HABITS
DESIGN STUDIO

Logic via Art

Portfolio | 2023

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

“We study science and art. We design by imagining new habits. We prototype our ideas, incorporating electronics, reducing the gap between physical and digital.”

HABITS PORTFOLIO

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Haier

+ 10 years
major appliances and future products

Panasonic

+ 15 years
speakers, TVs, phones, advanced materials

Schindler

+ 5 years
elevator cabins, lighting, controls and future UX

Comelit

+12 years
interphones, home automation touchpoints, UX

ABB

ARMANI

BUGATTI

BRAUN

BULL

CANDY

CAMPARI

DeLonghi

esa

EVOCA GROUP

Ferroli

FLOS

Hatari

HOOVER

IMETEC

KOHLER

LUCE PLAN

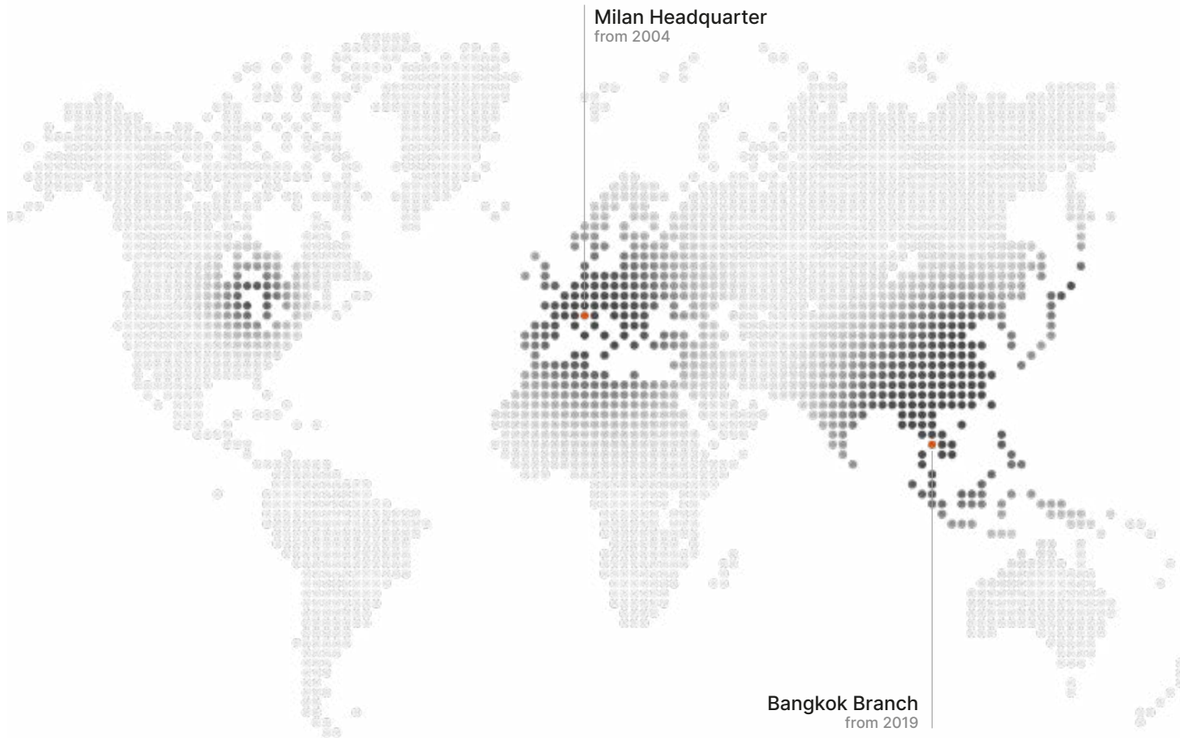
LUXOTTICA

martinelli luce

Rinnai

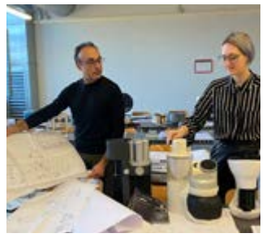
80+ ongoing worldwide stories.

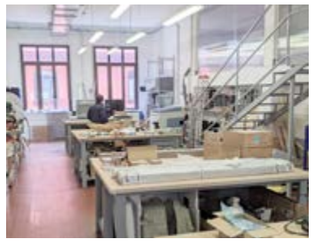
Italian heritage, worldwide stories

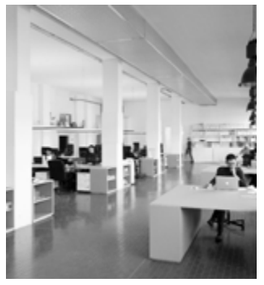


Since 2004, we provide our design services to global clients from the city steeped in the culture of design, Milan. We are deeply connected to the historical heritage of Italian design, drawing on its roots to transfer it to a global scale.

Recognizing the unique Asian technological know-how, we started a branch in Bangkok to be better in touch with local manufacturing expertise and capabilities. Our work is a bridge between the advanced Asian manufacturing capabilities and the Italian Design.







We are a team of 30+ industrial designers / mechanical and electronic engineers / model makers / UI/UX designers/ interaction specialists / user researchers / university teachers with a global point of view.

We are ready for new design challenges.

Currently we design in Light & Air / Audio & Video / Home automation / Food appliances / Clothes caring / Wellness & Health / Digital UI / Interior & Exhibition

Decorative and Architetcural Lighting /Outdoor & Technical Lighting /Air Conditioning & Cooling /Air Treatments, Purification /TVs /Speakers /Cameras /Elevators /Controls & Switches /Entry Door & Intercom /Security Systems /Refrigerators /Built-in Kitchen Appliances /Food Processors /Small Appliances /Water Dispensers /Taps and fittings /Bikes /Phones / Laundry Machines /Tumble Dryer /Washbasin /Rehabilitation /Wearables /Sport Equipment /Pet Care /etc.

