

HABITS

DESIGN

Industrial Design
User Interfaces
Phygital Prototypes
Advanced Design
Interior Design
Art Direction
Research & Culture

Habits is a multidisciplinary industrial design studio based in Milan and Bangkok, focused on technological and interactive projects, helping companies to build products that will shape the future.

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ABB

ARMANI

BUGATTI®



IMETEC

BRAUN



CANDY

JOMOO

Joyoung



CAMPARI



LUXOTTICA



EVOCA
G R O U P

ferroli

NINJA

OPPLE

Panasonic

FLOS

Haier

Hatari

Rinnai



Schneider
Electric



We are a team of 40+ industrial designers / mechanical and electronic engineers / model makers / UI/UX designers/ interaction specialists / interior designers / user researchers / university teachers with a global point of view.

Habits Design is a multidisciplinary design studio founded in Milan in 2004 by Innocenzo Rifino and Diego Rossi.

Rooted in the culture of Italian industrial design, the studio has evolved into an international partner for companies seeking to create meaningful experiences between people, technology, physical, and digital worlds.

The studio's origins are deeply tied to light, with more than 50 products on the market. Early collaborations with brands such as Luceplan positioned Habits at the forefront of a major technological transition—from incandescent sources to LED systems. Rather than treating this shift as a purely technical upgrade, the studio redefined light as an interactive medium, exploring its behavioral, perceptual, and emotional dimensions.

A pivotal moment came in 2010 with the encounter with Massimo Banzi, co-founder of Arduino. This collaboration led to the creation of Digital Habits, an experimental self-initiated platform that anticipated the convergence of physical and digital design. At a time when connected objects were still emerging, Habits pioneered a “phygital” approach, developing products that respond to gestures, sound, and user behavior—demonstrating how electronics can become intuitive, expressive, and human-centered.

This ability to merge design culture with technological innovation opened the studio to international markets and collaborations with leading multinational companies, including Haier, Panasonic, and Schindler. Over time, Habits expanded its scope and scale, working across industries such as consumer electronics, home

appliances, and building automation systems, with a growing presence in Europe, Asia, and the Middle East.

The most recent step in this evolution is the opening of a second studio in Bangkok, strengthening a long-standing relationship with the Southeast Asian market. This presence allows Habits to engage directly with local industries and cultural contexts, reinforcing its role as a bridge between different geographies, production ecosystems, and design approaches.

What distinguishes Habits is its hands-on, experimental methodology. The in-house prototyping lab plays a central role in the design process, enabling the team to move seamlessly from concept to high-fidelity functional prototypes. This “think by making” approach allows complex mechanical, electronic, and interaction challenges to be addressed early, ensuring coherence between form, function, and interface.

Today, Habits Design Studio works far beyond traditional product design. Its practice extends to spatial design, research, interaction design, and art direction, shaping cohesive experiences across physical and digital touchpoints. Guided by the principle of “Logic via Art,” the studio combines scientific rigor with creative exploration, continuing to redefine how objects, systems, and environments are conceived and experienced.

We prototype to think.
 We build to verify.
 We test to understand.
 We design objects that shape new habits.



x11



x3



x2



x10



x2



x5



x7



x16



x41
 x1 Gold



x35



x1



x22

12	/ LIGHTING
42	/ HOME AUTOMATION
58	/ BUILDING SYSTEMS
64	/ SMALL APPLIANCES
72	/ BIG APPLIANCES
92	/ HVAC
102	/ SPORT EQUIPMENT

Industrial Design

SELECTED WORKS

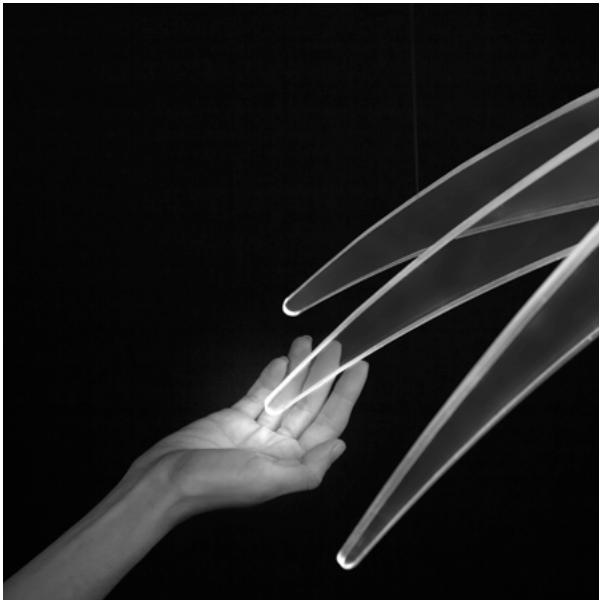
A hidden weight and a simple wire adjustment keeps the lamp perpendicular despite its asymmetry.



Left page
From Luceplan catalogue

Right page
Components View

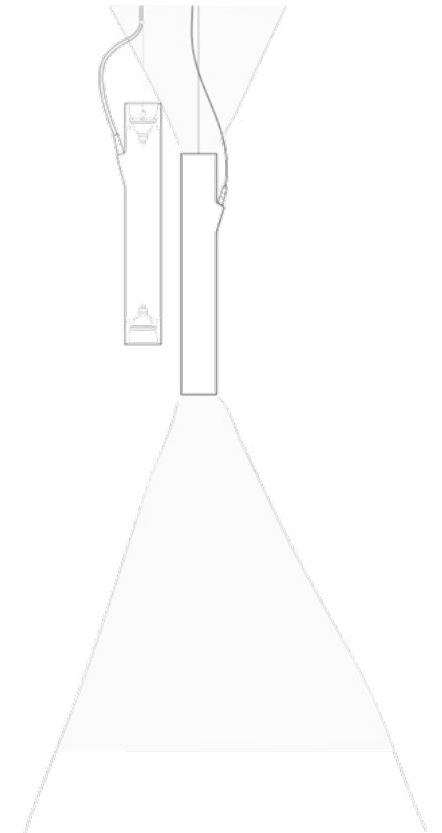
Transparent methacrylate ribs hide the source while intensifying emission through Total Internal Refraction



Left page
Light transmission

Right page
Prototype

Hydroformed aluminum cable graft on the side creating a functional and aesthetic "blossom" shape



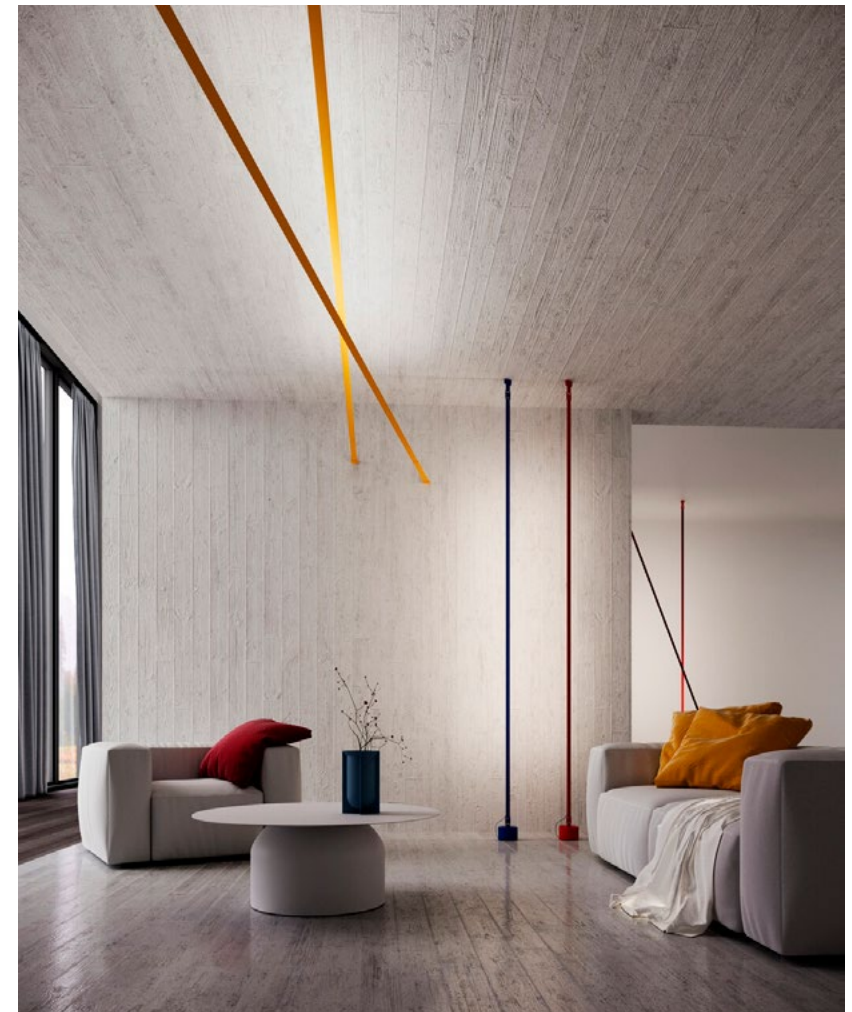
Left page
From Luceplan catalogue

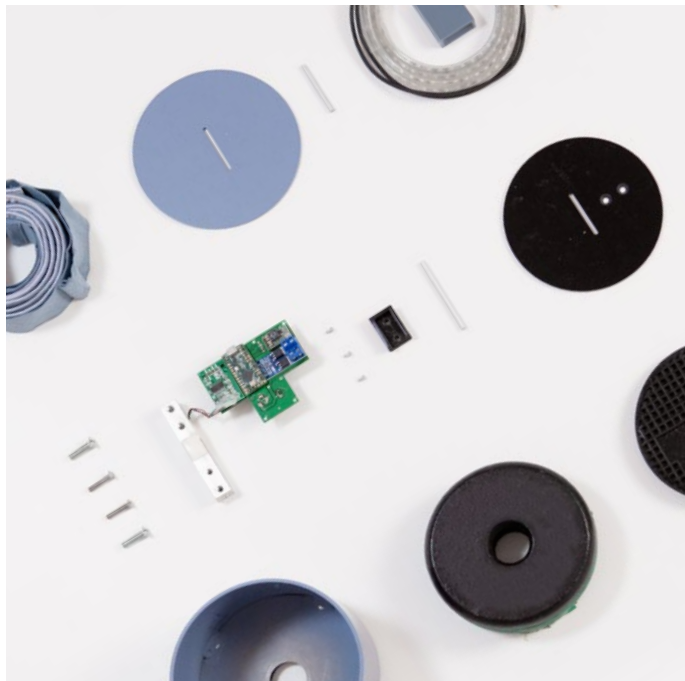
Right page
Cable inlet detail; section view and light emission scheme



