



HABITS

DESIGN STUDIO

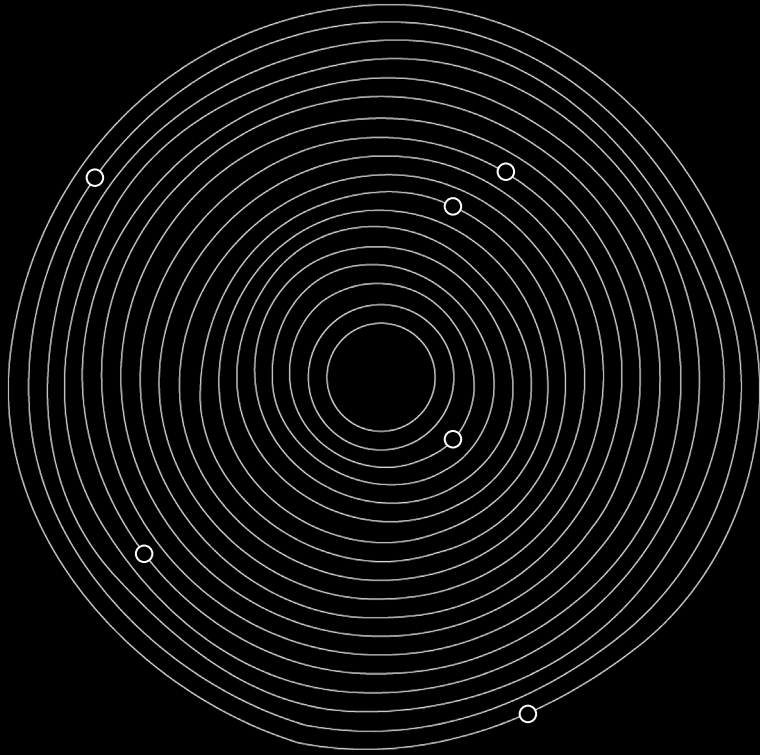


.LOGIC VIA ART

WE DESIGN THE **SHAPE
OF PRODUCTS AND THE
LAYER OF INTERACTION
AROUND THEM.**

The result of the philosophy of the *modus operandi* of Habits design studio: the word VIA. With its latin meaning "through", it indicates how science, technique and virtue merge together in arts as it happened during the Renaissance period, when the artists themselves were the inventors of their own techniques.

01



.HERITAGE

Our design is an attitude
toward innovation



Our studio and
workshop Lab in Milan



HABITS DESIGN STUDIO

Habits, founded in 2004 by Innocenzo Rifino and Diego Rossi in Milan, is an industrial design studio with multiple experiences of international relevance. The team is composed by industrial designers, electronic and mechanical engineers, model makers, interaction and visual designers, architects with a multidisciplinary approach. Today, the works of Habits are focused largely on digital products, home

appliances, industrial equipment, lighting, IoT, UX interaction and interfaces. We are deeply interconnected with the network of design and manufacturing competences located in all the territories around the city of Milan, which constitute the real Italian design district. At Habits Bangkok, we believe design can be a bridge between SE Asia's manufacturing know-how and it's emerging technology scene.

THE STUDIO CONSISTS OF

6 MAIN TEAMS:

.INDUSTRIAL DESIGN

Our design language is simple and concise: calm, precise neo-purism. Basic and versatile, the shape is interpreted in terms of the substance and not purely on the decorative aspects.

.UX/UI INTERACTION AND VISUAL DESIGN

We work on cross channel platforms (mobile, web, physical interfaces, IoT) to create meaningful interactive experiences and unique brand related visual design languages.

.DESIGN RESEARCH

Thanks to on field researches we are able to forecast trends and market insights focusing on new opportunities and help new products development.

.PHYSICAL COMPUTING AND ELECTRONICS

We bring prototypes to life through working interfaces and light feedbacks with coding and electronics.

.MODEL MAKING AND DESIGN ENGINEERING

We create visions, through designs and prototypes, where imagination and reason demonstrate a result that has an impact on the material culture.

.RETAIL DESIGN AND EXPERIENCE

Our design transmits the brand values and the product innovations through spatial and exhibition projects.




Our design experience is strongly oriented to the avant-garde field of industrial design, that embraces the contamination of the more traditional mechanical products with electronics, devices, sensors and activators, interaction and wearability. This discipline is known as interaction design and

it combines various features without placing them in a specific box. The final output shows interactive artefacts that stimulate the human senses on several levels creating the primary relationship between actions and results, on the edge between the physical world and the virtual habits.




**WE LET YOU
EXPERIENCE
FUTURE
PRODUCTS**


HABITS NUMBERS


+180  INTERNATIONAL AWARDS


55  MULTINATIONAL CORPORATION CLIENTS


 30 PEOPLE


1200  mq OF DESIGN WORK SPACE


58  DESIGN PATENTS


350  mq OF CLIENTS WORKSHOP AND EXHIBITION AREA

400  mq OF LABORATORY

4  PATENTS OF INVENTION

+ 300  LIBRARY BOOKS

2000  MATERIAL LIBRARY SAMPLES

7  SPOKEN LANGUAGES



x15



x15



x16



x7



x2



x11



x1



x10



x4



x6



x35



x4



x3



x2



x1



x2



x1



x1

180+
INTERNATIONAL
AWARDS ARE
REPRESENTATIVE OF THE
VITALITY, EXPERIENCE,
KNOW-HOW, AND PASSION
OF THE HABITS TEAM.

THROUGH LONG TERM
COLLABORATIONS WE
HELP OUR PARTNERS
DEFINE THE WAY OF
LIVING, WORKING,
TRAVELING AND
COMMUNICATING IN
THE FUTURE.

BORINE **BRAUN** BUGATTI®

 **BULL** *CANDY* 
CASTALDI
LIGHTING

 Comelit®  **DeLonghi**  esa

ferroli FLOS Haier

Hatari® *IMETEC* 
LUCE
PLAN

LUXOTTICA  martinelli luce **MoMA**

Panasonic  Schindler 
V
ZUG

COOPERATING WITH
MULTINATIONALS REQUIRES US
TO BE CONFIDENTIAL, SO OUR
WORK IS **BEHIND THE SCENES.**
YOU MAY HAVE ENCOUNTERED
ONE OF OUR DESIGNS WITHOUT
KNOWING IT.