INDUSTRIAL DESIGN

The shape is calm and precise, interpreted in terms of the substance, meaning and language, not purely on the decorative aspects.

UX/UI INTERACTION

We work on cross channel platforms (physical interfaces, IoT, mobile, web) to create meaningful interactive experiences.

CODING + ELECTRONICS

We bring to life prototypes through high-fidelity interactive mockup and interfaces.

PROTOTYPING + ENGINEERING

We create realistic and functional prototypes to test our concepts, anticipating manufacturing matters.

RETAIL AND INTERIOR

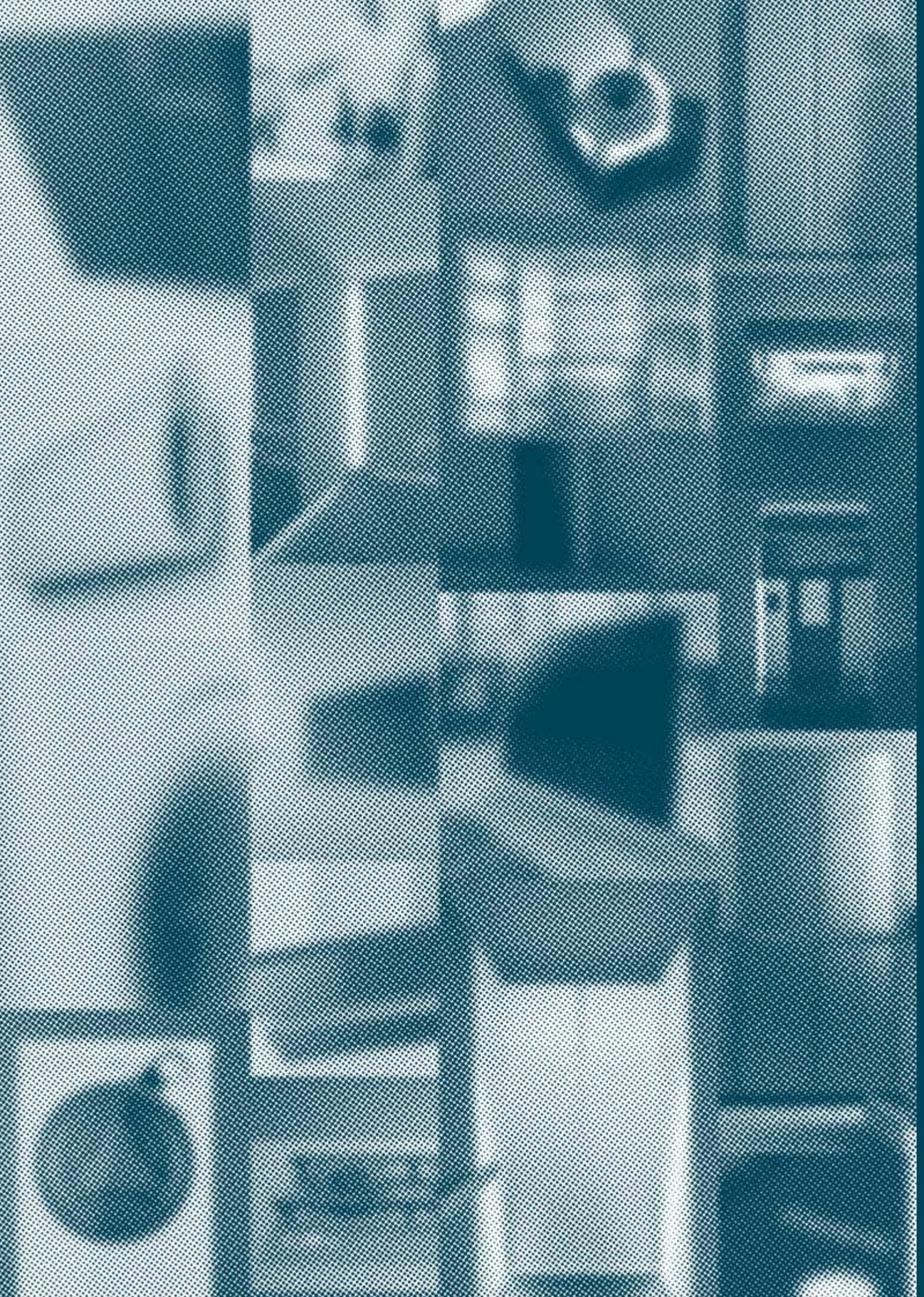
We spread brand values and product innovations through spatial and exhibition experiences.

DESIGN RESEARCH

We forecast trends and market insights, focusing on new design opportunities. We test on field our vision to build future products on them

BRAND + VISUAL

We define new unique brand visual design languages, helping companies to stand out.



Cooperating with multinational corporations requires us to be *confidential,* so most of our succesful works stay behind the scenes.

180+ international awards.

reddot design award
x15

x15

GOOD DESIGN
x16

PLUS X AWARD
x35

GOOD DESIGN
x7

Premio Compasso d'Oro ADI
menzione d'onore
x2

DESIGN ADI
x11

HONORABLE MENTION 2020
x2

PREMIO PER L'INNOVAZIONE ADI DESIGN INDEX
x1

DESIGN PLUS
powered by light+building
x10

German Design Award
x4

archiproducts DESIGN AWARDS
x2

◀ **Leg**
Detail | fire extinguisher
2015, Daken

Logic via Art.

The word **VIA**, with its latin meaning “through”, indicates how science, technique and virtue merge together in creativity and self-expression. As during the Renaissance period, when the artists themselves were the inventors of their own techniques, we believe in a multidisciplinar modus operandi, solving complex problems with visionary and analytical solutions.