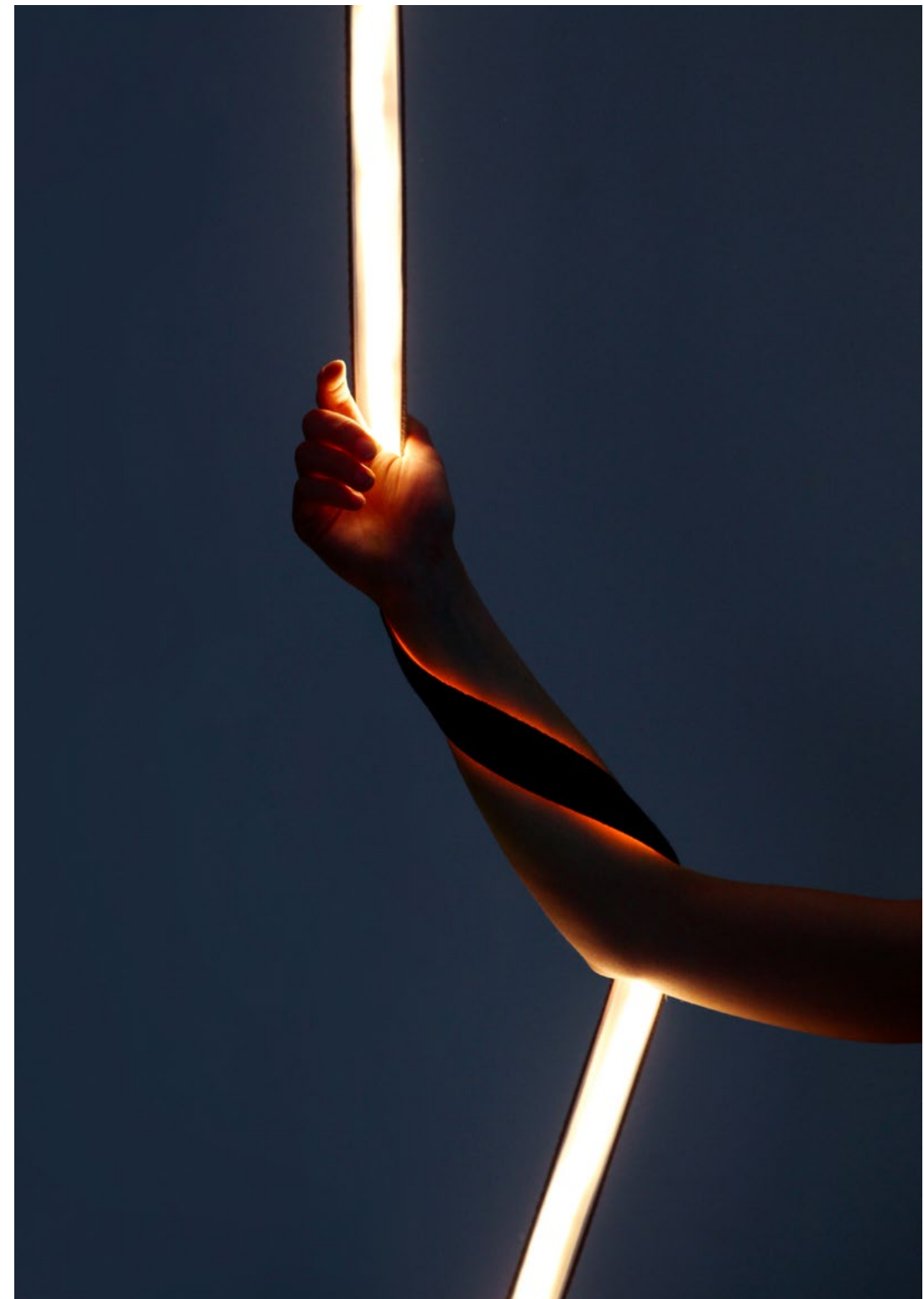
Left page
Prototype

Right page
From Martinelli Luce catalogue





Left page
Components view



Right page
Prototype stretch testing

Light and color change through scale technology

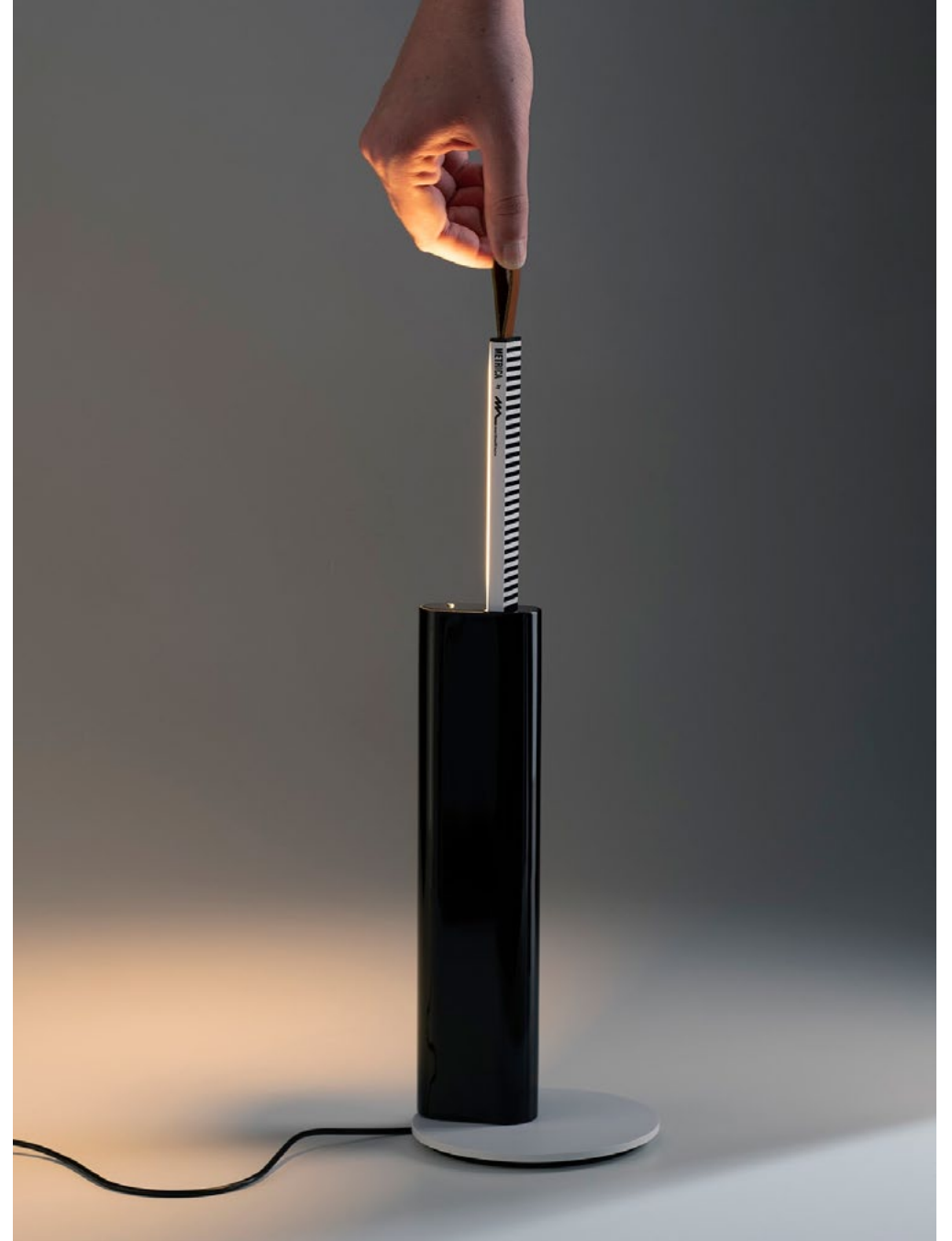


Left page
From Martinelli Luce catalogue

Right page
Shooting backstage



Inspired by retractable tape measure



Left page
Table version

Right page
Wall-mounted version

Cromatica is a digital product that combines a desk lamp and a speaker, controlled by gestures and an app. It is the first open source experiment in a real, industrial design product that allows users to mix light and sound effects.



```
#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 com-
mands for a presettet effects (Check MEM
and buffer limits)

const boolean invert = false;

struct effectCMD // Data structure for each
command received for a presettet 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;
}
r = g = b = w = d = 0;
}
}myPreset[MAX_NEC]; // Static declaration
for maximum n° of commands for a presettet
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, WHI-
TE, 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

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

set_fst_bt_param();

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

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

bool ledState = LOW;
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and buffer limits)

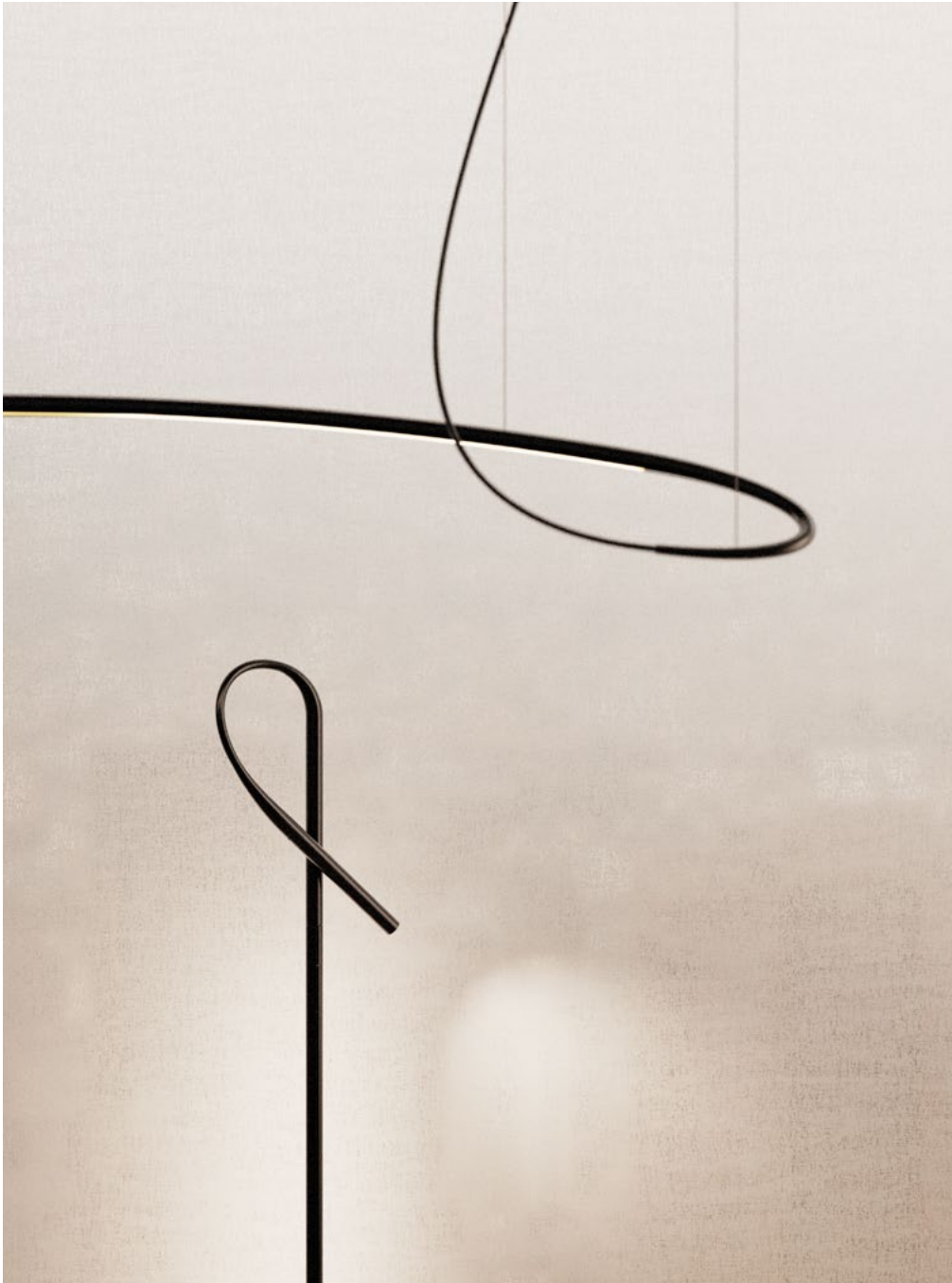
const boolean invert = false;

struct effectCMD // Data structure for each
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{
bool pixelsRGB[16];
byte r;
byte g;
byte b;
byte w;
byte d;
effectCMD() // Constructor
{
for(int i = 0;i < 16;i++)
{
/connected - 1 Connected
int8_t effectStatus_olD = 0; // 0 - 1 Sta-
tic colour - 2 App effect - 3
```

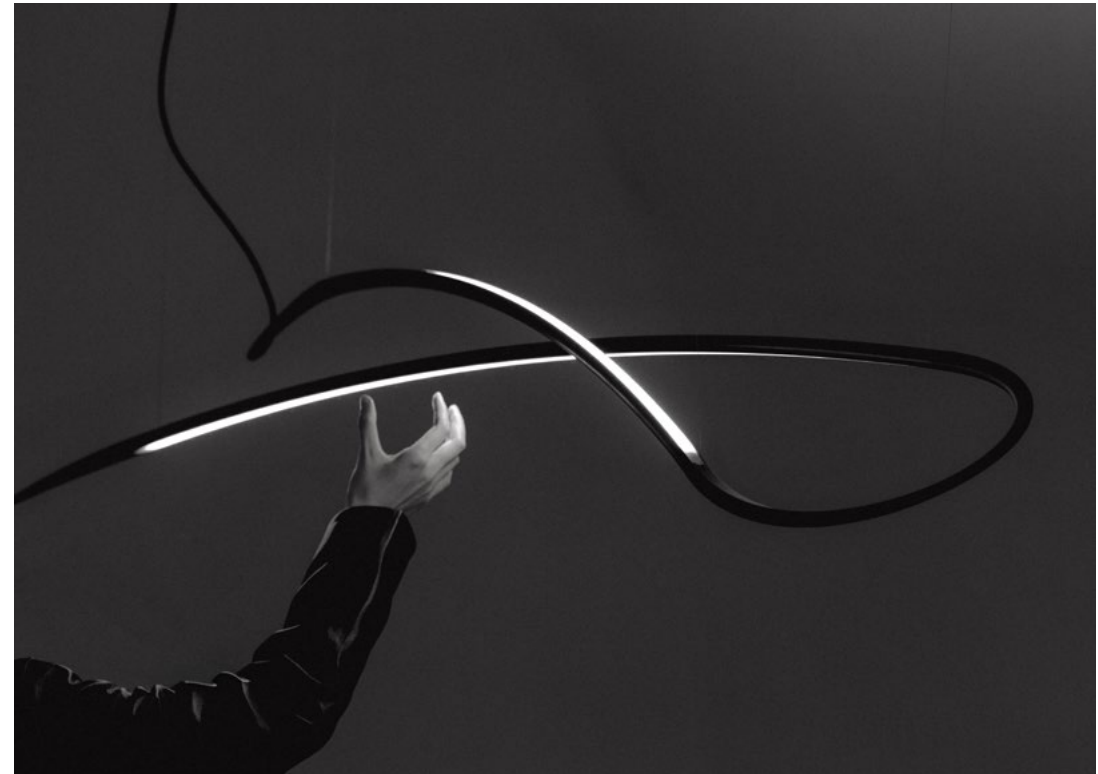


Integrating power cable in design structure



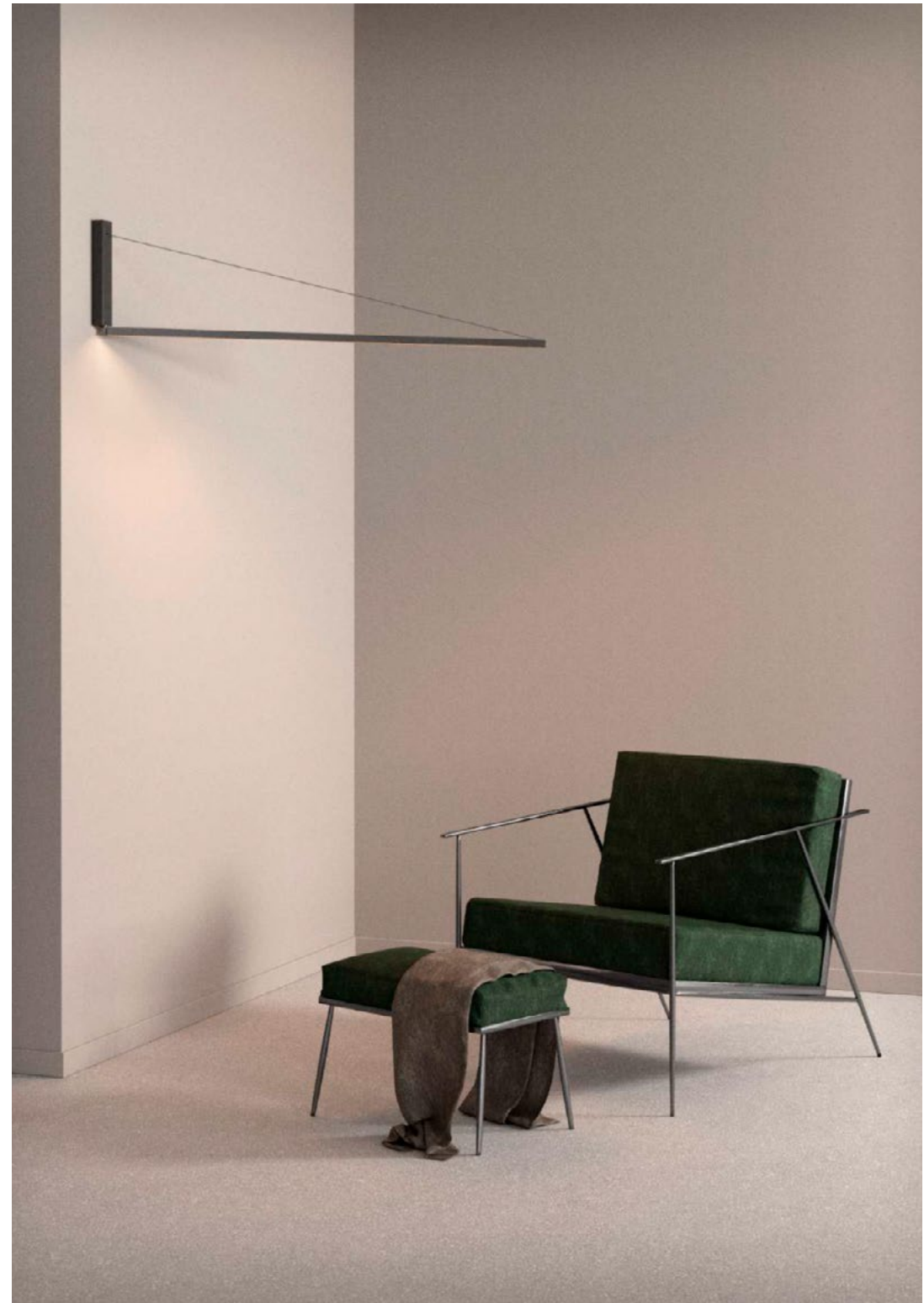
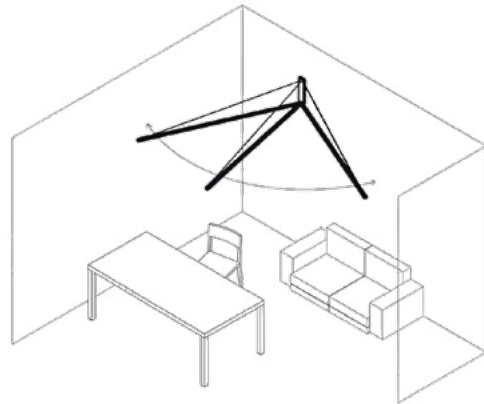