Haier

+ 10 years
big appliances

Panasonic

+ 15 years
speakers, telephones



+4 years
elevators, control panels

02



.SELECTED WORKS

LIGHT IS OUR DNA

.elastica
.metrica
.agave
.minimini
.E04

WE DESIGN NEW WAYS OF INTERACTION

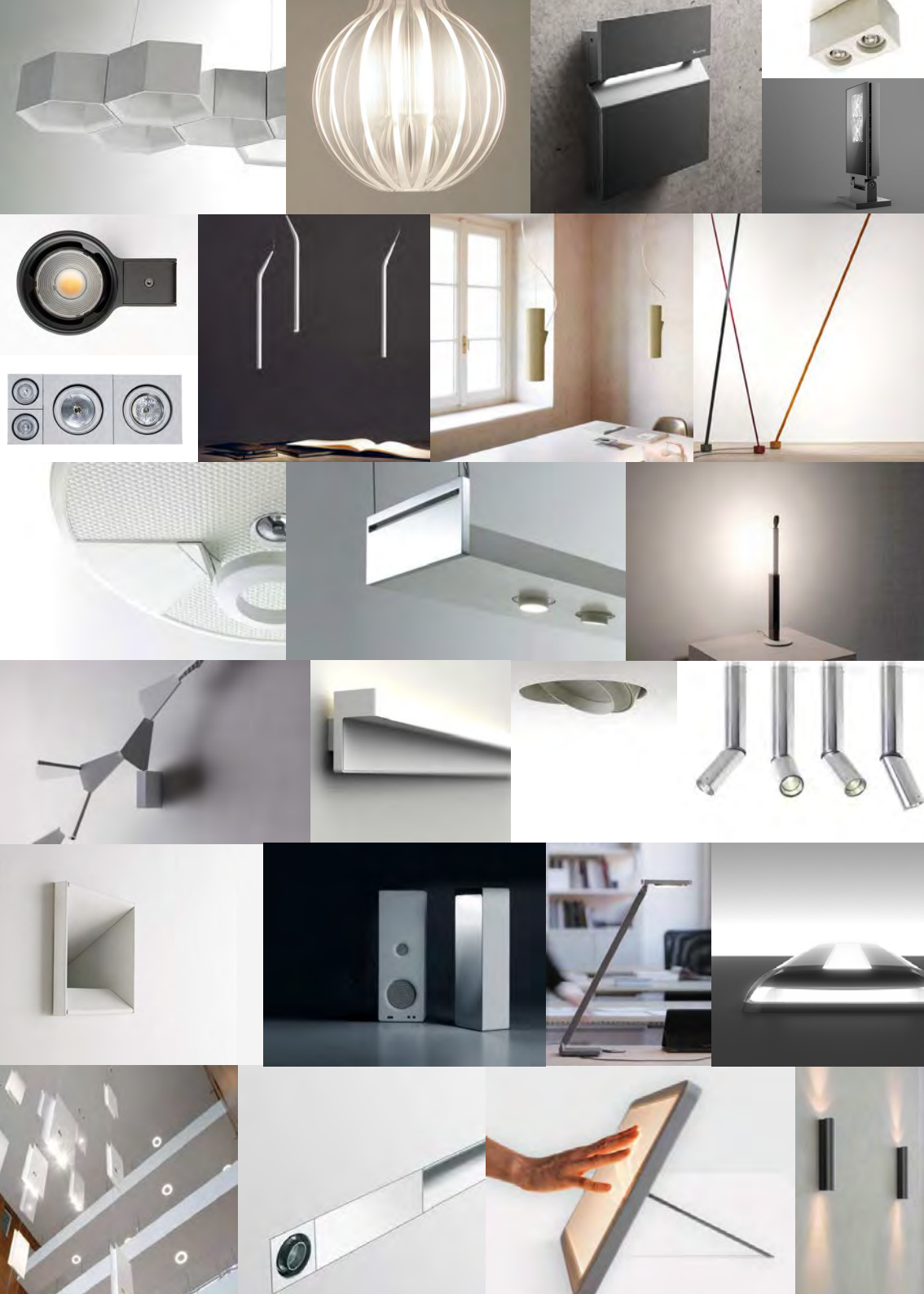
.paco
.cromatica
.blue helix sublime
.tune pro

WE DESIGN PRODUCTS WITH ARCHITECTURE IN MIND

.mini audio
.mini
.quadra
.logfire
.ONE
.hub series
.G27
.strati

WE DESIGN THE FUTURE OF LIVING ENVIRONMENTS

.jaqueline
.smart home series
.drop minicam
.AC pro
.X3 PRO



LIGHT IS IN OUR DNA

Our journey from electric bulbs to diode lamps

DESIGN THE UNEXPECTED



“We thought about how to exploit the mechanical properties of an elastic strip. With our solution elasticity becomes a metaphor for intensity in an innovative light modulation experience.”

.elastica
flexible light
2018, Martinelli Luce

Awards:





.elastic band

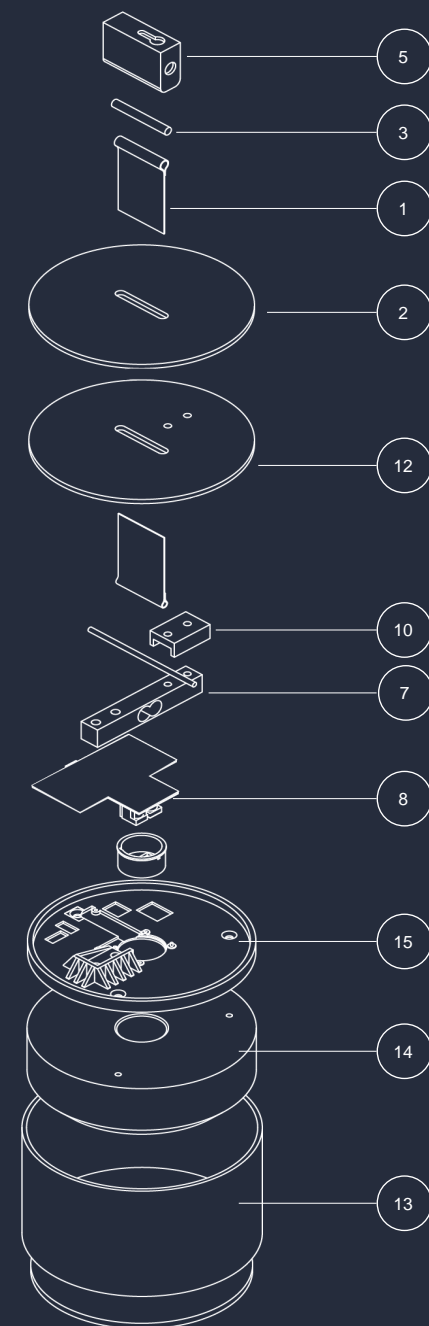
1. hand sewing elastic band
2. base cover
3. upper band block
4. led stripe
5. ceiling hook

.electronics

6. load cell screws
7. load cell
8. electronics
9. electronics screws
10. electronics block
11. lower band block
12. laser cut sensor cover