- **Industrial + Interaction Design**
- **Interior + Exhibition**
- **Future Visions**
- **Research for Innovation**

ANGLES

Propositions from our design ~~language~~ doing

/ Form should be the exact synthesis of culture and desire

/ Images are the foundation of our grammar, punctuation is more important than spelling

/ Ideas have an expiry date

/ Body and mind, form and function, physical and digital are not dichotomies

/ Mistakes drive choices as much as intuition

/ The practice of simplicity requires the ability to maintain clear thinking throughout the process

/ Research becomes effective only through practical experimentation

/ Turning an inspiration into a finished product is a matter of character

/ Spontaneity needs to be practised to turn into creativity

/ Wonder makes objects free from the banality of consumption

/ Leave all preconceptions behind and observe phenomena for what they are

/ The archetype is the steel structure embedded in the concrete

/ Through curiosity we care about objects and so we care about the world

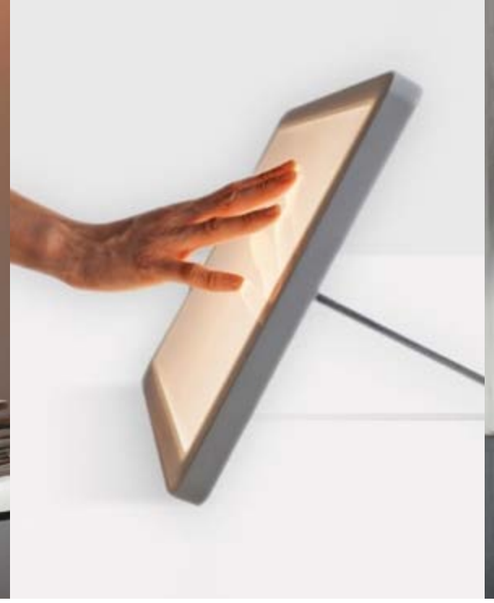
/ The experiment nurtures the innocence of thought

/ Cultivating doubt is the real anti-age

/ Only mastering the technique allows talent to be unleashed

Industrial + Interaction Design

The design language applied by Habits is essential and concise. Calm and precise, it is a mindful balance of honesty, beauty, innovation, discretion, coherence, ethics. The shape is interpreted in terms of the substance and not purely on the decorative aspects.



20 years of experience in lighting innovations and more than 50 lamps on the market.

Over the past two decades, the lighting industry has undergone significant changes, from the introduction of electronics to the arrival of information technology. Habits has always anticipated the development of new technologies in lighting, interpreting and bringing to life new shapes and experiences.

Light is our DNA

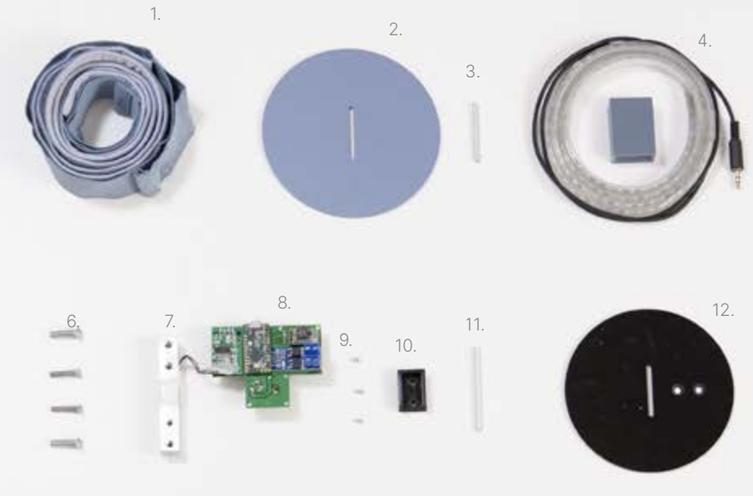
decorative | outdoor | architectural | interactive

Design the unexpected

◀
Elastica
Flexible light
2018, Martinelli Luce

Elastica is a flexible linear lamp for ceiling-floor installation. A heavy base together with the elastic material allow different heights adaptability, as well as the inclination change.

The on / off and the light intensity adjustment is possible through the natural interaction with the elastic fabric. The lamp is made out of two-toned fabrics, on one side the white textile diffuses the light of the strip led, on the other side, the colored lycra strips mark colorful lines in the interiors.



1. elastic band
2. base cover
3. upper band block
4. led stripe
5. ceiling hook
6. load cell screws
7. load cell
8. electronics
9. electronics screws
10. electronics block
11. lower band block
12. laser cut sensor cover
13. base
14. weight
15. electronics case

“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.”

◀
Metrica
Adjustable lamp
2021, Martinelli Luce

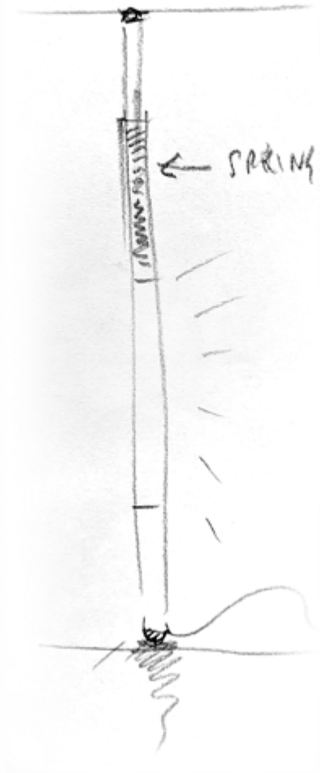
METRICA by martinelli luce

Light per cm

Metrica takes its name from the classic measuring instrument, the roll meter, inspired by the same gesture of extraction: by replicating the same movement, the LED light source can be extracted or repositioned inside the lamp body. Analogue movement is interpreted by an optical sensor capable of switching the LED portion on and off.