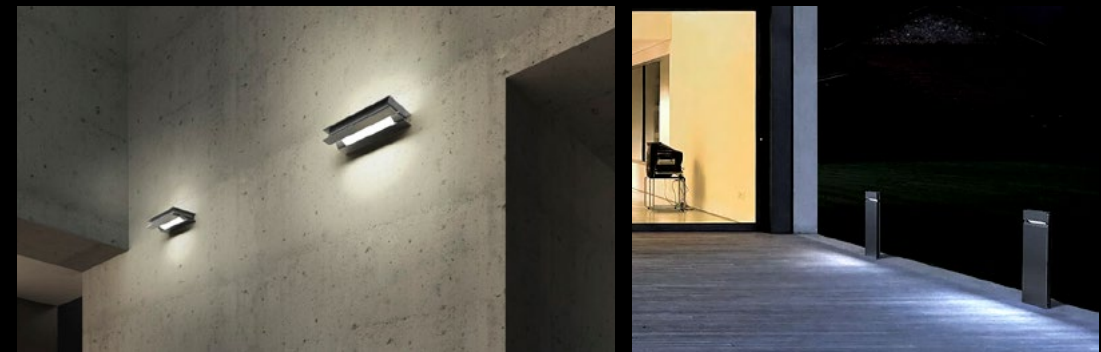
Left page
Floor and suspension lamps



Right page
Prototype

Inspired by the sails of boats





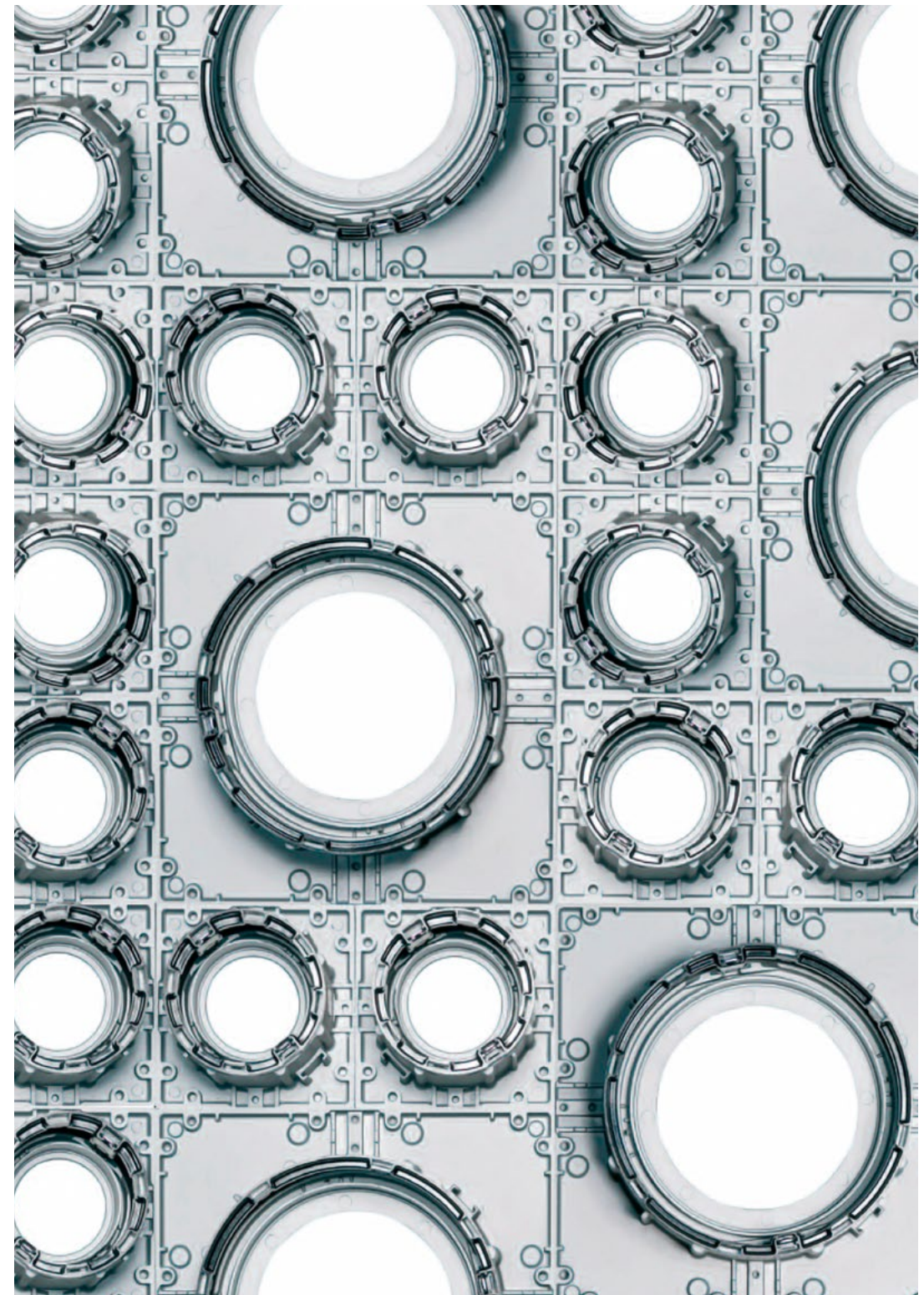
Left page
Engineering process

Right page
From Castaldi Lighting catalogue

Modular system

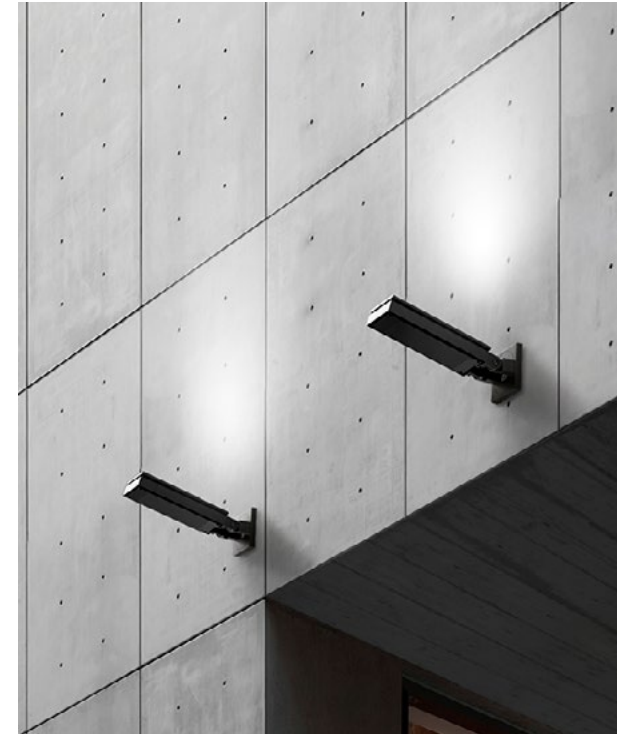


Left page
Recessed solution



Right page
Technical detail

High flux modular floodlights



Inspired by architectural language



Left page
Cimitero di San Cataldo, Aldo Rossi

Right page
Mini Audio, Door entry phone, 2013





Mini Audio Handsfree
Door entry phone
2017, Comelit



Simplehome
Thermostat
2025, Comelit



Mini Wi-Fi
Video intercom
2017, Comelit



Ultra
Entry Panel
2020, Comelit



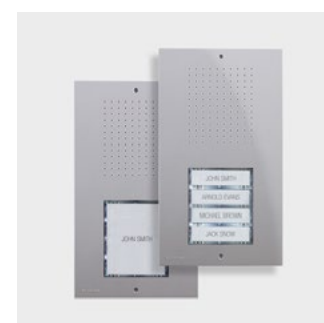
Quadra
Outdoor entry unit
2015, Comelit



HUB series
control panel
2018, Comelit



Icona
Hands-free monitor
2015, Comelit



Ciao
Entry panel
2019, Comelit



Vedo
Anti-intrusion System
2021, Comelit



HUB series
emergency kit
2018, Comelit

Capacitive metal surface and touch panel versions



Left page
Touch display version

Right page
Capacitive metal version





Left page
Linea Series, Bull, 2027

Right page
CMF studies

Design based on modularity and metal shield poetic



Left page
STILO remotes: single channel (LED) and multiple channels (LCD)



Right page
STILO-15, Multi-channel remote control



Left page
STILO pocket, gate access remote control

Right page
STILO & QUADRO automation complete series

Designed on the metaphor of the eye



Left page
Full series

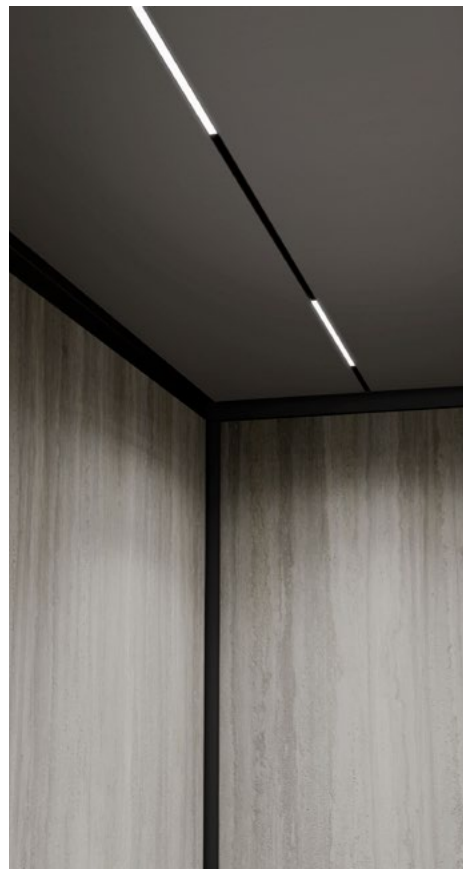


Right page
Turntable camera

Car interior, lighting, fixtures, CMF, control panels



Door integrated call panel



Schindler X8 features a sleek, minimalist design with frameless doors and customizable interiors, seamlessly integrating into diverse building layouts.

Left page
Indoor details: Car Operating Panel, Lightng, Handrail

Right page
Luna CMF configuration



A dynamic light feedback indicates the level of charge.



We have reimagined the relationship with the space of living of most of the home appliances



Radical knob design



Left page
Rendering

Right page
Knob detail

Inspired by traditional ceramic pot



Left page
Traditional tea ceramics

Right page
From Bugatti Catalogue



Designed as a tribute to the european heritage



10-degree UI inclination improves ergonomics and reduces the heat in the control area.



The hood's soft LED light illuminates the cooking area, surrounding countertop, and even the entire kitchen, enhancing the user experience



Left page
From Haier - IF Award

Right page
Opening scenario

Modular platform



Linearity in design, lighting and UI



A special area is equipped with an independent temperature regulation.



Furniture design appearance blending into the modern home interior



Left page
Upper shelf detail

Right page
Interior fitting scenario

Integration by abstraction



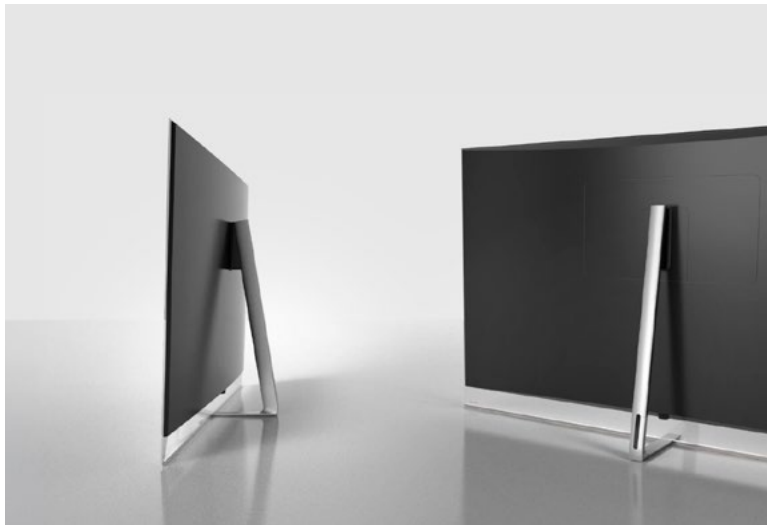
Freedom of positioning



Left page
Habits mockup

Right page
From Panasonic Catalogue

Designed as a piece of furniture



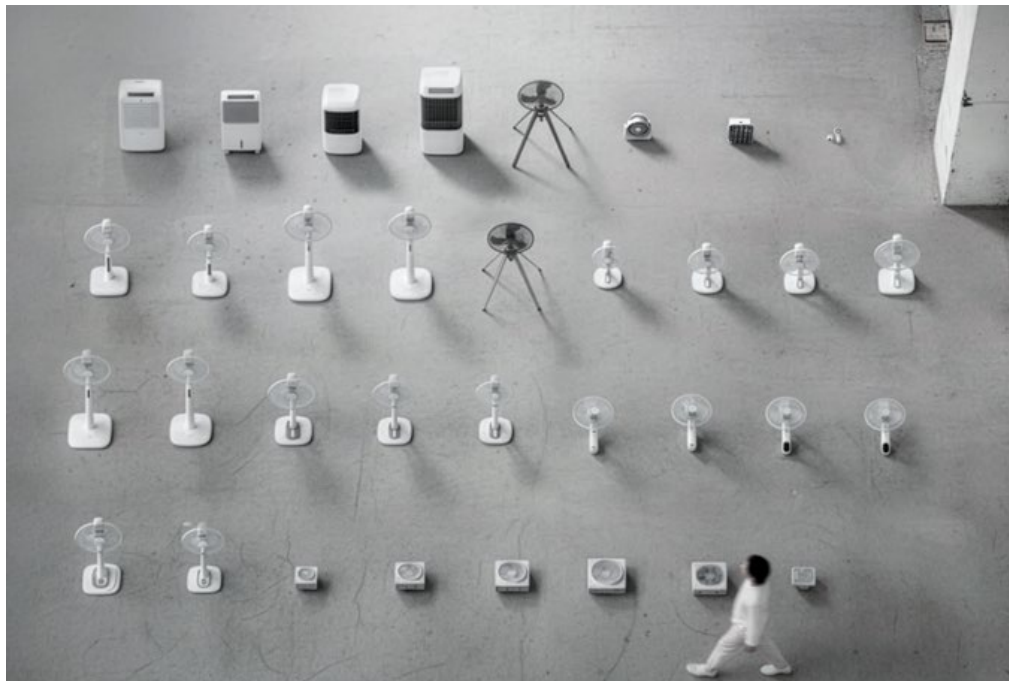
Left page
Rear stand studies

Right page
Prototype at IFA

Integration by hiding, becoming a textile furnishing accessory. Media adapts to screen ratio.