.base

13. base
14. weight
15. 3D print electronics case

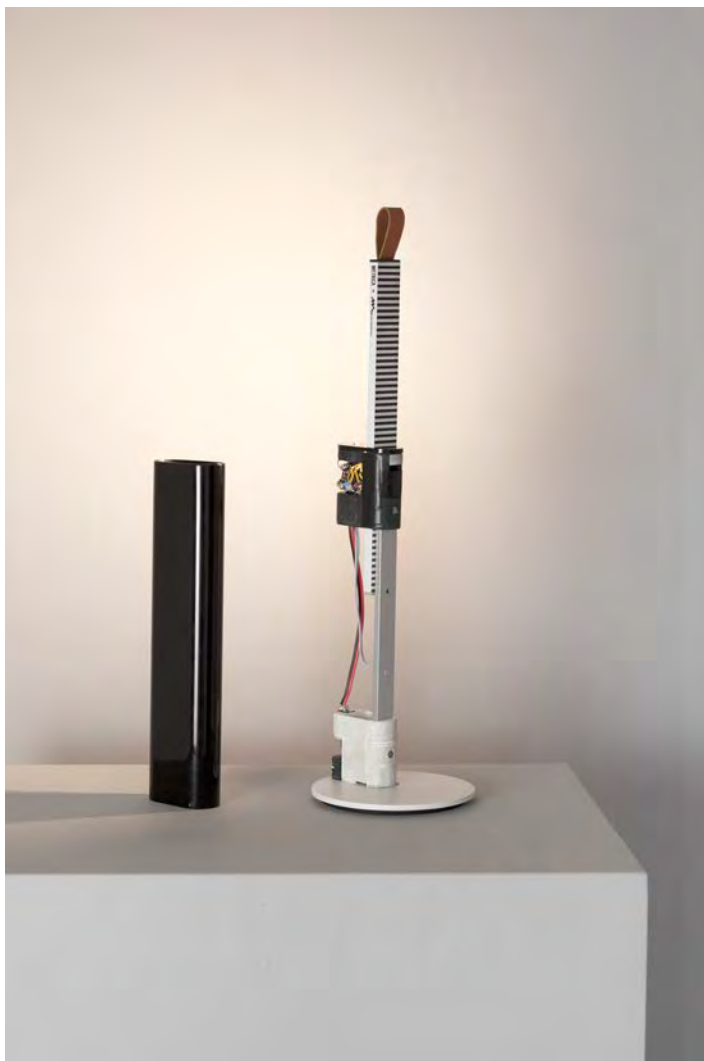




.metrica
adjustable lamp
2021, Martinelli Luce



Metrica takes its name from the classic measuring instrument, inspired by the same gesture of extraction: by replicating the same movement of the meter the LED light source can be extracted or repositioned inside the lamp body.



prototype for testing the reading of the zebra pattern with the optical sensor.

METRICA by  martinelli luce

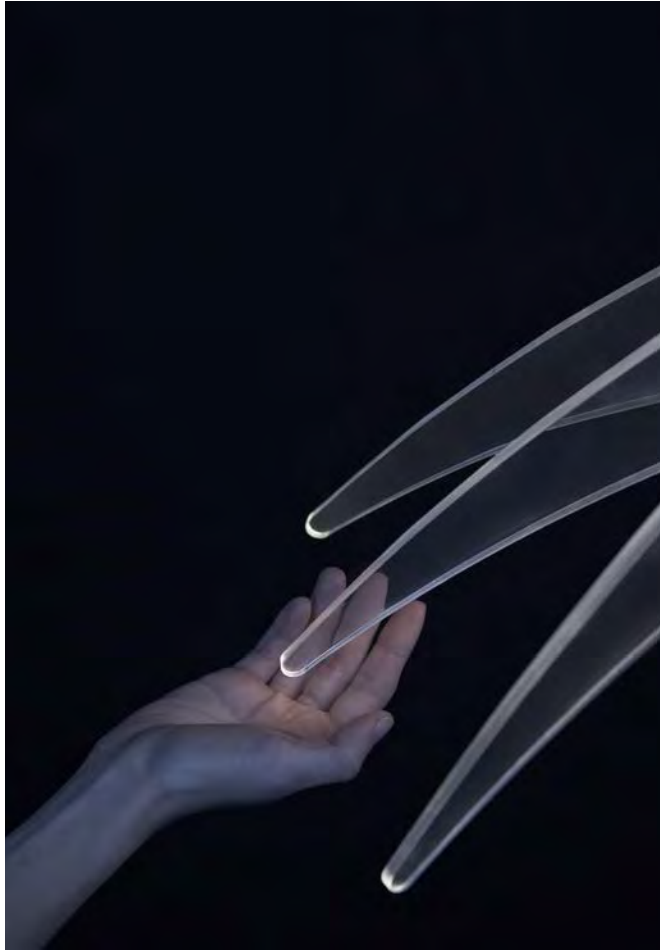
LIGHT PER CM

Analogue movement is interpreted by an optical sensor capable of switching the LED portion on and off.

Awards:



MODULARITY AND TRANSPARENCY



.agave
suspension lamp
2003, Luceplan



DESIGN FOR ESSENTIAL



.minimini
suspension lamp
2009, Luceplan





.E04
Hydroformed lamp
2006, Luceplan

Awards:



reddot design award

DESIGN PLUS

powered by: light+building

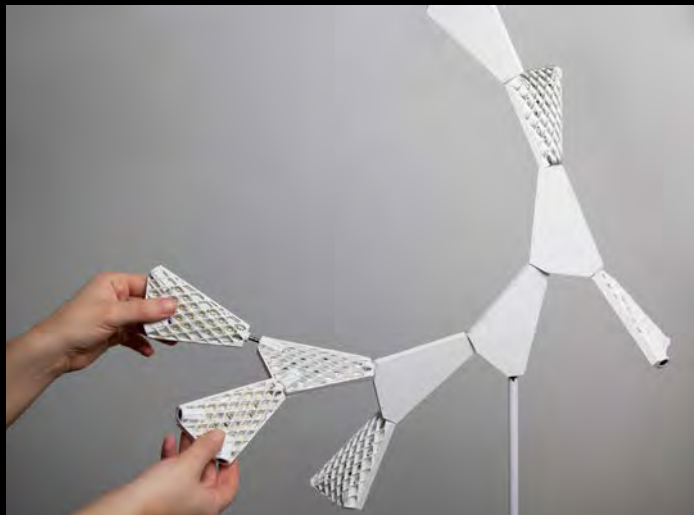
PROCESS CONTAMINATION



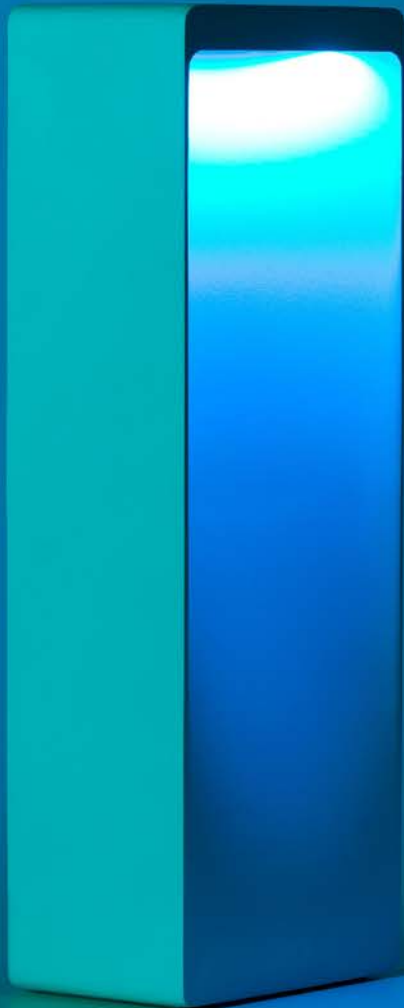
E04's detail of the electrical cable graft is obtained by hydroforming an aluminum tube. This technology was transferred in lighting design from the production of bicycle frames.