Light as a sign

▶
Genoa
Wall lamp
2020, Design Luce

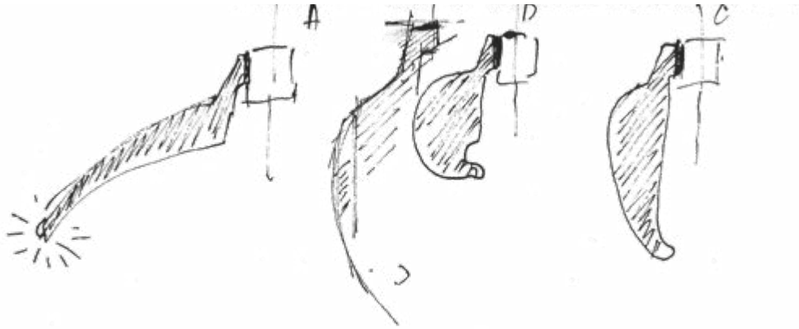


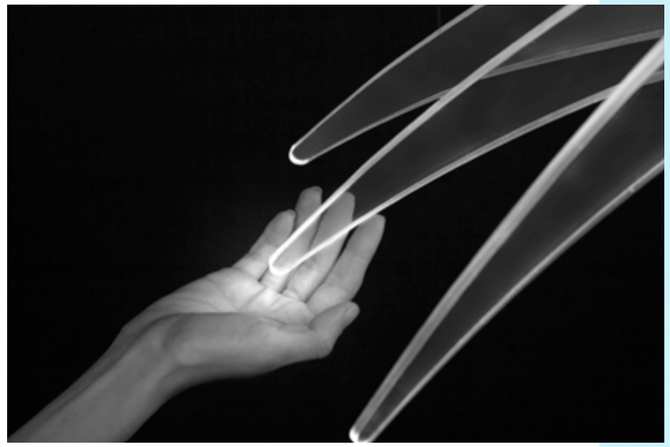
▶
Verticale
Floor-ceiling lamp
2021, Design Luce

Modularity and transparency

A new perception of the luminous object, with light, material and colour interacting through a game of transparency, reflection, refraction and diffusion.

The body of the lamp consists of ribs in injection-moulded transparent methacrylate, hiding the bulb, guaranteeing transparency and brightness. The ribs transmit light at the edges amplifying their brightness as there were many bulbs of a virtual chandelier.





▶
Agave
Suspension lamp
2003, Luceplan

Process contamination

E04’s detail of the electrical cable graft is obtained by hydro-forming an aluminum tube. This technology was transferred in lighting design from the production of bicycle frames. We achieved a new and surprising “blossom” form factor, and the first double emission cylindrical lamp on the market.

reddot design award

DESIGN PLUS
powered by light+building

E04
Hydroformed lamp
2006, Luceplan

Design the essential

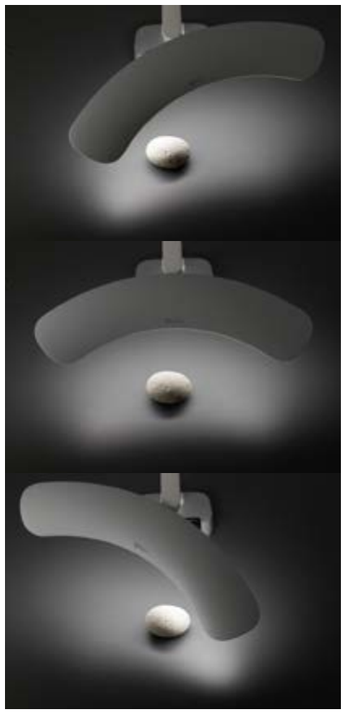
◀
Minimini
Suspension lamp
2009, Luceplan

▶
Study on cast shadows
Lamp prototype
2022, Bull

◀
Shadowless
Desk lamp
2022, Bull

Light is shadowless

Shadowless is a table lamp designed to give the user adaptive and shadowless lighting, thanks to the distribution of the light on the arc shaped head and a unique joint system.



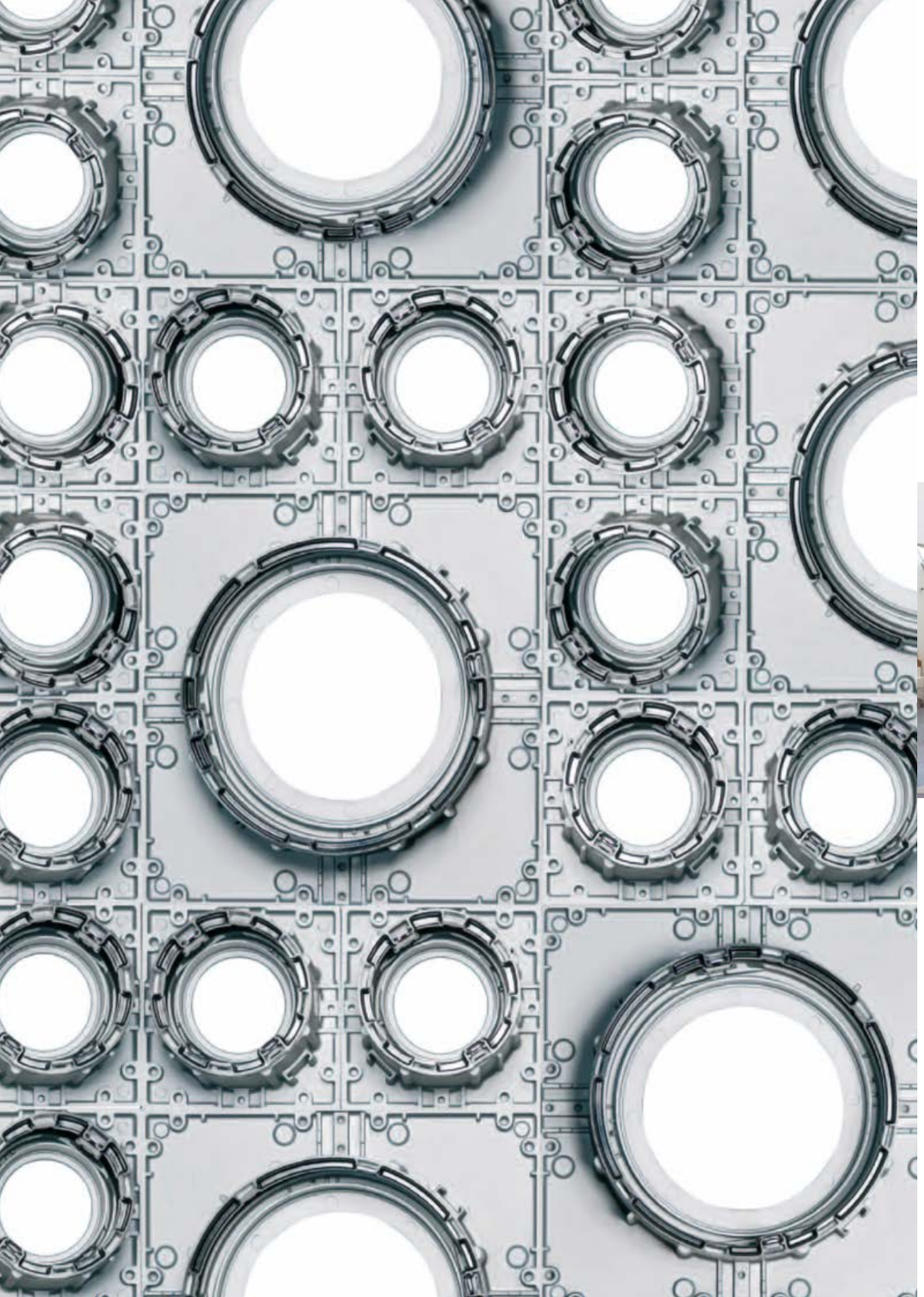
◀
D70 Boxer
Modular floodlights
2018, Castaldi Lighting