The design inspired by the wind is interpreted consistently across products, meeting modern Thai living lifestyle



Left page
Full series, 30+ products

Right page
Iconic signature detail



Left page
T12M1 Fan, Hatari, 2025



Right Page
WindBox Portable Fan, Hatari, 2024

Emotional and meaningful lighting



Left page
Prototypes in Habits Lab

Right page
Rendering

User control as branding element



Integrated ambient light system



Harmonizing human form and function



Left page
Promotional rendering

Right page
1:5 mockup in Habits Lab; manufacturing first sample



Left page
1:10 mockup in Habits Lab; 1:1 sample mechanical analysis

Right page
From Xqiao ADV

/ PHYGITAL DESIGN SYSTEM

/ HMI DEVELOPMENT

/ EMBEDDED DISPLAY UX

/ TANGIBLE INTERFACES

/ DIGITAL PRODUCTS

/ WEB & MOBILE PLATFORMS

User Interfaces

SELECTED WORKS

User interface design for multiple products



Left page
Oven; Induction Hob

Right page
Design system components

Consistent UX/UI on different product categories
sharing the same knob embedded display



Left page
From Haier catalogue

Right page
UI main screens

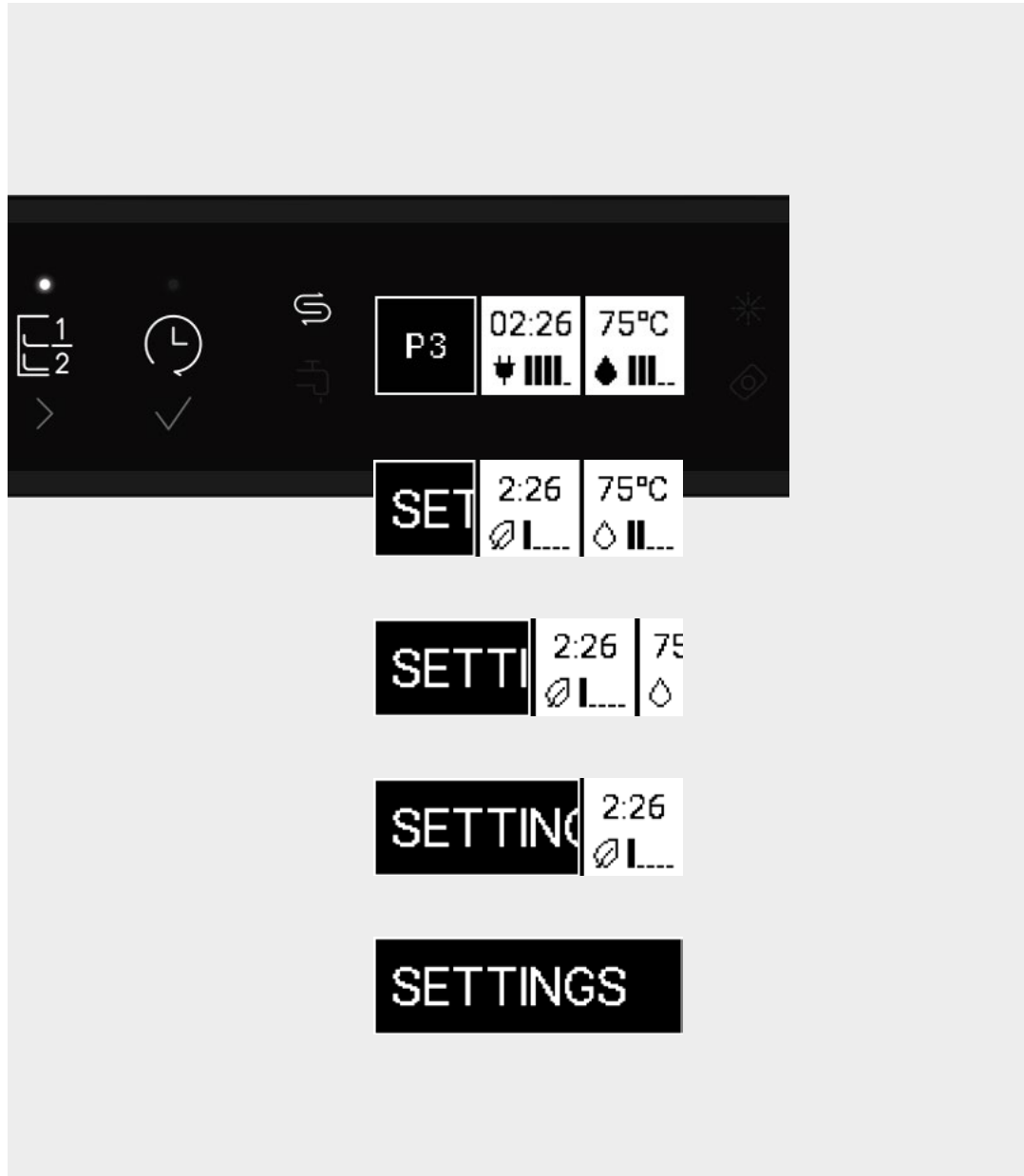
Artificial Intelligence blending functions visualization



Left page
Rendering

Right page
UI main screens

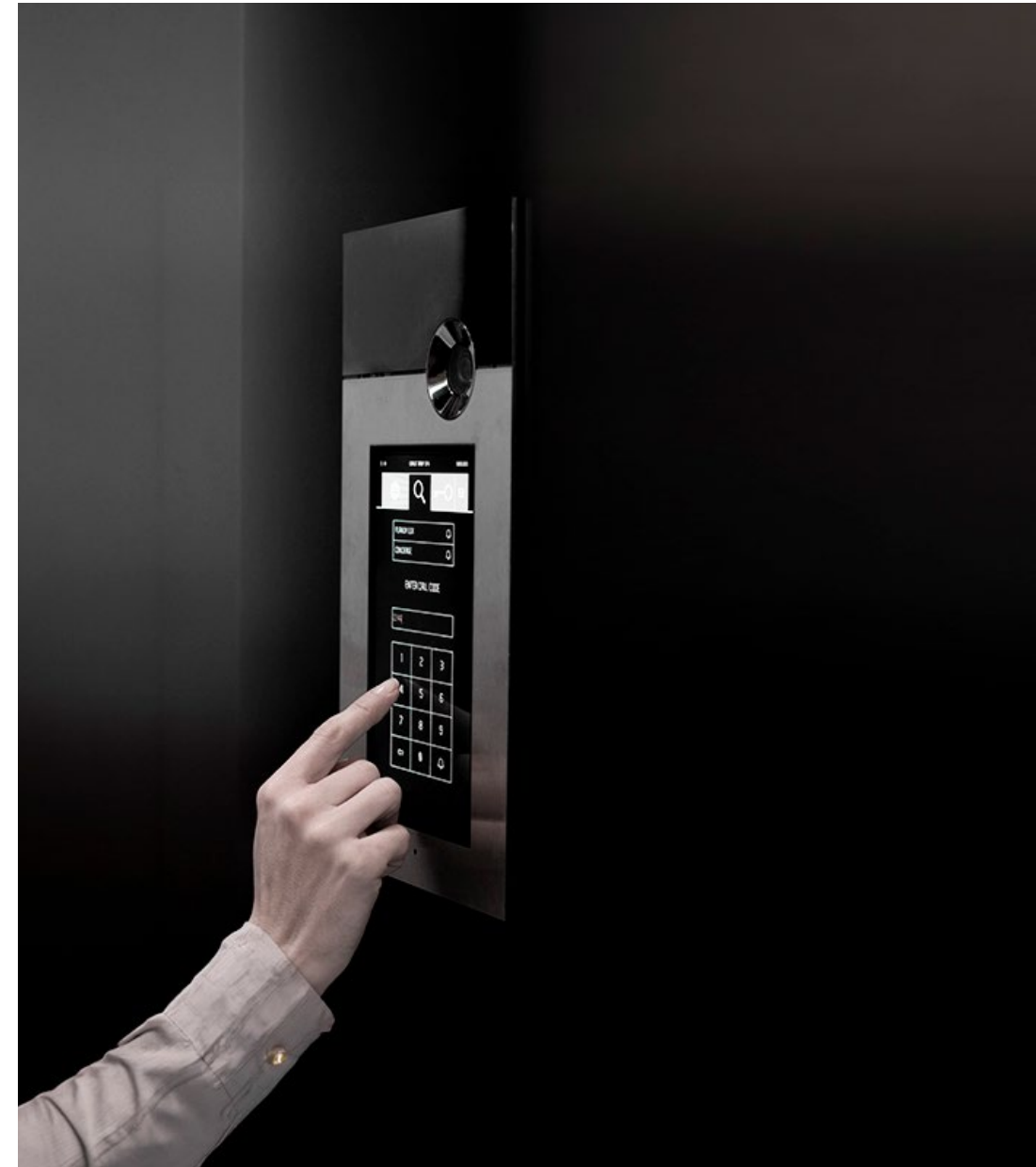
Advanced feeling through animated blocking UI, using low - cost technology in 15kB memory



Left page
UI main screens

Right page
From Haier catalogue

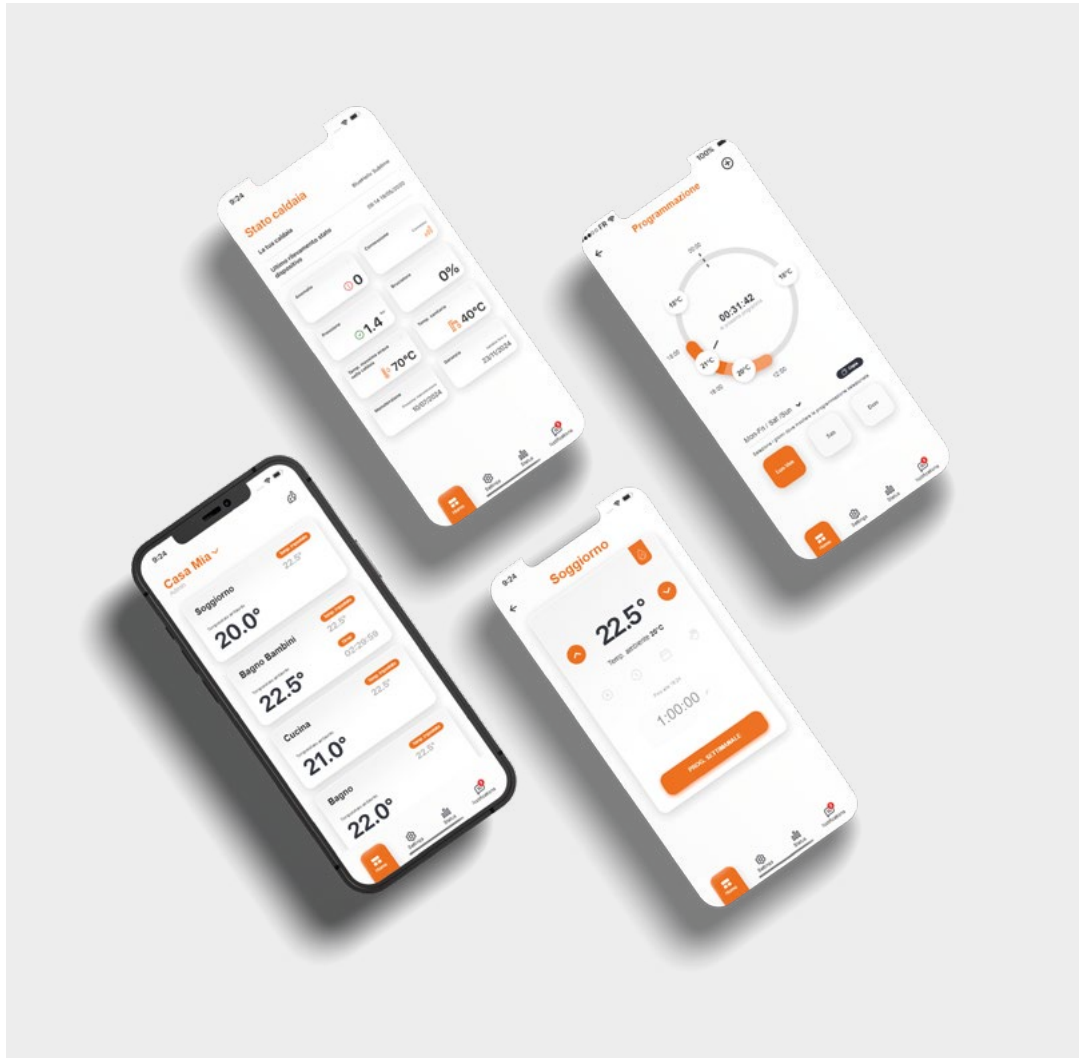
Graphic consistency with architectural industrial design language



Left page
Main screens

Right page
From Comelit catalogue

Shifting UI components through different technologies

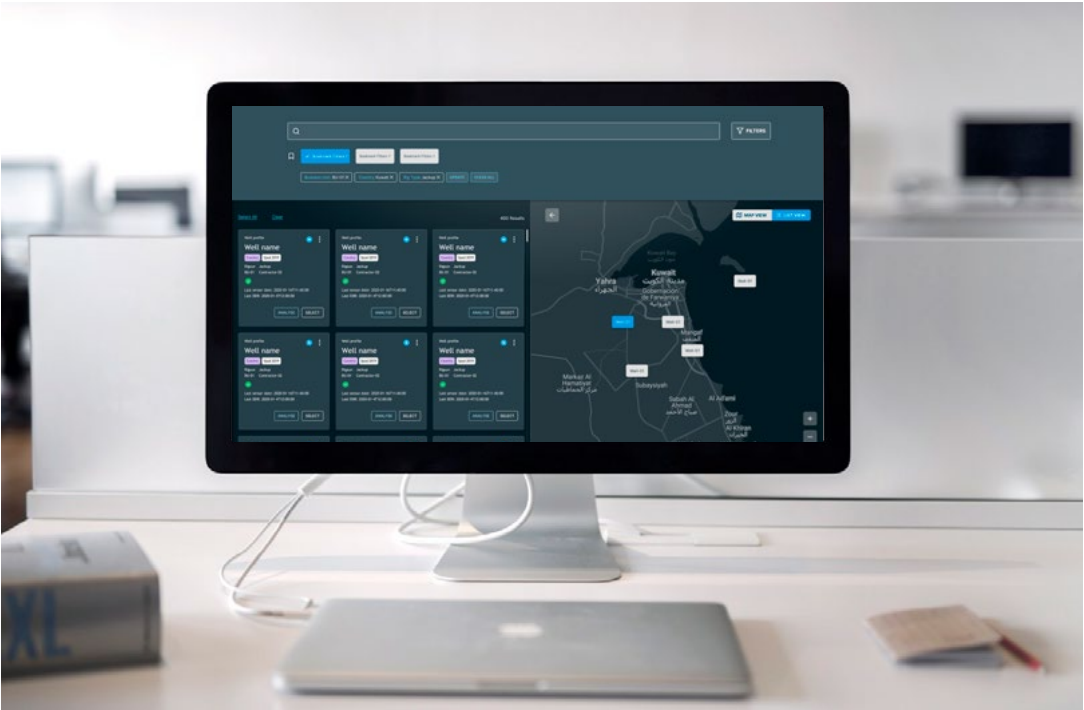


Left page
Digital App



Right page
Embedded display UI

UX focused on AI and data visualization



Left page
Web mockup



Right page
Design system

Phygital Prototypes

SELECTED WORKS

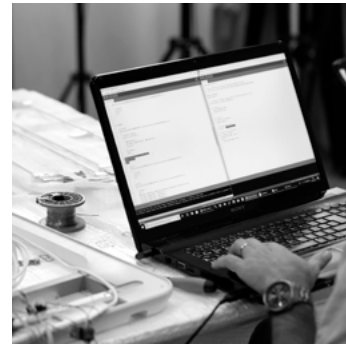
We are inspired by technology to realize ideas from the beginning. Our culture of prototyping creates a seamless progress from concept to prototyping to product, using pervasive systems. We transform advanced technologies in tangible user benefits.



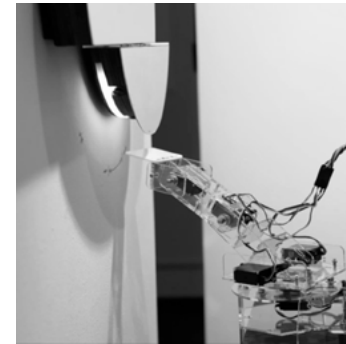
We provide different physical and digital solutions to prototype hi-resolution interactions.