WE DESIGN NEW WAYS OF INTERACTION

and the shapes that lead them



SYNESTHESIA



.cromatica
light & sound scenarios speaker
2015, Digital Habits

```
#include "Habits_NeoPixel.h"
#include "EEPROM.h"
// #include <SoftwareSerial.h>
#include <Bounce2.h>
#include <Wire.h>
#include "AT42QT2120.h"

const uint8_t isrPin = 2; // interrupt
vector 0

AT42QT2120 qTouch;

# define PINRGB 9
# define PINW 10
# define SW 7

Habits_NeoPixel strip = Habits_NeoPixel(11, PINRGB, NEO_GRB + NEO_KHZ800);
// 10 pixels WS2812 RGB

bool ledState = LOW;
bool oldState = LOW;
Bounce debouncer = Bounce();

bool A2DP=false;
bool AVRCP=false;
bool HFP=false;
bool TWS=false;
bool BLE=false;
bool SPP=false;

bool line_Done=0;
bool effectON=0;

# define MAX_NEC 20 // Maximum n° of commands for a presetted effects (Check MEM and buffer limits)

const boolean invert = false;

struct effectCMD // Data structure for each command received for a presetted effect
{
    bool pixelsRGB[16];
    byte r;
    byte g;
    byte b;
    byte w;
    byte d;
    effectCMD() // Constructor
    {
        for(int i = 0; i < 16; i++)
        {
            pixelsRGB[i] = 0;
        }
    }
};

uint8_t r = g = b = w = d = 0;
}
}myPreset[MAX_NEC]; // Static declaration for maximum n° of commands for a presetted effects

uint8_t RGBWDH[7] = {0,0,0,0,0,0,0}; // RED, GREEN, BLU, WHITE, DELAY, HRZ, VARIATION
uint8_t RGBWDH_old[7] = {200,100,50,0,0,0,0}; // RED, GREEN, BLU, WHITE, DELAY, HRZ, VARIATION

int8_t parserStatus = 0; // 0 Not connected - 1 Connected
int8_t effectStatus = 0; // 0 - 1 Static colour - 2 App effect - 3 Static effect
int8_t parserStatus_old = 0; // 0 Not connected - 1 Connected
int8_t effectStatus_old = 0; // 0 - 1 Static colour - 2 App effect - 3 Static effect
bool reloop = 0;
uint8_t n_PE = 0; // Step counter for a presetted effect
uint8_t N_PresetEffect = 0; // N° of commands received for a presetted effect
unsigned long time;

void setup()
{
    pinMode(13, OUTPUT); //MUTE (input or OUTPUT HIGH for forcing play)
    digitalWrite(13,LOW);

    pinMode(4, OUTPUT); //Route serial data (LOW -> BTmodule, HIGH -> USB )

    pinMode(6, OUTPUT); //USB Phone charge (HIGH -> charge)

    pinMode(PINW, OUTPUT);
    setPwmFrequency(PINW, 256); //256

    setfst_bt_param();

    Serial.begin(115200);
    Serial.setTimeout(10000);
}
```

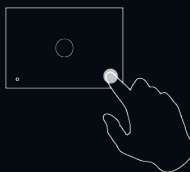
.cromatica arduino code



SINGLE TAP
on/off



HOLD
dimmer



HOLD
color/white light

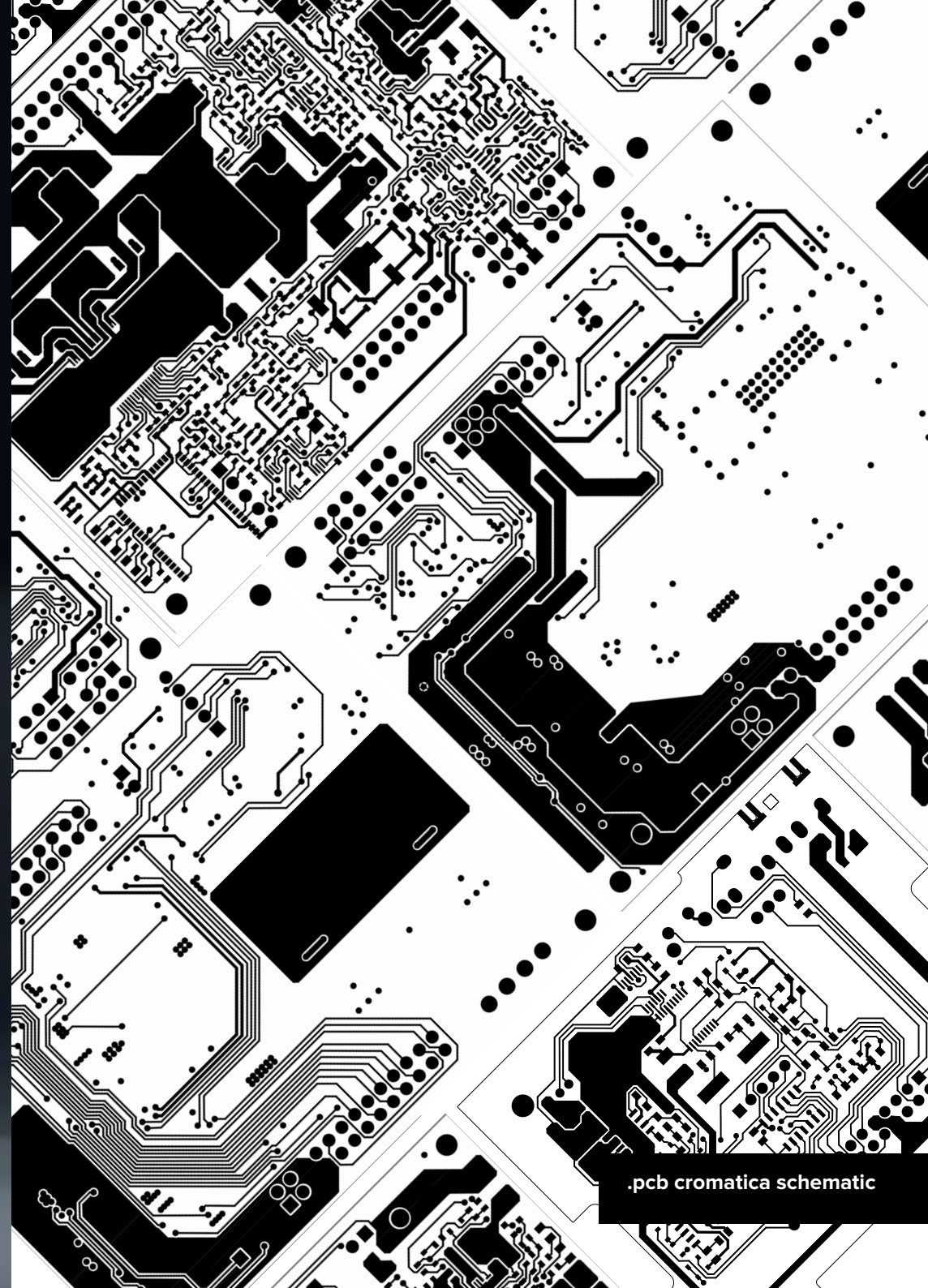


HOLD
change light
color



Awards:

Maker Faire



.pcb cromatica schematic

UNCONVENTIONAL MATERIALS



.paco
concrete bluetooth speaker
with gesture control,
2014, Digital Habits

Awards:



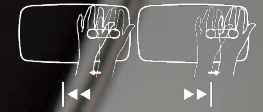
reddot design award



PLAY/STOP



VOLUME CONTROL

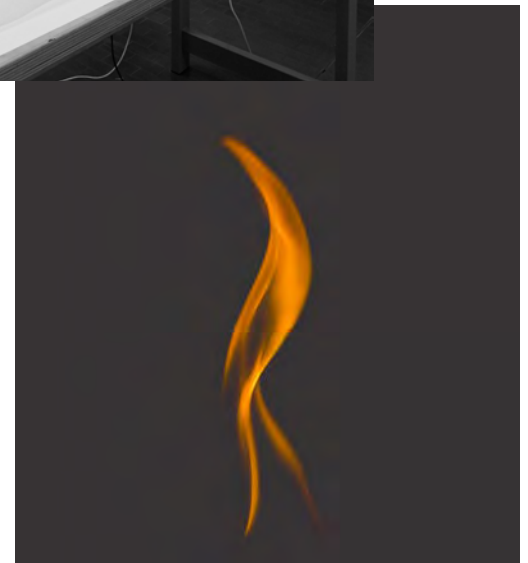


CHANGE SONG

MEANINGFUL LIGHT



.blue helix sublime
IoT water heater
2020, Ferrol



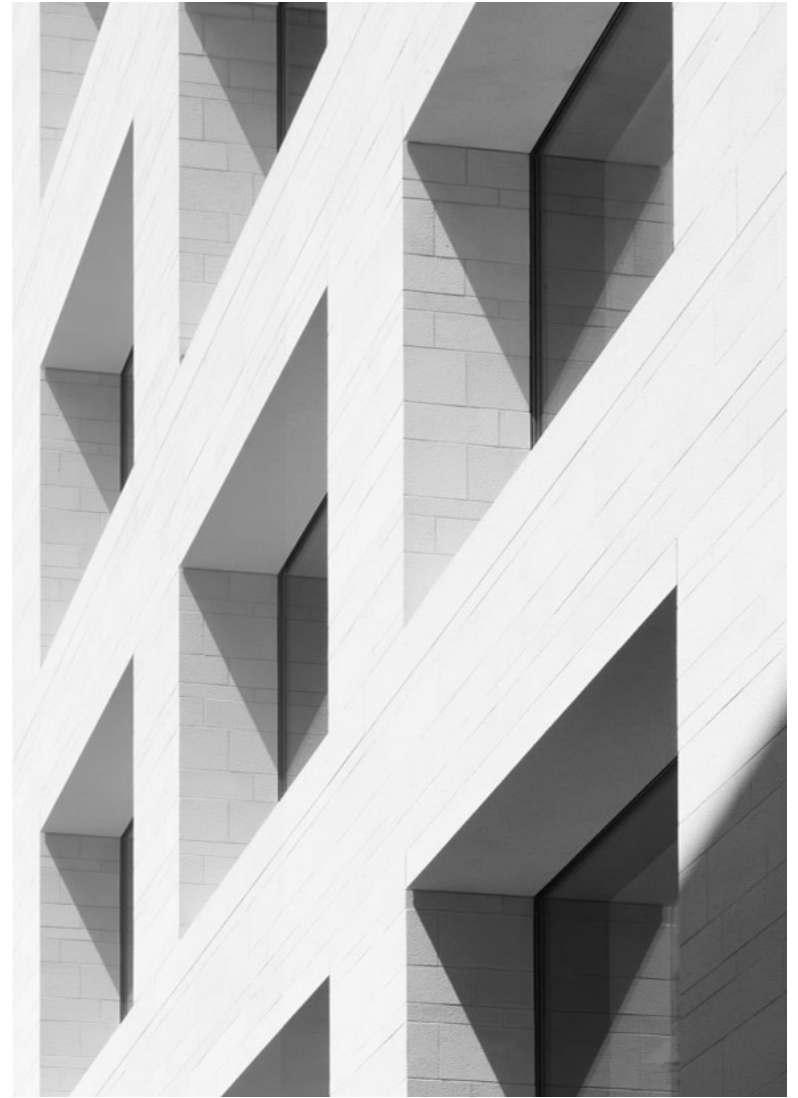
DESIGN FOR CONTROLS



.Tune Pro
high performance mixer
2022, Bianco di Puro

WE DESIGN PRODUCTS WITH ARCHITECTURE IN MIND

inspired by architecture and designed for space



ARCHITECTURAL MIMESIS



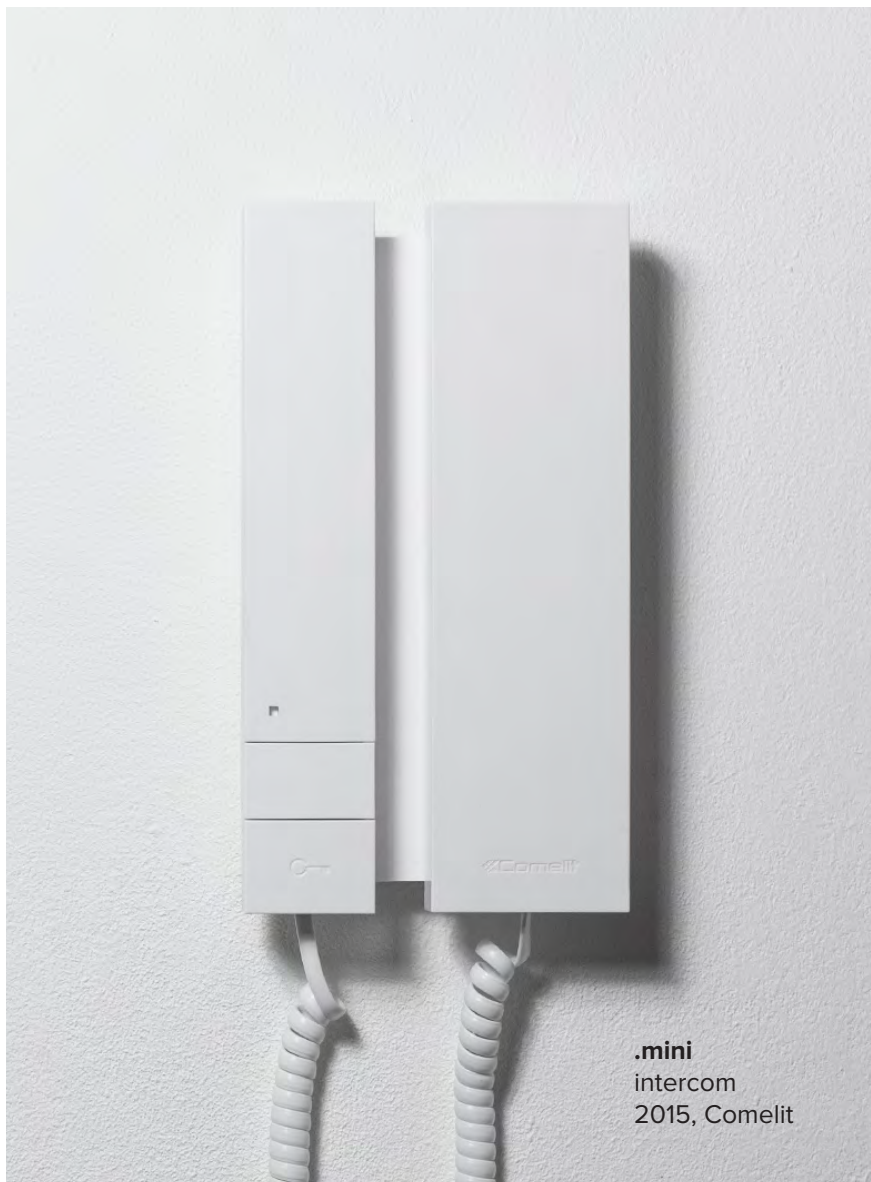
.Superstudio "Monumento continuo", 1969-1970

.mini audio