Outdoor lighting

Habits has a deep tradition and knowledge of technical lighting, developing multiple outdoor light systems and lamps. We combine optical, electrical, and mechanical performances with formal balance, seeking lightness in complexity.

◀
KEA
Light module
2016, Castaldi Lighting

◀
e01
Architectural light
2008, Luceplan



▲
e06
Minimal projector
2008, Luceplan

Architectural Solutions

Simple, primitive shapes and the use of mimesis help to create a sense of harmony and balance, in a dialogue with the architecture.

▶
e01 + e03
Linear Light
2010, Luceplan

Habits developed an empirical and analytical approach in the definition of new relationships between people and home automation products. The design process focuses on creating iconic and functional products, discrete and integrated in the architecture. We often use light as information in shape of ambient feedback.

Building automation

We design technologies for architecture.

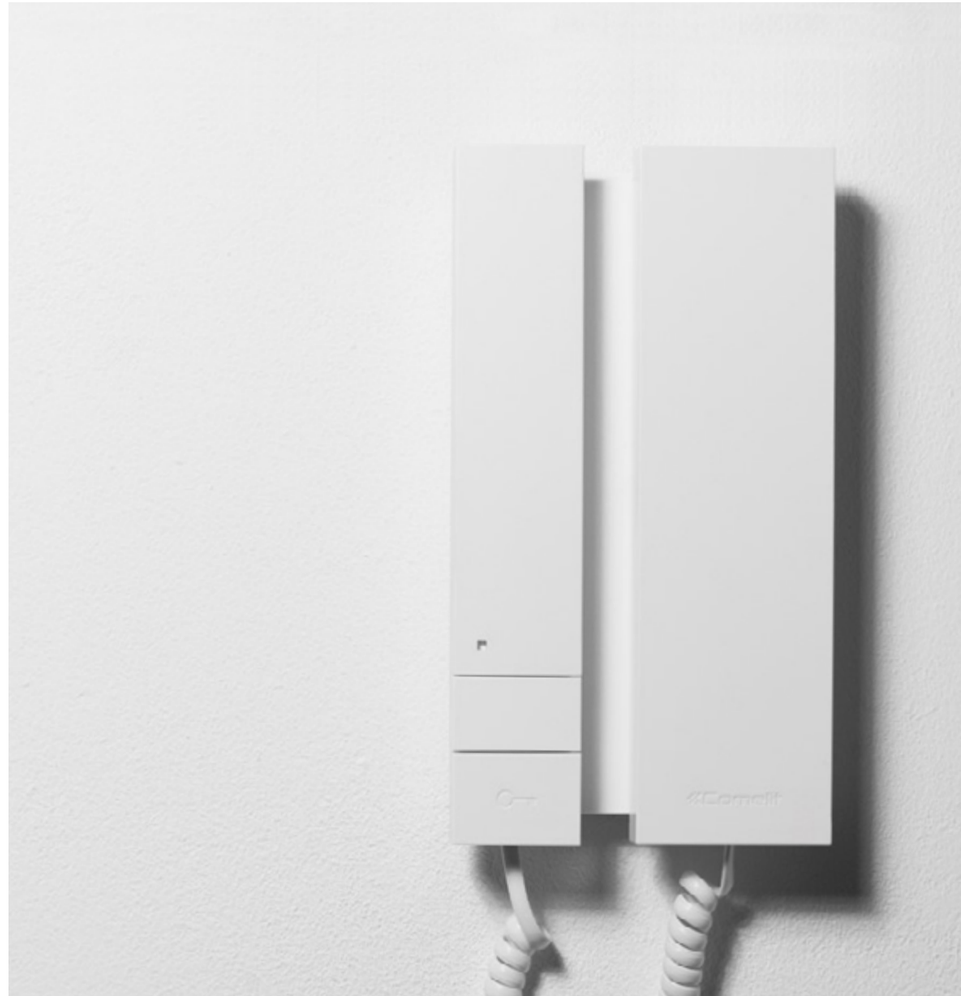
A distinctive architectural design language for Comelit

30+

Products designed

▲
Mini
Intercom
2015, Comelit

▲
Mini Handsfree
Entry Phone
2015, Comelit



▶
Mini Audio
Door entry phone
2015, Comelit

▶
3ONE6 Sense
Entry Unit
2013, Comelit

Sensored metal

The Sense 316 door entry panel is made entirely of AISI 316 stainless steel. In contrast to traditional products, the metal surface is free of buttons, as the surface itself is touch-sensitive. The front panel is made using a sophisticated production process to achieve the required differences in material thickness needed for the capacitive sensors to work.

