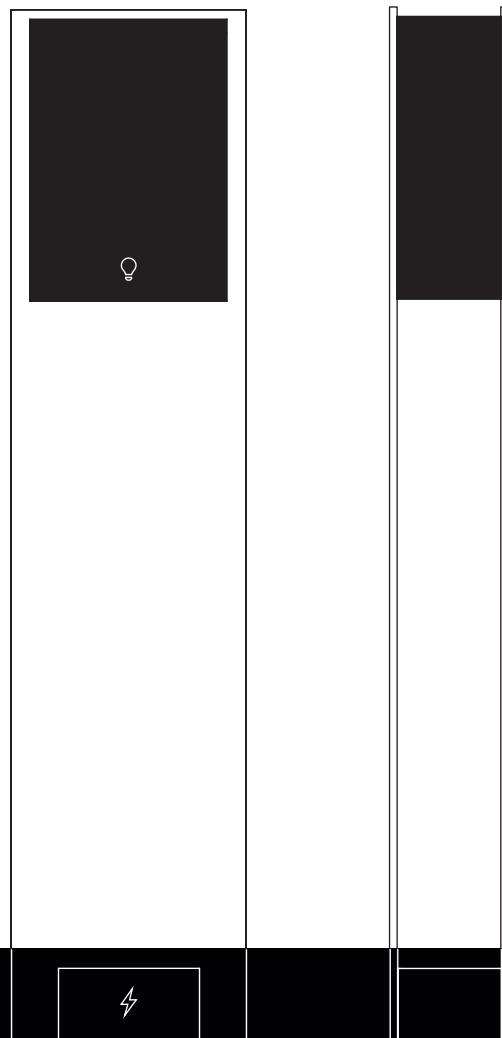




**Conductive glass bollard for outdoors 室外玻璃柱灯**  
Float by Castaldi Lighting — 2014

# BALANCE

Bilanciamento 平衡



# **PHYSICAL COMPUTING/ INTERACTION**

Physical computing e interazione

物理计算&交互设计

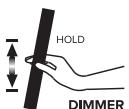
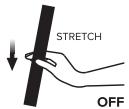