Full prototype assembly
Mechanical and electronic integration
Pre-series samples



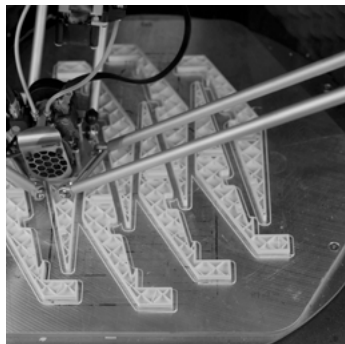
Firmware development
AI and ML software
Software prototyping and validation
IoT device connectivity setup



Robotics Design
Sensors and actuators R&D
Experimental interaction systems
Instrumental analysis



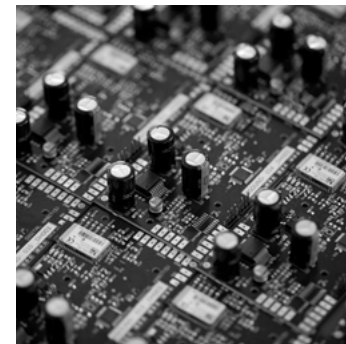
Full-scale environment simulations
UX and interaction testing
Interactive installations deployment



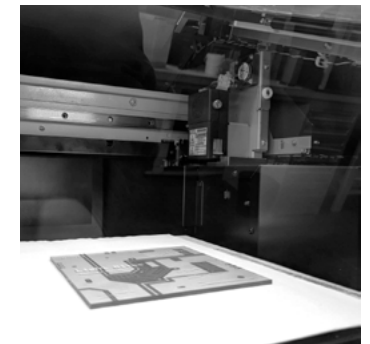
3D printing (FDM, SLA, SLS)
CNC milling and laser cutting
Rapid tooling and mockups
Functional prototypes models



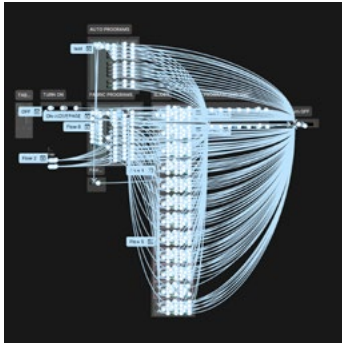
Spray painting room
CMF library
Coatings and textures
Custom finishing for prototypes
Sanding and engraving



PCB design and fabrication
Electronic prototyping and debugging
Microcontroller and SoC integration (Arduino, Raspberry Pi, ESP32, STM32, ARM Cortex)



Digital UV printing
Custom graphics on prototypes
Surface branding and labeling



We let you experience high-fidelity prototypes and mockups in real scale, crafting complete UI product experiences blending physical + digital + lighting

We bring to stakeholders and clients
real product experiences



Left page
Ovens assembly in Habits Lab

Right page
IFA showcase

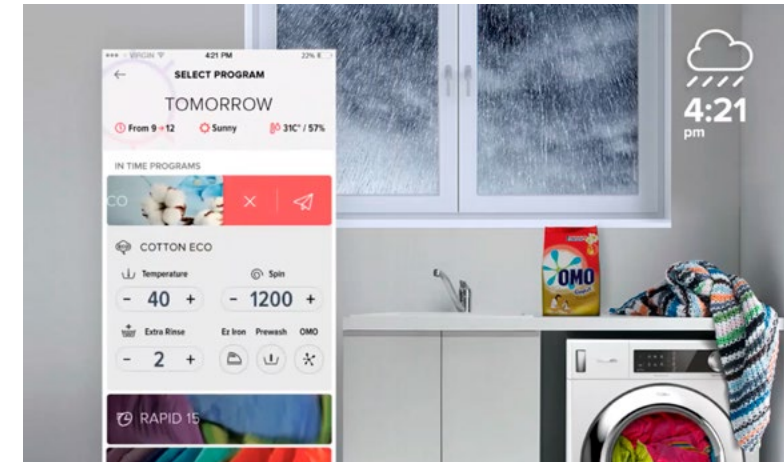
Investigating advanced AR technologies



Left page
Prototype in Habits Lab

Right page
Demo day in Haier HQ

From concept to testing



Left page
Concept rendering

Right page
Interactive setup with display and knob; digital App prototype

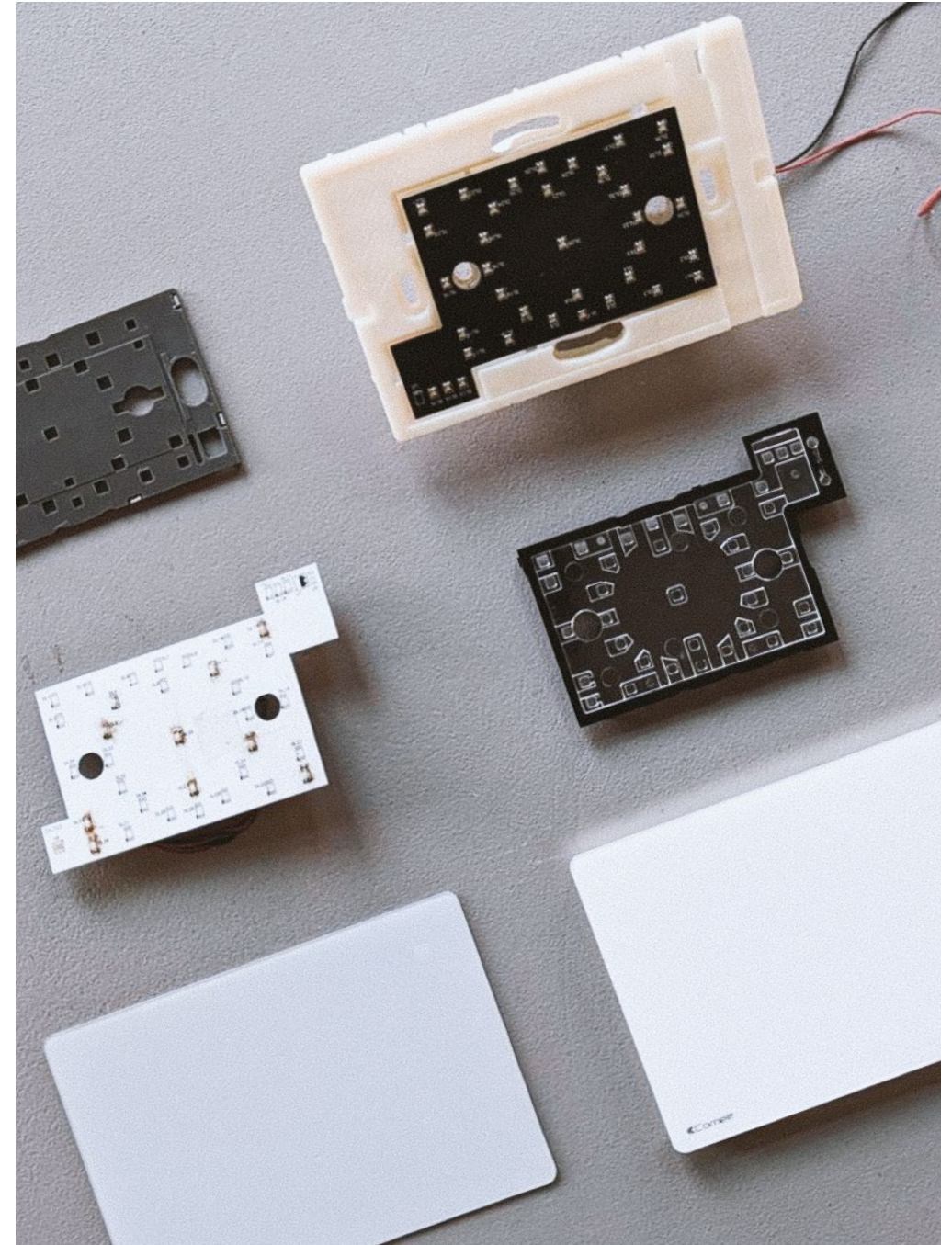
We achieve manufacturing quality standard



Left page
Usage scenarios

Right page
Glass processing details

R&D through electronics

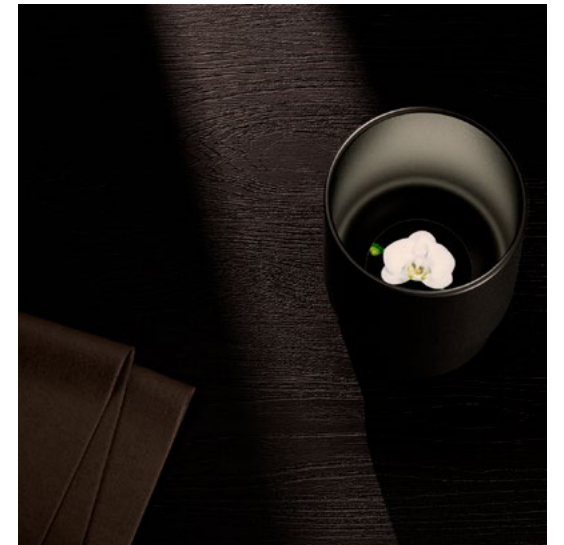


PULSANTIERA DI COMANDO CAPACITIVA PER SERIE ELETTRICHE CIVILI.
Numero deposito: MI2012A000850/102012902050948
Titolare/i: COMELIT GROUP S.P.A.
codice WIPO: 10MI2012A000850
Inventore/i: INNOCENZO RIFINO, DIEGO ROSSI
Data concessione: 07-11-2014
Data deposito: 16-05-2012
Numero concessione: 0001411822
Classificazione: H03K 17/96

Advanced Design

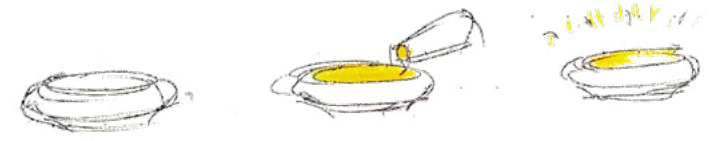
SELECTED WORKS

Luminous tableware that responds to food and gestures

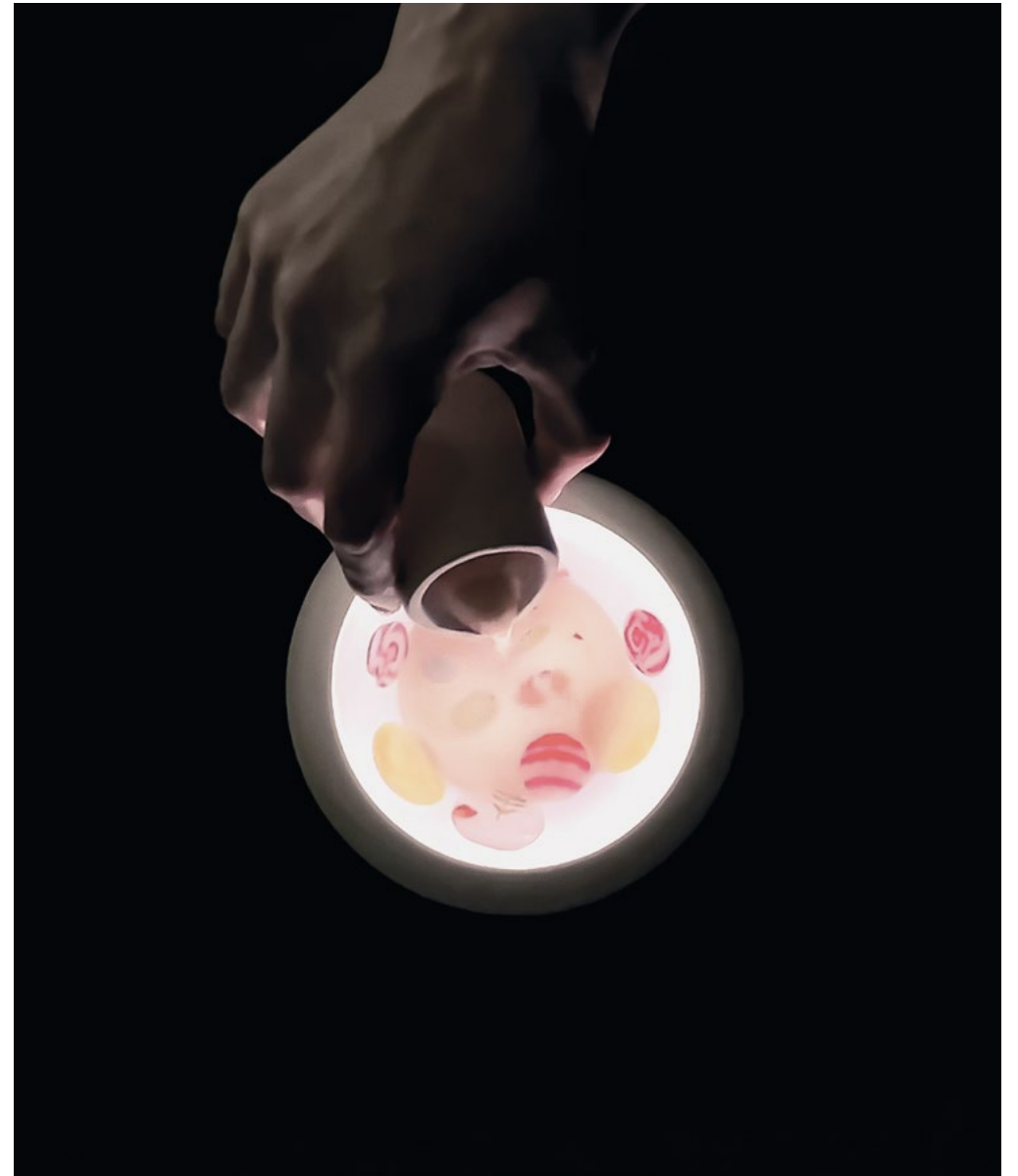




Left page
Electronics and transparent ceramics



Right page
Interactive behaviour



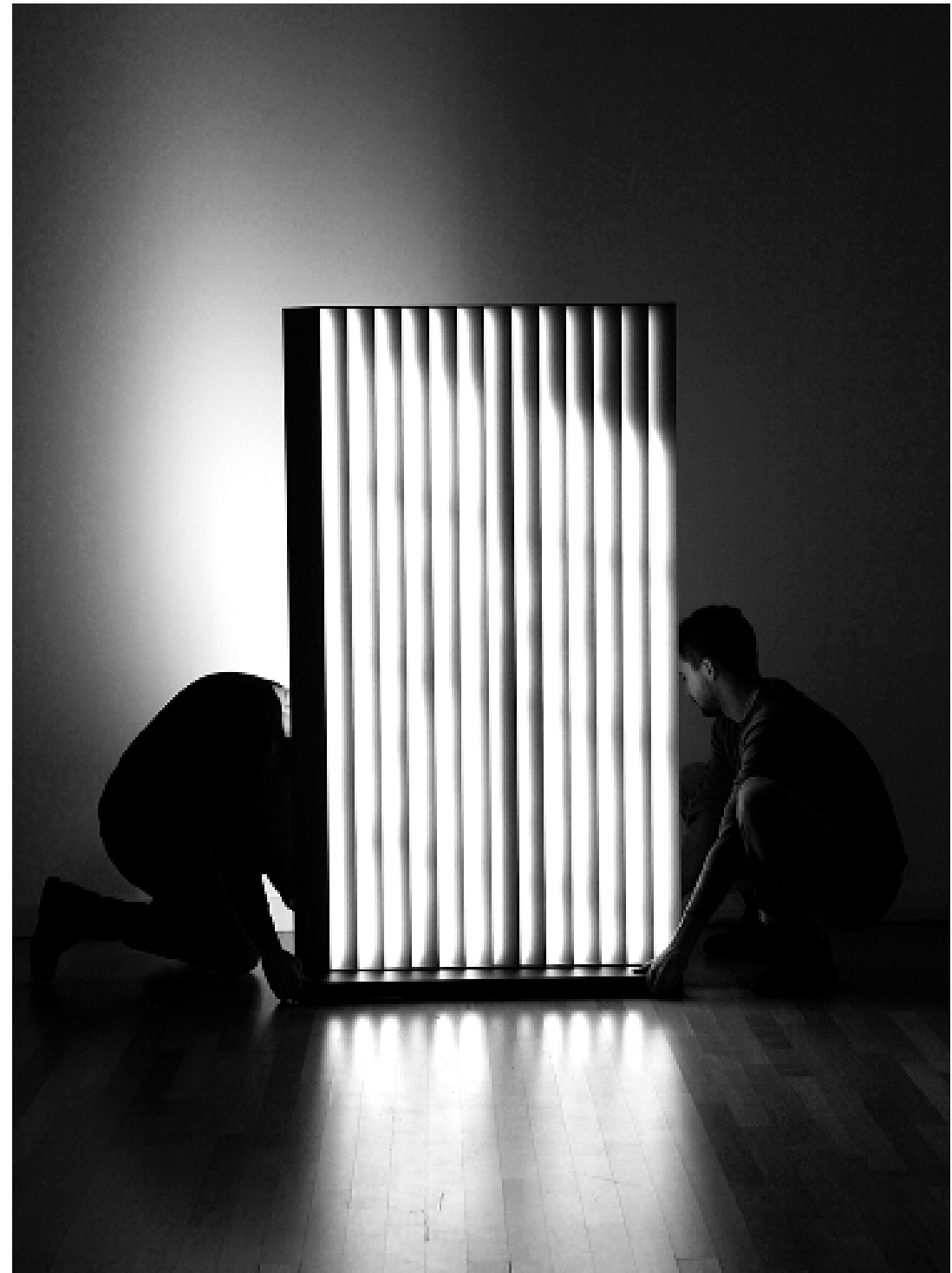


Blending real and digital world, easing the constant pressure of sensory overload.