Sense 316 sets itself apart with a metal surface offering the highest level of material uniformity and through the absence of any apertures on the front panel. This simplicity of look and materials makes for a very robust and compelling appearance.

GOOD DESIGN

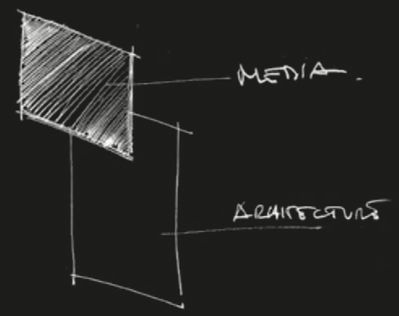
reddot design award

▼ **Quadra**
Entry Unit
2015, Comelit

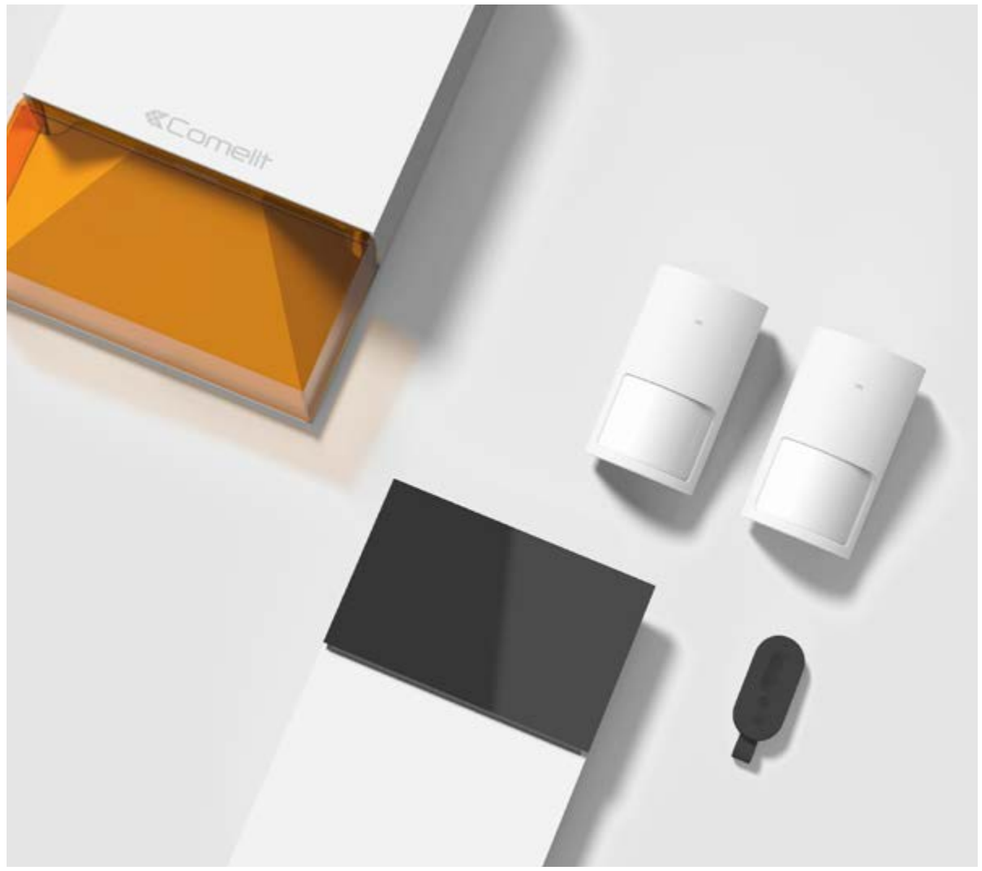
◄
Vedo
Anti-intrusion system
2021, Comelit

Surfaces and layers

Hub is an alarm system for home automation: the white rectangles design represent the home integration as an interior element, while the black elements means the computational intelligence of the system.