hands free door entry phone
2017, Comelit



Awards:





.mini
intercom
2015, Comelit

The design follows a rigorous line of geometry in a constant search for synthesis with the architecture, balancing light and shadow.



.quadra
wall mounted
external video unit
2015, Comelit

Awards:



DESIGN PLUS
powered by: light+building

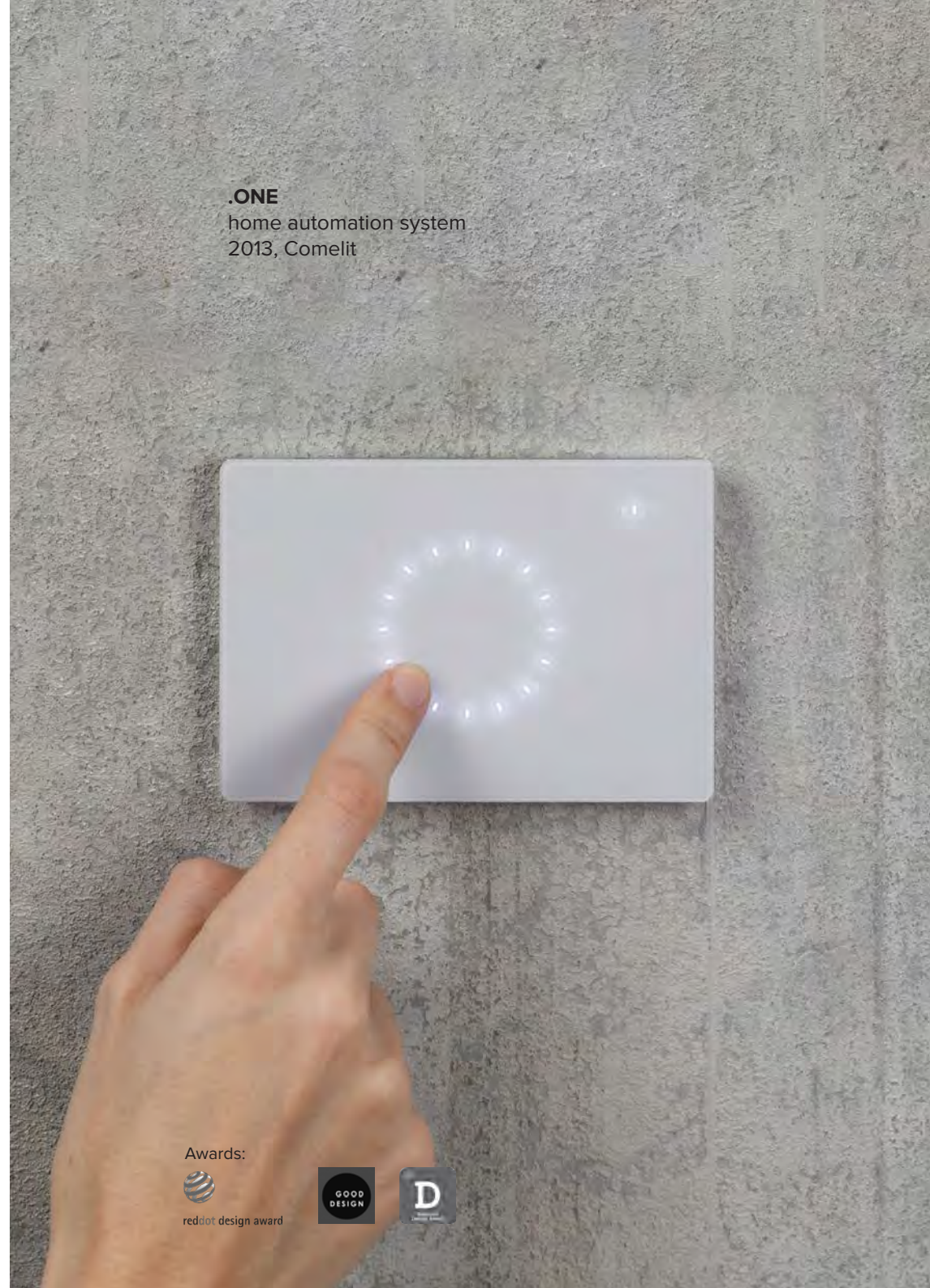
.logfire
fire prevention system
2021, Comelit



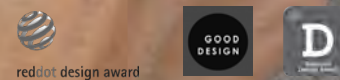
Awards:



.ONE
home automation system
2013, Comelit



Awards:





.hub series
home automation system
2019, Comelit



PIANO

Lines and architectural surfaces combine themselves to create a series of switches in an interplay of light and shade.