IoT Kettle App 物联网式热水壶  
Jacqueline App by Bugatti Italy — 2017

IoT water kettle 物联网式热水壶  
Jacqueline by Bugatti Italy — 2017

# STRETCHABLE LIGHT

Estensione luminosa 可伸缩的灯





Elastic lamp 物联网式热水壶  
Elastica by Habits — 2018



Concrete Bluetooth speaker with gesture control

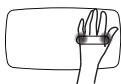
混凝土材料, 手势操控蓝牙音箱

PACO by DigitalHabits — 2014

# NATURAL INTERACTION

Interazione spontanea 自然的交互

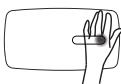
## GESTURE CONTROL



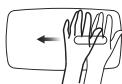
▶|■  
PLAY/STOP



◀ -  
VOLUME CONTROL



◀ +



|◀|  
CHANGE SONG

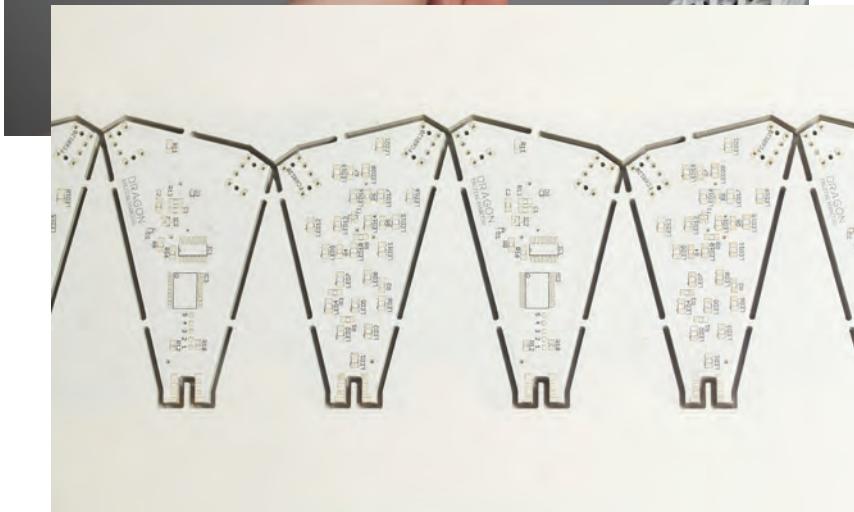


▶|



# INTELLIGENCE DISTRIBUTED ON TOPOLOGY

Intelligenza distribuita nella topologia 拓扑式智能分布

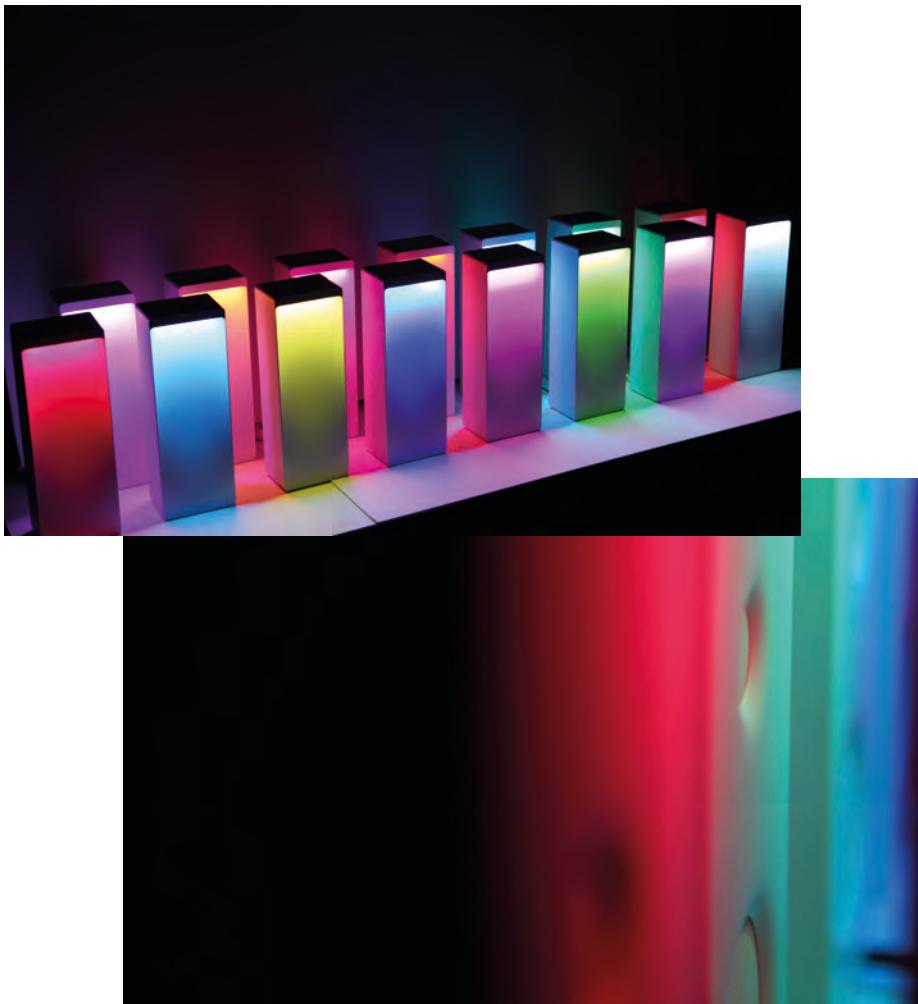




Fractal chandelier 分形化吊灯  
Dragon by DigitalHabits — 2014

# SYNESTHESIA

Synesthesia 联觉





**Light and sound scenarios** 光与声的场景融合  
Cromatica by DigitalHabits — 2015



**Home camera with flexible stand** 光与声的场景融合

Mini 5C by PPStrong — 2017

# ICONIC IoT

IoT iconico 联觉



# **MECHANICS & SIGN**

Eleganza fitomorfa 植物元素的优雅



Phytomorphic injection moulded fruit bowl 注塑工艺果盘  
Flora by Bugatti Italy — 2012

# ORDER AND NATURE

Interazione spontanea 自然的交互



Modular lamp system 模块化灯具系统  
Honeycomb by Luceplan — 2010



# DESIGN & SPORT EXPERIENCE

Esperienza di sport e design 设计与运动体验





Foldable treadmill 可折叠跑步机  
X3 by Xquiao — 2018



**Fire extinguisher floor stand 自立式灭火器支架**  
Leg by Daken — 2015



Wall continuous fire extinguisher stand 壁挂式灭火器支架  
Wave by Daken — 2015



# HYDROFORMED METAL BLOSSOM

Bocciolo metallico idroformato 金属液压成型的花蕾



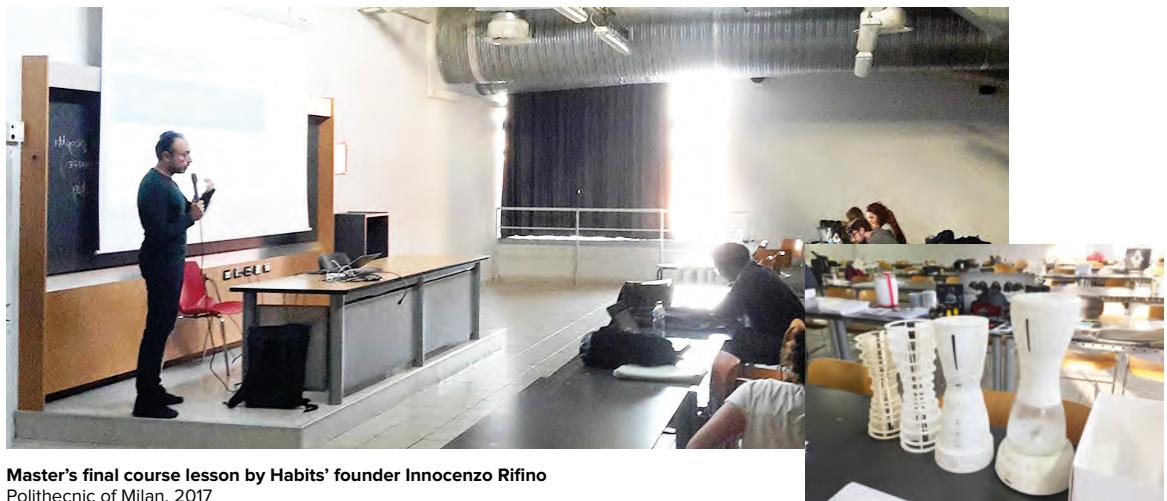
Double emission suspension lamp in shape of branch 双向光源射灯  
E04 by Luceplan — 2006

RESEA  
& clu



# WE ARE COMMITTED TO PROMOTING EDUCATION AND WORKSHOPS.

Siamo costantemente impegnati nella promozione di attività formative e laboratoriali.  
我们通过展会传播设计文化。



**Master's final course lesson by Habits' founder Innocenzo Rifino**  
Politecnic of Milan, 2017