Left page
MDW 2023

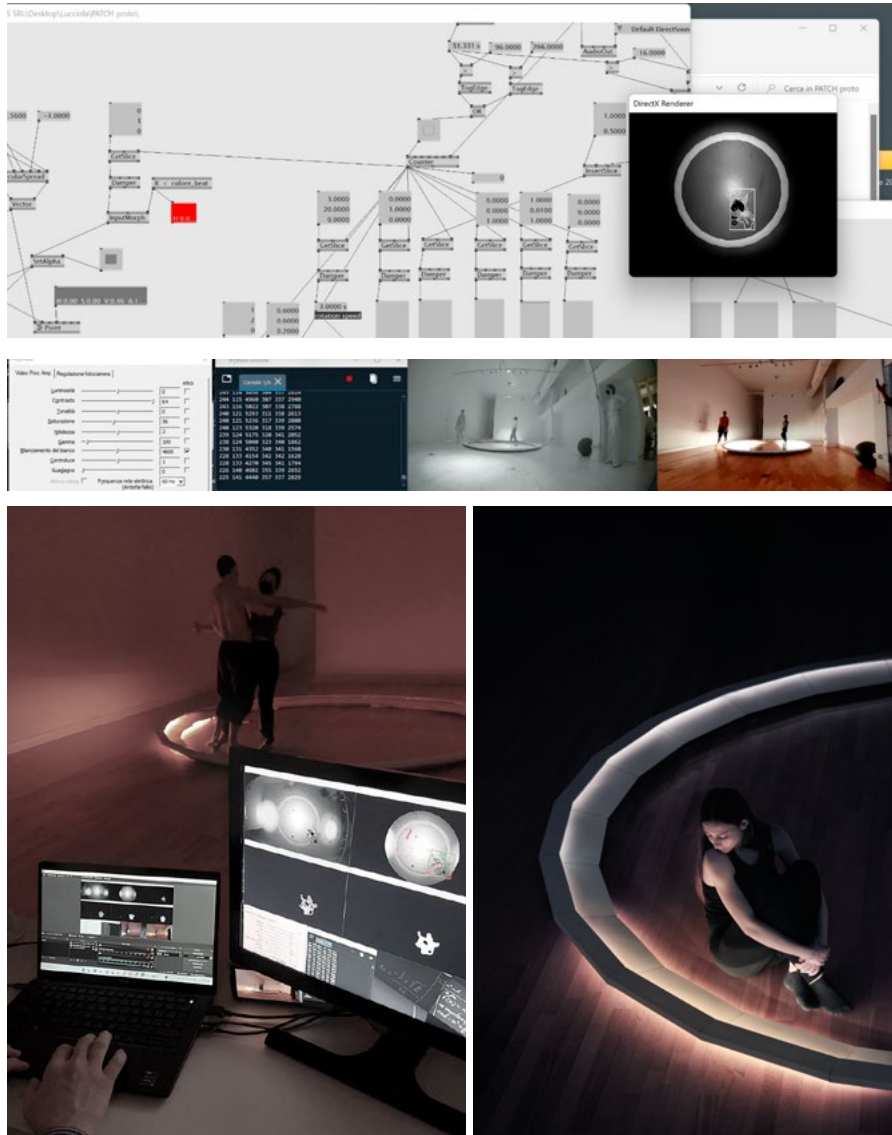
Right page
Testing in Habits Lab





Left page
Module section

Right page
Habits workplace; Hatari at Bangkok Design Week



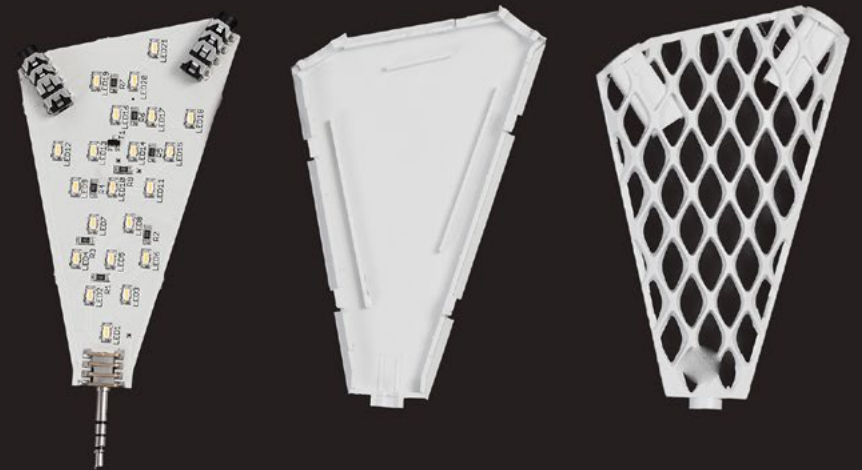
Left page
Behind the scenes

Right page
Dance choreography in Superstudio





Lighting modules can be freely connected and controlled mapping via software the chosen layout, type, and arrangement to create unique, high-impact lighting scenarios.



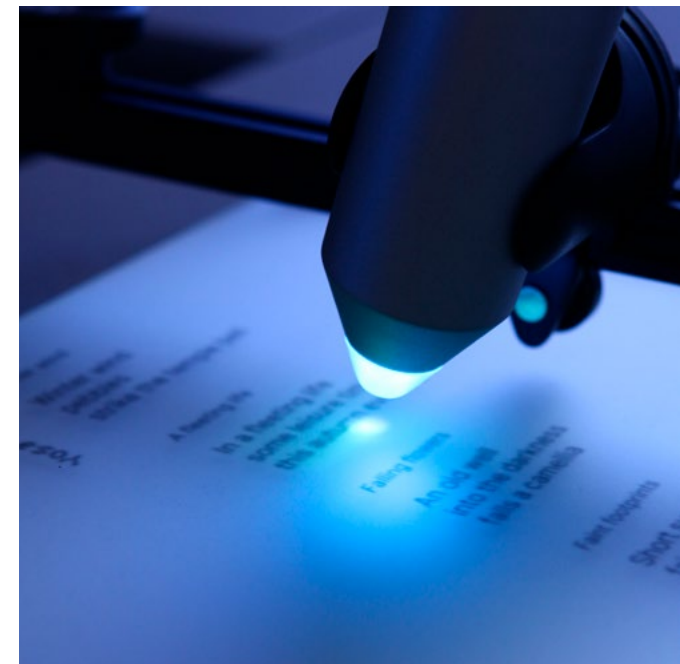
Left page
Lamp modularity

Right page
Components View

Augmented reality reading experience

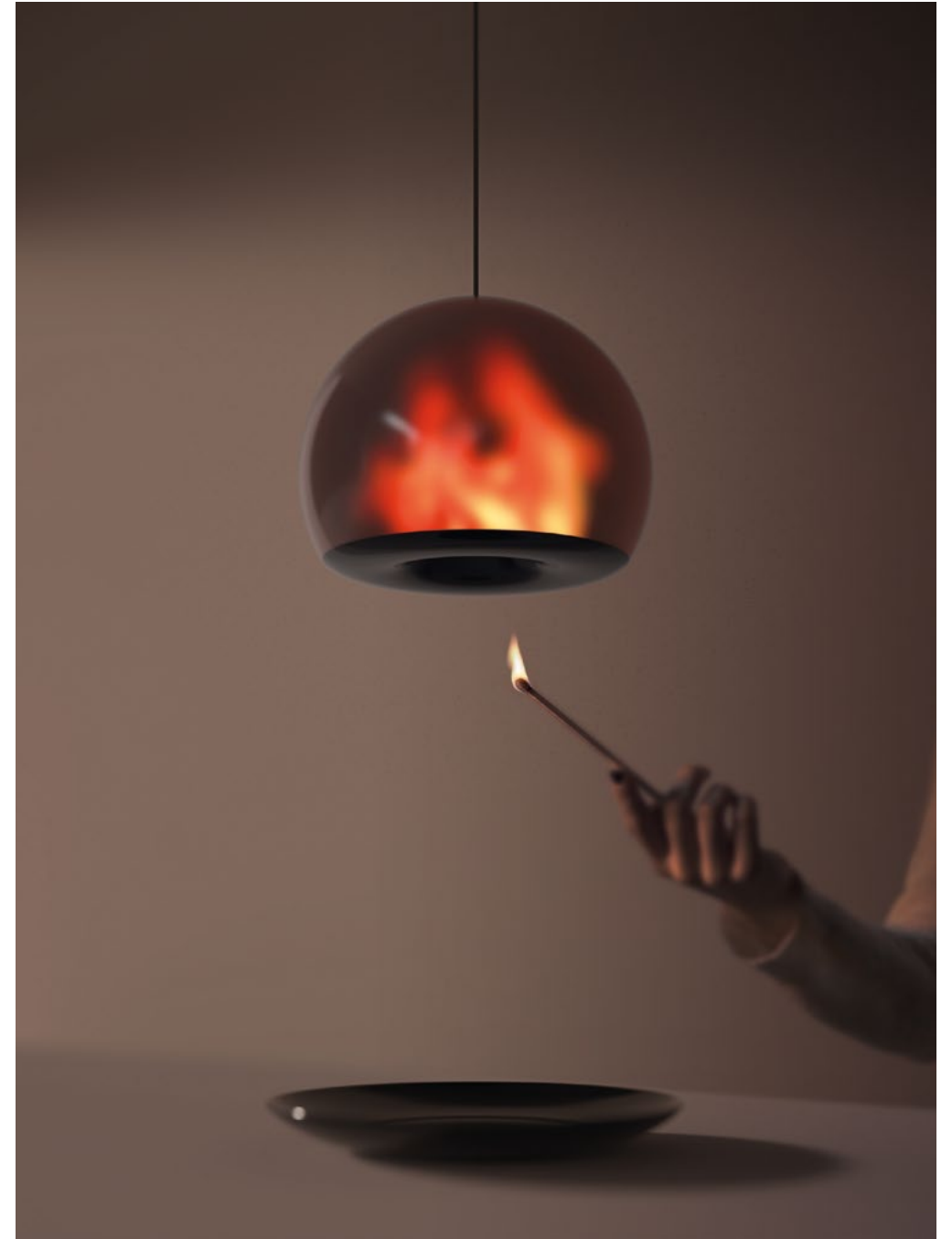
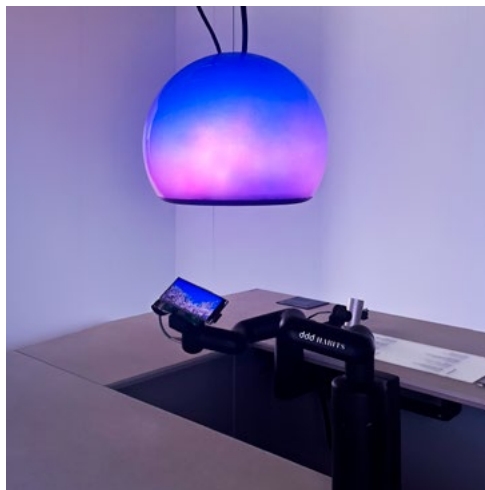


Left page
User scenario



Right page
Robotic installation at Superstudio MDW 2024

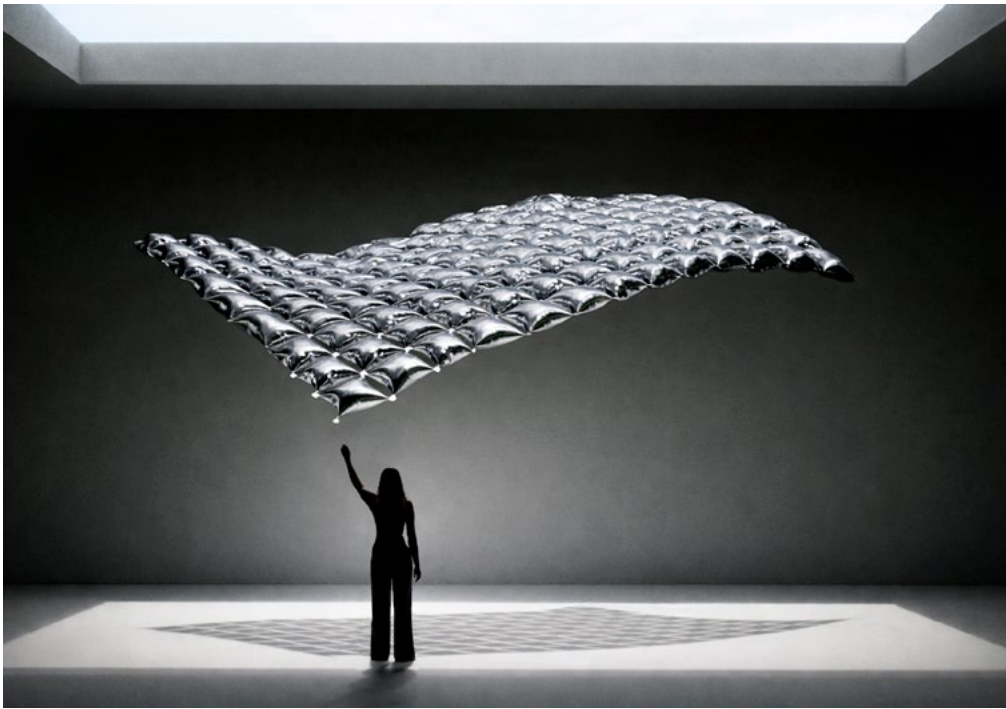
360° lighting environment



Left page
Prototype assembly; installation at Superstudio MDW 2024

Right page
User scenario

Lightweight helium-inflated modules connected by motorized nodes, forming an artificial, responsive sky in constant transformation.



Left page
Interactive Scenario

Right page
Prototype

/ RETAIL

/ FAIR BOOTH

/ EXHIBITION

/ SHOWROOM

/ INSTALLATION

/ VISUAL MERCHANDISE

/ WINDOW DISPLAY

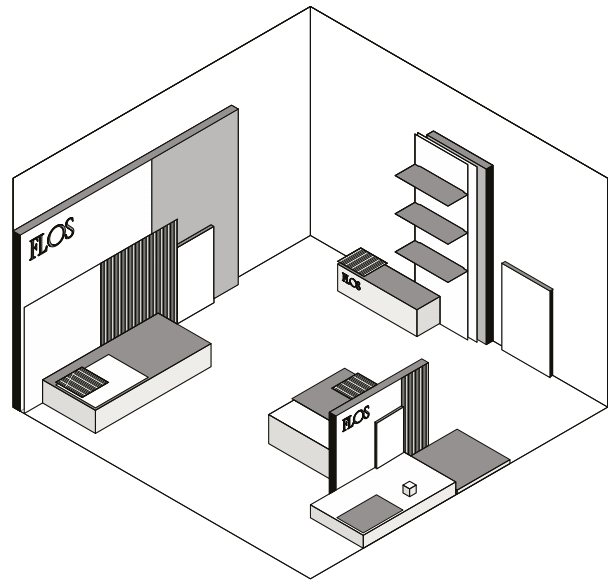
/ SPATIAL BRANDING

Interior Design

SELECTED WORKS

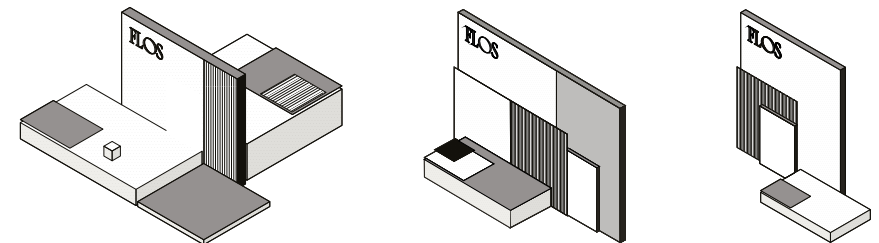
Shop-in-shop system Flos Design Space, Flos, 2021

Layered materials abstract the living landscape, with solids, planes, and lines of light overlapping like theatrical wings to frame lamps at the center.