HUB ▲
Home automation
2019, Comelit



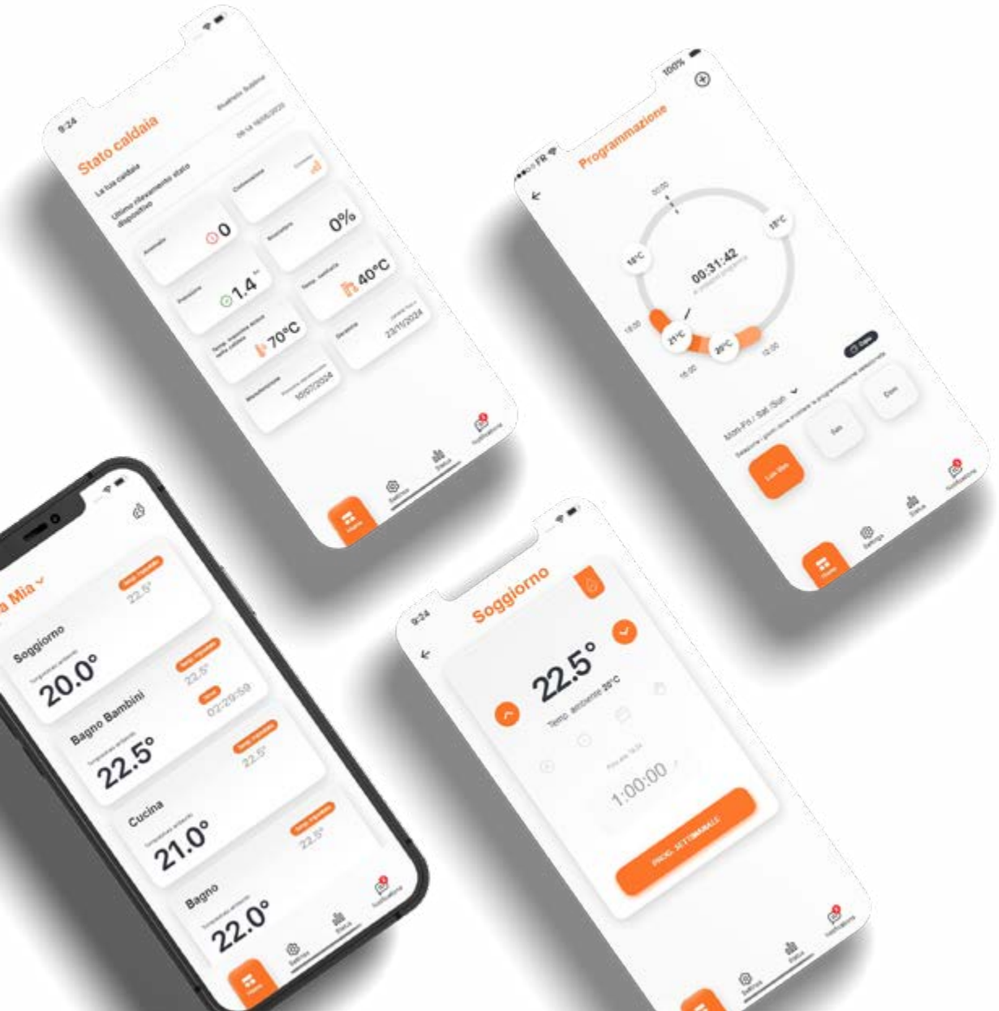
►
HUB
Home automation
2019, Comelit

Meaningful lighting

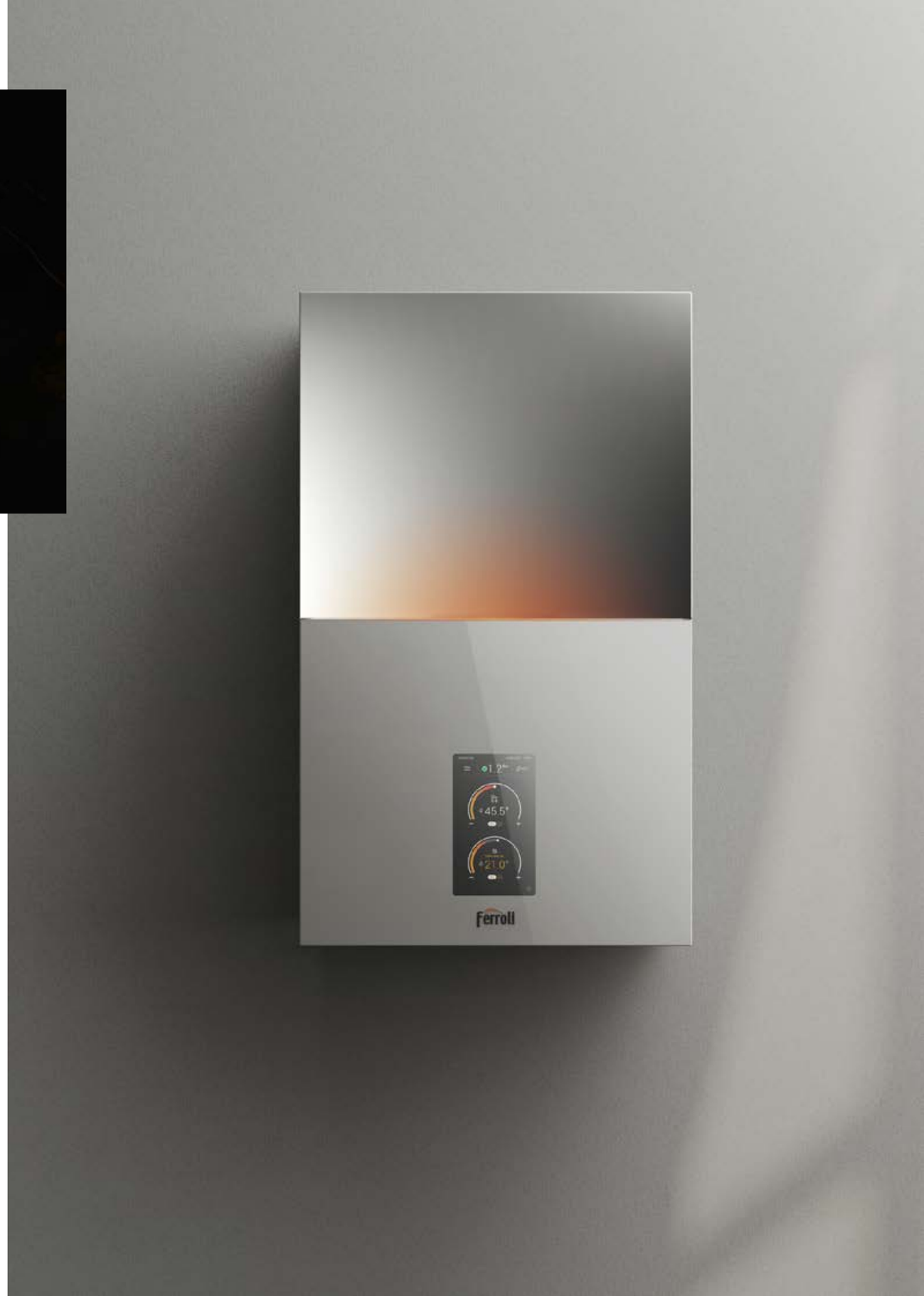
The Bluehelix Sublime water heater design gives a shape contrast (flat panel in the lower part + soft curve in the top one) to the front face of the product. The concave upper part is both aesthetically pleasant and functional, designed to reflect the light feedback in the ambient.