## EDUCATION



Polytechnic University of Milan  
School of design  
Master's final course

Scuola universitaria professionale  
della Svizzera Italiana

**SUPSI**

University of Sciences and Arts  
of Southern Switzerland  
IoT workshops



Polythecnic University of Turin  
Course of Information architecture



**Domus Academy, Milan**  
Interaction design lectures

All members of our team have an active role in the theoretical construction and in spreading our design model. We have been leading courses, workshops or individual lecture for many years, at various universities and Italian or European institutions.

Teaching is a way for us to analyse, synthesize and formalize the knowledge achieved in design practice.

Tutti i componenti del nostro gruppo hanno ruoli attivi nello sviluppo teorico e nella diffusione del nostro modello progettuale. Conduciamo corsi, workshop, lezioni da molti anni, in varie università e istituzioni italiane ed europee.

Insegnare è ciò che ci aiuta ad analizzare, sintetizzare e formalizzare le conoscenze acquisite in una pratica progettuale.

我们团队的所有成员在理论建构和传播我们的设计方法上都扮演着积极的角色。多年来，我们一直在各大学和意大利或欧洲机构承办课程，研讨会及个人讲座。

教学是我们分析，总结和形式化设计实践中获得的知识的一种方式。



**“Design Renaissance” workshop with Arduino’s founder Massimo Banzi**  
Fondazione Achille Castiglioni, 2014



## WORKSHOPS

BRAUN

Concepts for small appliances  
and home care

DAKEN  
plastic in progress

Truck accessories  
future concepts

Whirlpool  
CORPORATION

Kitchen appliances  
interface concepts

FONDAZIONE  
ONCACHI  
LLECAST  
L LIONI

Castiglioni Studio  
Foundation  
IoT workshop

# WE SPREAD OUR DESIGN CULTURE THROUGH EXHIBITIONS AND EVENTS.

Diffondiamo la nostra cultura del progetto attraverso installazioni ed eventi.  
我们通过展会传播设计文化。

Habits has created a standing appointment with visitors of the Design Week during the Salone del Mobile in Milan. Since 2013 offers, annually, products and innovations at SuperStudio in the famous Zona Tortona area.