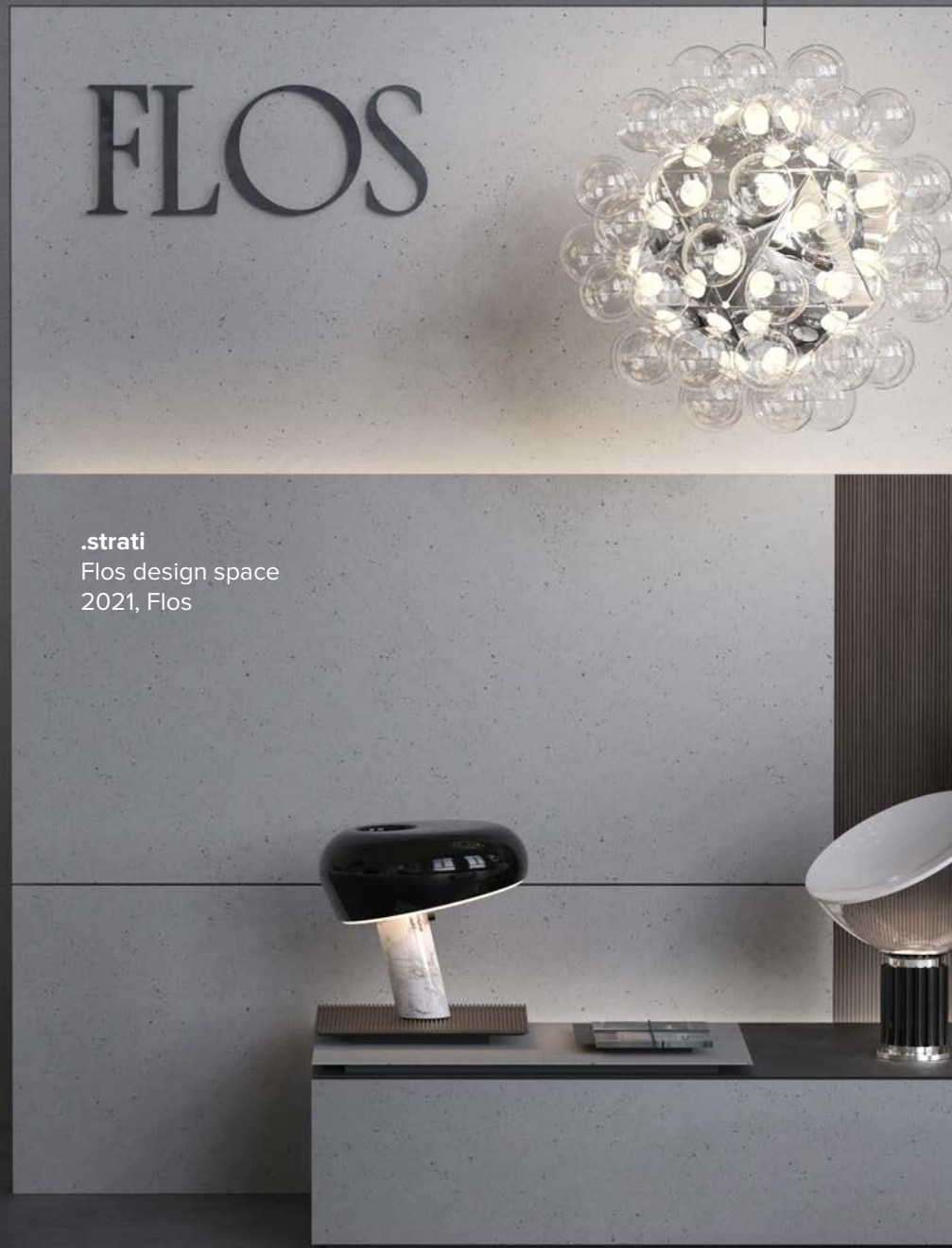
.G27 series
wall switch series
2020, Bull

Awards:



reddot design award



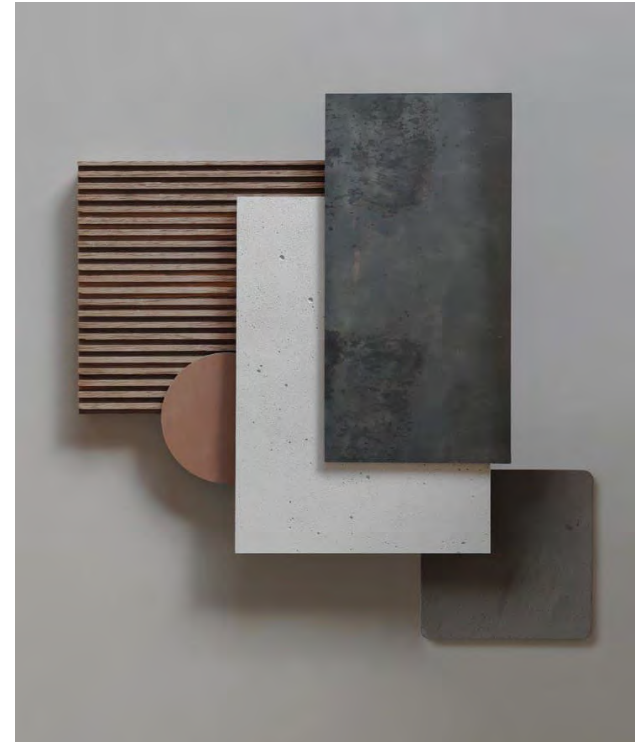


.strati
Flos design space
2021, Flos

MATERIAL SLICES DEFINING SPACE



.Fondazione Querini Stampalia, Carlo Scarpa, 1961-1963



WE DESIGN THE FUTURE OF LIVING ENVIRONMENTS

+20 years in appliances design field.



NEW RITUALS



.jacqueline
IoT water kettle
2017, Bugatti



The design recalls the traditional ceramic teapot, whose shape is reinterpreted in a contemporary way, maintaining continuity with the original composition.



Awards:



reddot design award



DESIGN CONSISTENCY



.smart home series
security camera & doorbell
2021, Arenti



Awards:



reddot design award

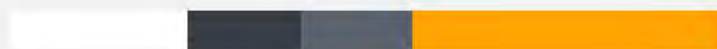


.drop minicam
indoor mini camera
2021, Arenti

Awards:



Arenti



.arenti identity

logo, website, app and packaging
2021, Arenti





.AC Pro
air cooler
2021, Hatari

ENVISIONING CHOREOGRAPHIES



Awards:



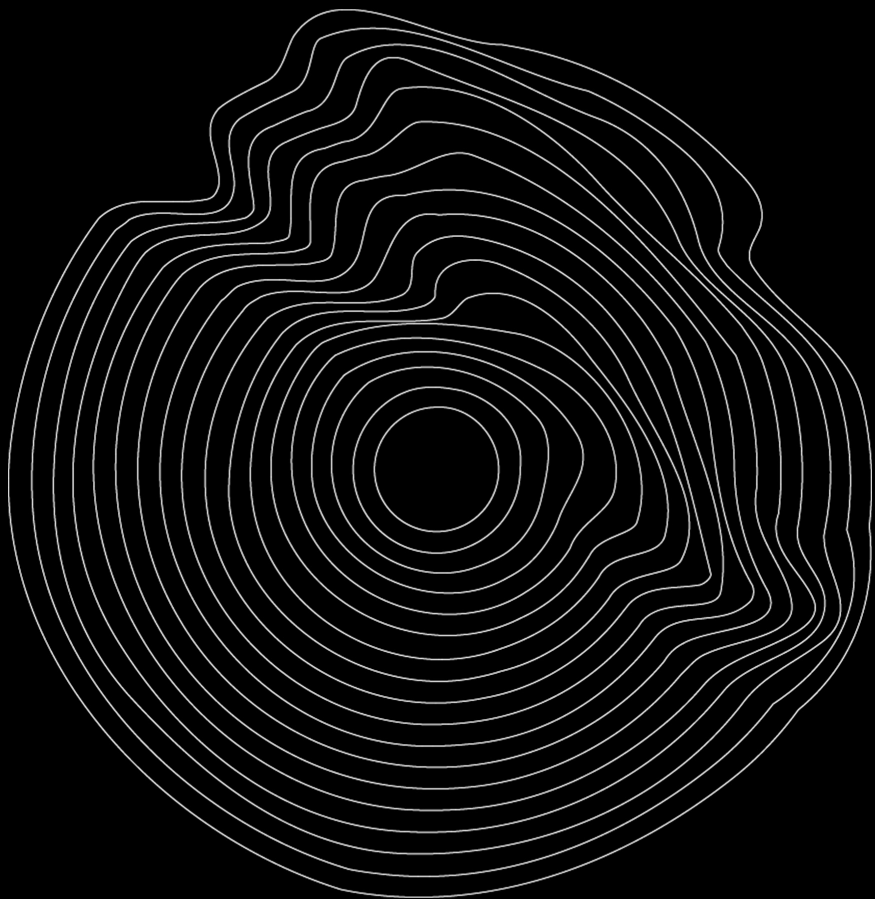
.X3 PRO
foldable treadmill
2018, Xquiao



Making of a scaled mockup
in our lab to study proportions and
movements.



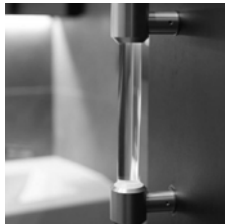
03



**.BEYOND THE
PRODUCTS**

EXPLORATIVE RESEARCH TURNS INTO PROJECT OPPORTUNITIES.

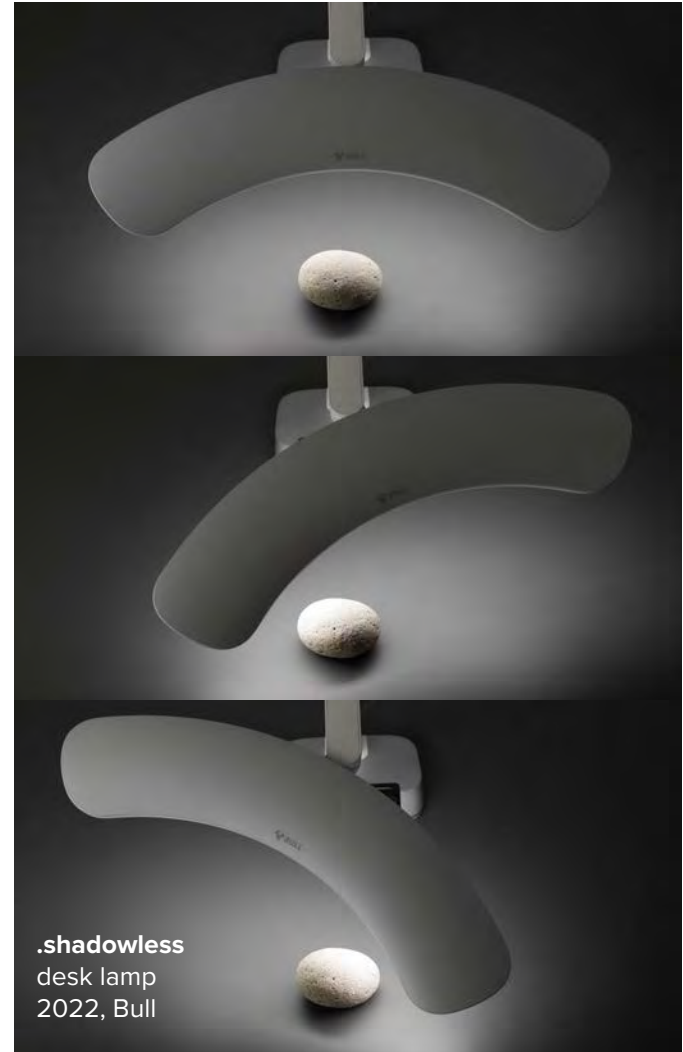
Each project begins with a wide explorative phase, which sets potential directions. We summarize our insights, reflections and highlights in reports, that become the starting point to discuss ideas with our clients.



WE INNOVATE THROUGH TECHNOLOGY AND LIGHT.



.smart lock
bluetooth truck lock
2019, Daken



.shadowless
desk lamp
2022, Bull

Researching a light method without shadows for learning and studying.

WE LEAD RESEARCH PROJECTS TO FORESEE CLIENTS' FUTURE PRODUCTS SCENARIOS.

All members of our team have an active role in the theoretical education and in spreading our design model. We have been leading courses, workshops and individual lectures for many years, at various universities and Italian and European institutions. Teaching is a way for us to analyze, synthesize and formalize the knowledge achieved in design practice.



.Reflection: design driven by the future
Milan, Studio Habits, 2019



.Reflection: design driven by the future
Shanghai, 2019

WE SPREAD OUR DESIGN CULTURE THROUGH EXHIBITIONS AND EVENTS.

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

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

中国(深圳)



SUPERSTUDIO GROUP

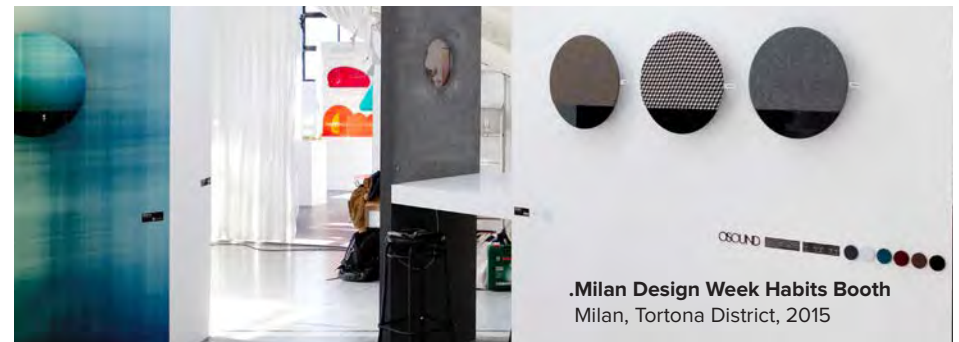
Maker Faire



.Elastica at Elle Decor, la Casa Fluida
Milan, Palazzo Bovara, 2021



.Milan Design Week Habits Booth
Milan, Tortona District, 2017



.Milan Design Week Habits Booth
Milan, Tortona District, 2015

.CRAFTING THE WONDER