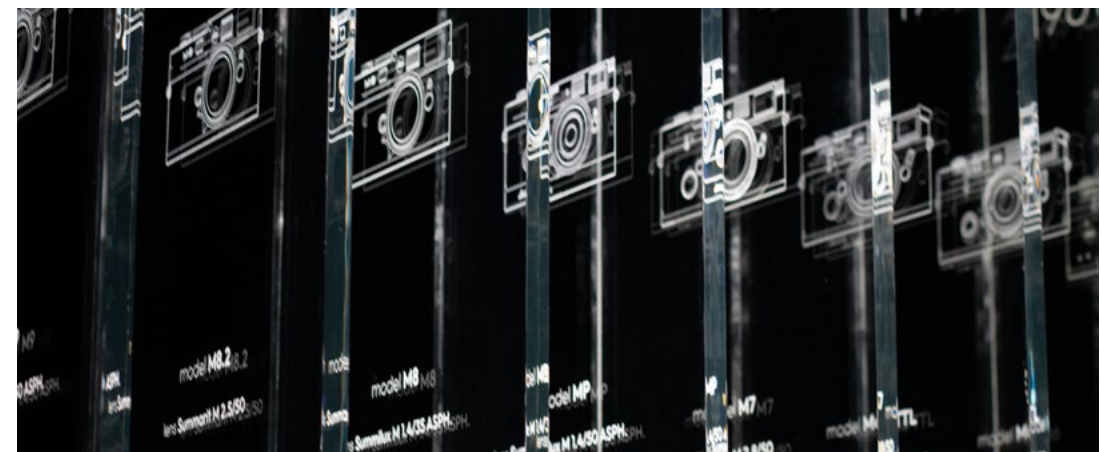
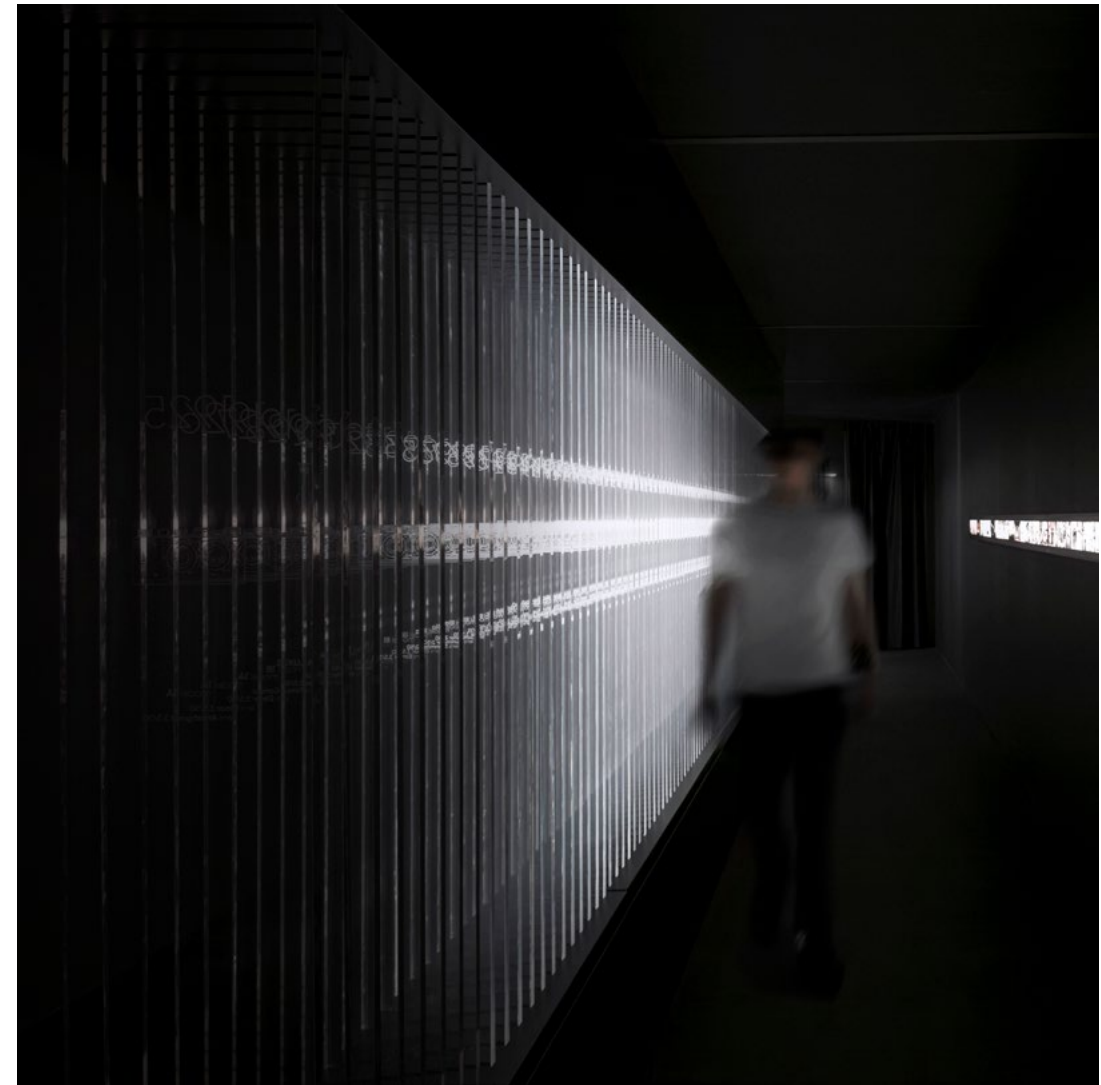
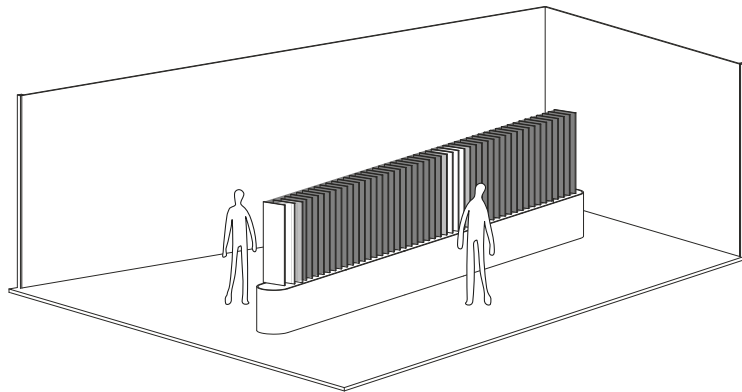




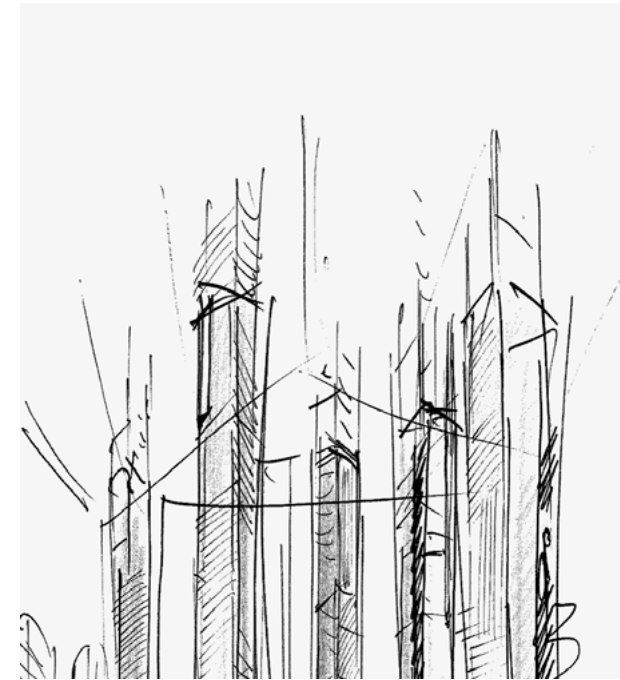
Beirut
 Modena
 Florence
 Zurich
 Milan
 Los Angeles
 Miami Design District
 Taiwan
 Jakarta
 Hong Kong
 Chiba, Japan
 Okayama Prefecture, Japan

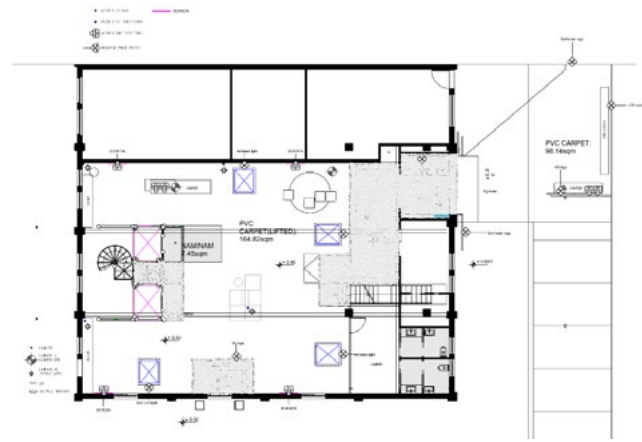


Human presence responsive lighting-glass panels



Spaces Design - Budgeting - Booth Execution - Event
Production - Visual Merchandising - Logistic

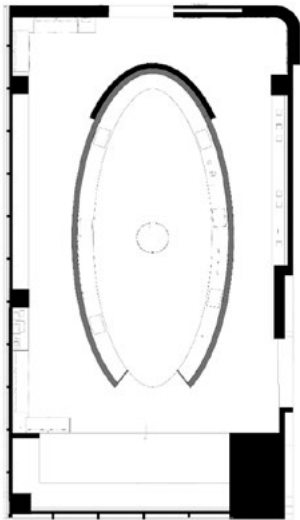




Left page
Construction project and process

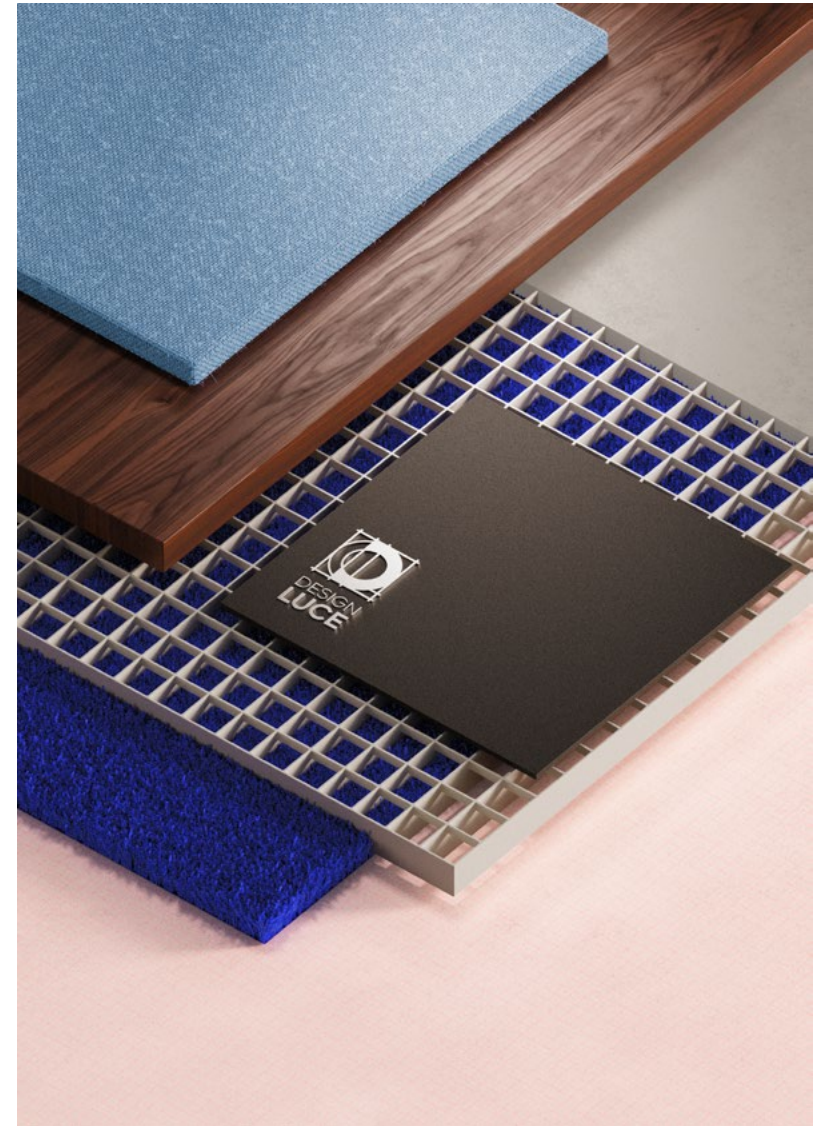
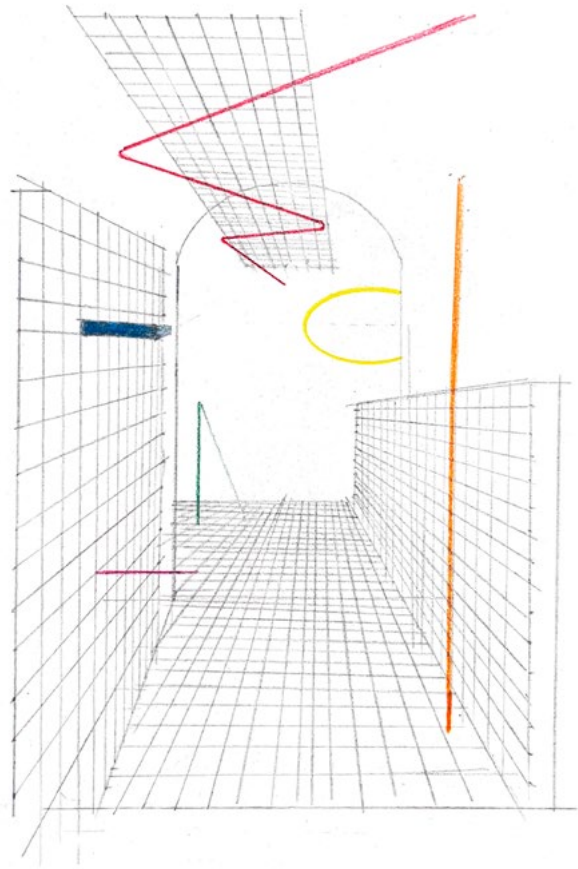
Right page
Opificio 31, 2025