Habits also participates to other cultural periodical exhibitions both about makers and digital manufacturing, as the Maker Fair in Rome, and cultural events like the Biennale di Venezia.

Habits ha creato un appuntamento fisso con i visitatori della Design Week durante il Salone del Mobile di Milano. Dal 2013 espone ogni anno prodotti e innovazioni a SuperStudio, nella famosa Zona Tortona.

Habits prende parte anche ad altre esposizioni periodiche riguardanti *making* e *digital manufacturing*, come la Maker Fair di Roma, e eventi culturali come la Biennale di Venezia.

HABITS每年定期会在米兰设计周与 观展者见面。自从2013年开始，在著名设计区域ZONA TORTONA的SUPERSTUDIO会展示最新的产品设计与创意。

HABITS同时也会定期参加其他文化类展会及数字制造业展会，如罗马的MAKER FAIR和威尼斯的双年展。



Milan Design Week Habits booth  
Milan, Tortona District, 2015



Milan Design Week Habits booth  
Milan, Tortona District, 2017

# EVENTS



SUPERSTUDIO GROUP

Shenzhen International  
Industrial Design Fair

SuperDesign exhibition  
Milan Design Week



Milano Design Week

Maker Faire

Arduino and Makers Fair



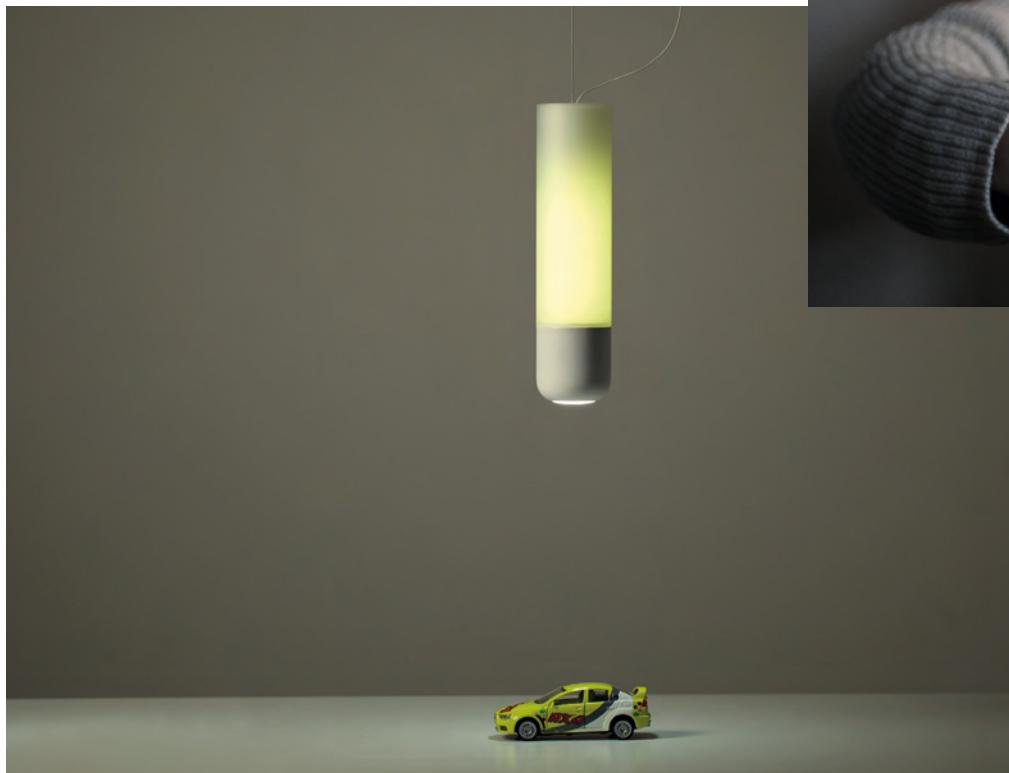
Venice Biennale



Shenzhen Industrial Design Fair Habits booth  
Shenzhen, 2017

# OUR DESIGN IS AN ATTITUDE TO INNOVATION.

Diffondiamo la nostra cultura del progetto attraverso installazioni ed eventi.  
我们的设计是一种对创新的态度。



Color changing lamp 变色灯  
Color swing — 2017