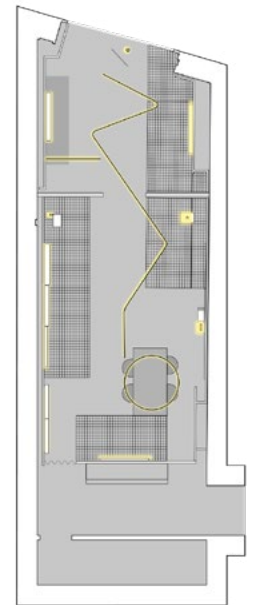
Inspired by products design identity



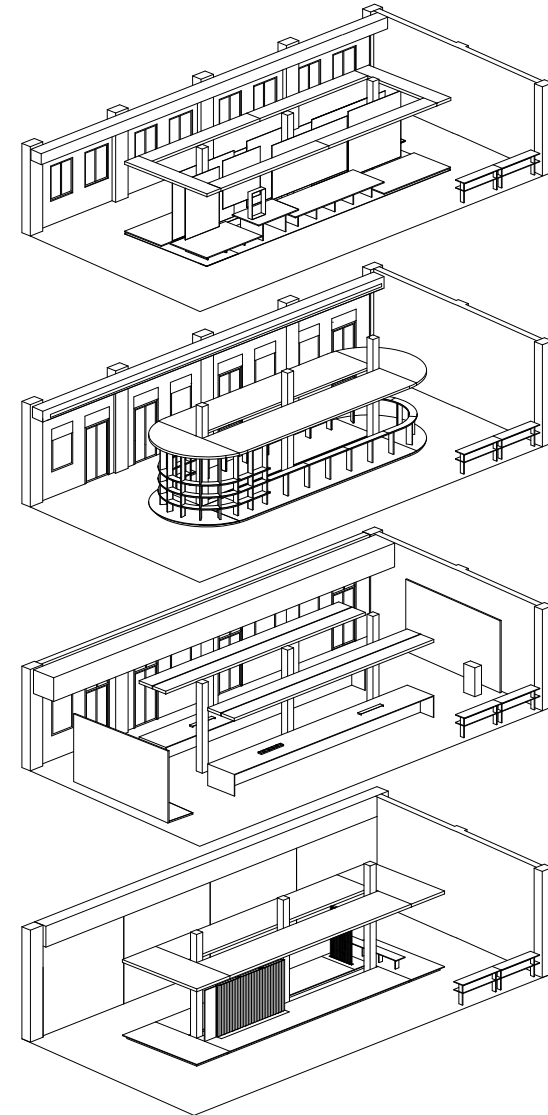


Showroom, shop-in-shop, pop-up exhibitions

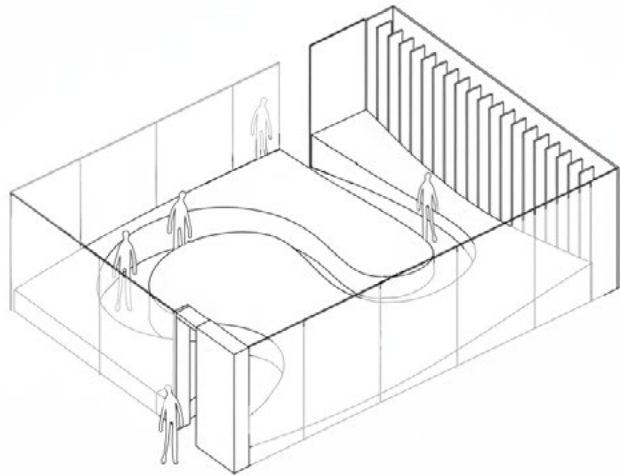




Four-floors building exhibition at Bangkok Design Week



Indoor field moved by artificial wind choreography



/ LOGO DESIGN

/ BRAND IDENTITY

/ VISUALS

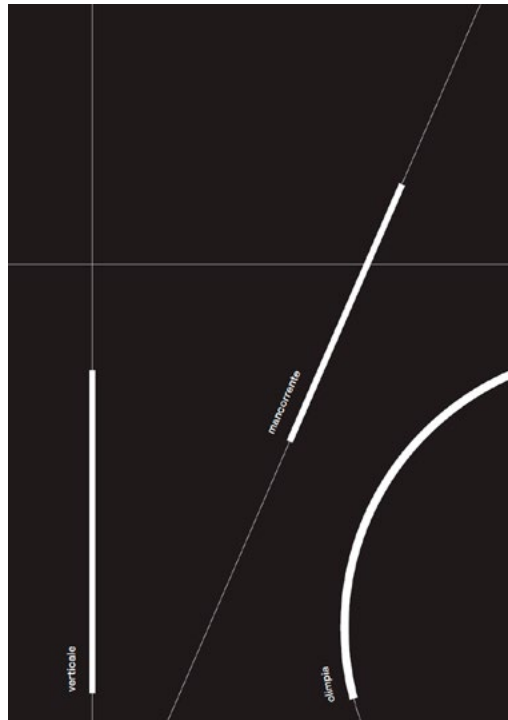
/ CGI

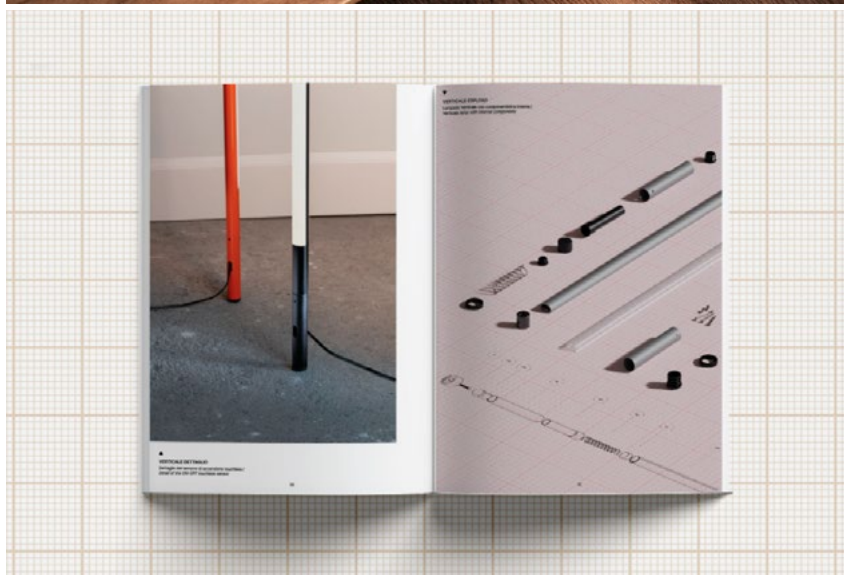
/ GRAPHIC DESIGN

/ EDITORIAL

Art Direction

SELECTED WORKS

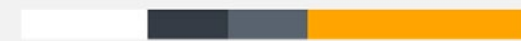
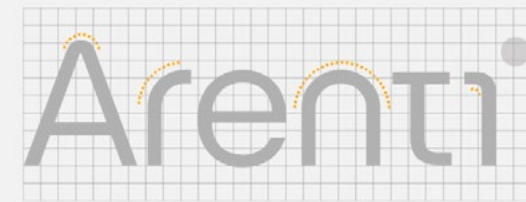




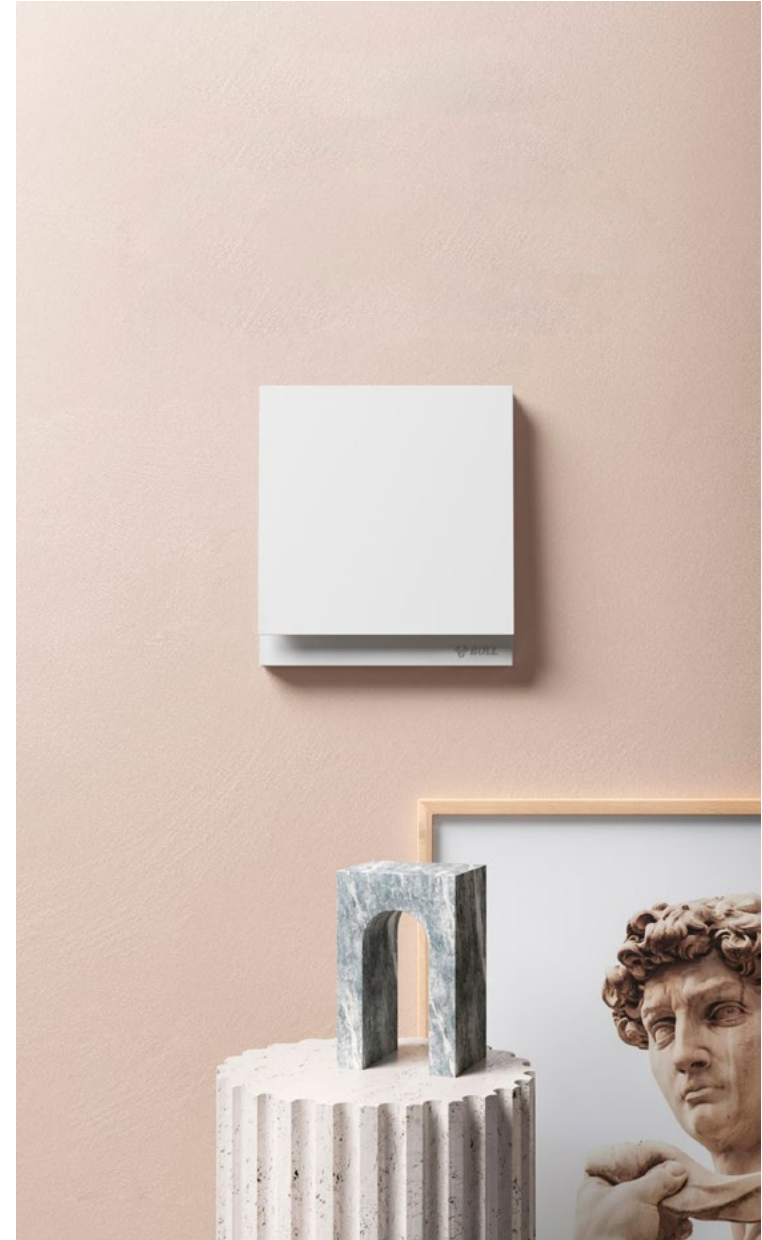
Cuppon



We defined the brand name Arenti, from the anagram of the word retina, referring to the eye.



PIANO⁺
开关系列





I::CUCINA



Research & Culture

SELECTED WORKS

We research, understand and translate people's desires

We tailor methods to each project's unique needs.



User observation

- International Home Visit
- Expert interview
- Product testing
- Prototype & Pretotype test
- Workshop
- Focus group

Digital Ethnography

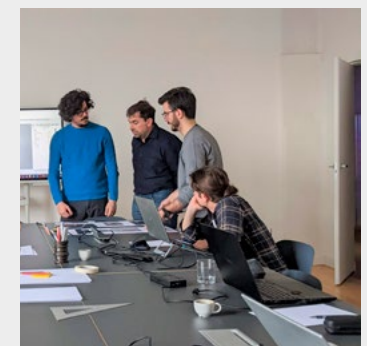
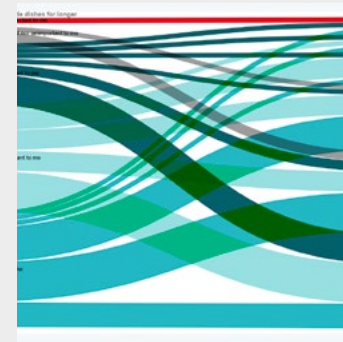
- Interview
- Survey with user screening
- Online workshop
- Daily tasks diary
- Social media insights

Desk analytics

- Trend research
- Report analysis
- Benchmark
- Technological transfer
- AI-based research

Stakeholder activation

- Strategic workshop
- Co-design
- Technological lectures
- Future foresight
- Knowledge sharing



We work with Universities and future designers

Teaching helps us formalize design knowledge and foster new ideas through collaboration. Our team actively lectures and leads workshops at universities worldwide.

We mentor students through thesis projects, guiding them from research to development and prototyping.





We organize exhibitions, contests, and collaborative initiatives to engage with younger generations and expand the boundaries of design.



Exploring new archetypes, technologies and perspectives.

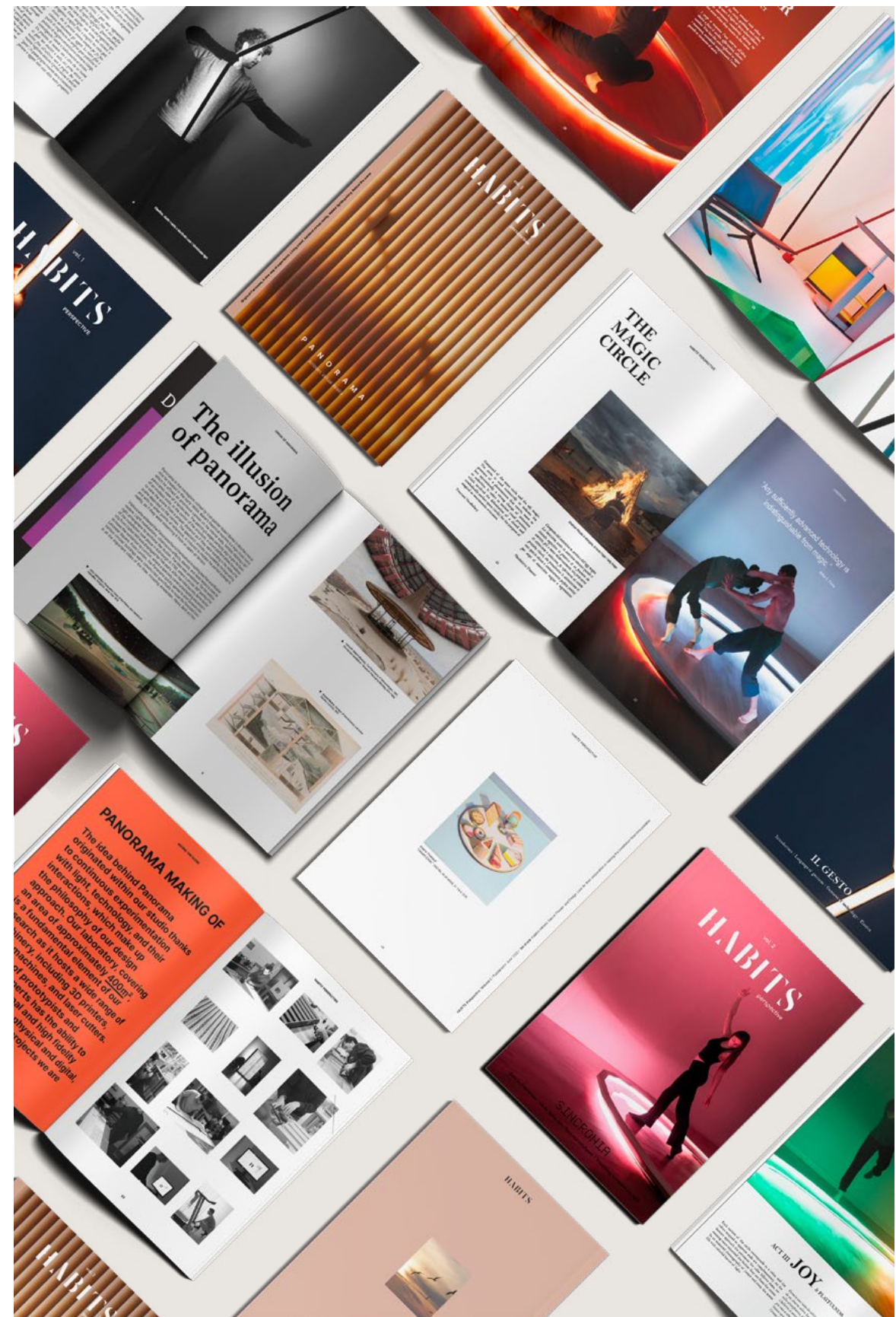


- 2013 Digital Reinassance, Via Cerva
- 2014 Digital Habits, Superstudio
- 2015 Cromatica, Superstudio
- 2016 Synesthesia, Superstudio
- 2017 Humanistic Interfaces, Superstudio
- 2018 Elastica, Superstudio
- 2019 Reflection, via Oslavia 17
- 2022 Sincronia, Superstudio
- 2023 Panorama, Tortona Rocks
- 2024 Digital Domestic Dialogues, Superstudio
- 2025 Light Bites, Superstudio
- 2026 Marea / Tide, via Solferino 24

HABITS' perspective

"Habits Perspective" is an annual studio publication from 2021 offering a personal perspective on topics of interest and experimentation.

Each volume offers a concise overview of topics explored through our work, reflecting our design approach. It guides readers through the thinking process behind projects, highlighting how non-linear paths can lead to effective outcomes.



* CRAFTING THE WONDER, AS A DEEP
AND GENUINE APPRECIATION of
REAL BEAUTY. ♪

For more info surf on www.habits.it