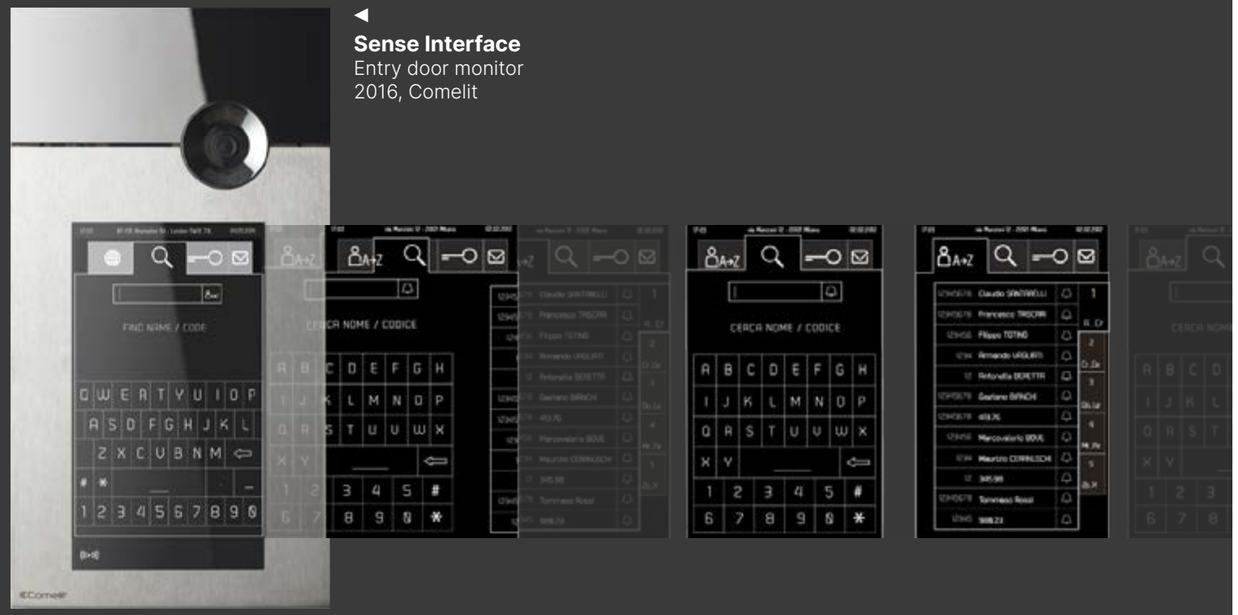
In addition we designed the interfaces both embedded in the product and remote (app); we worked on the overall product experience.

▶
Bluehelix Sublime
IoT water heater
2020, Ferroli



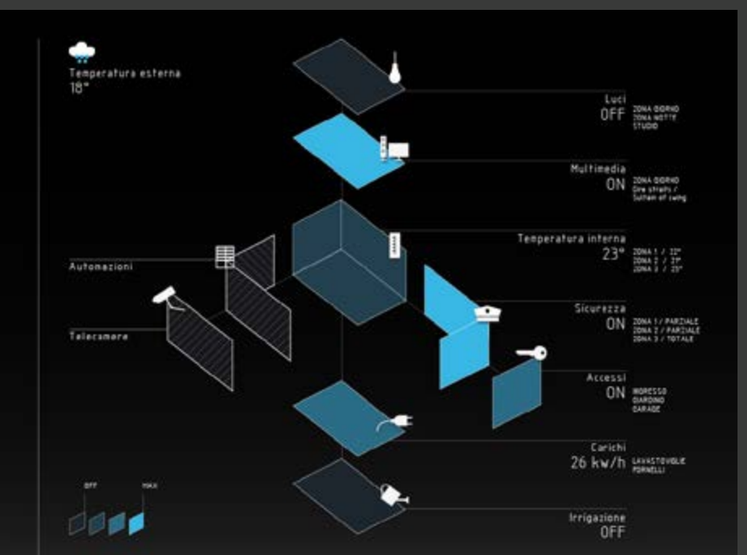
◀
Ferroli App
IoT System
2020, Ferroli





Sense Interface
Entry door monitor
2016, Comelit

Comelit Home App
Domotic App
2013, Comelit

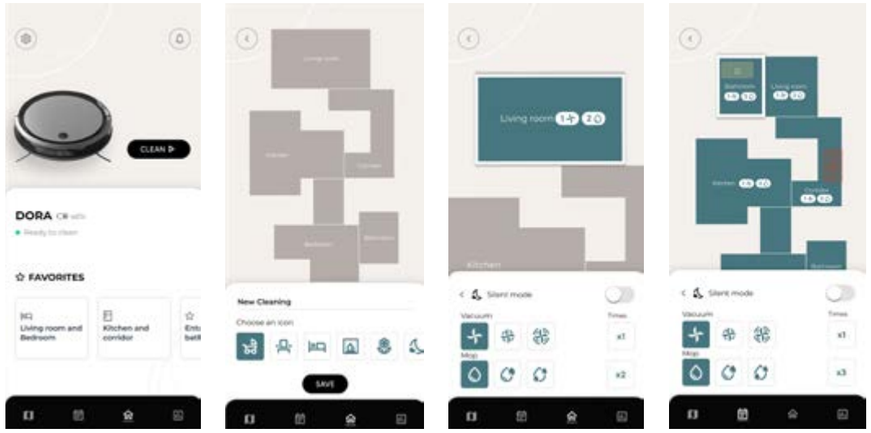


Software Konnex
Home automation system
2011, Eyeon

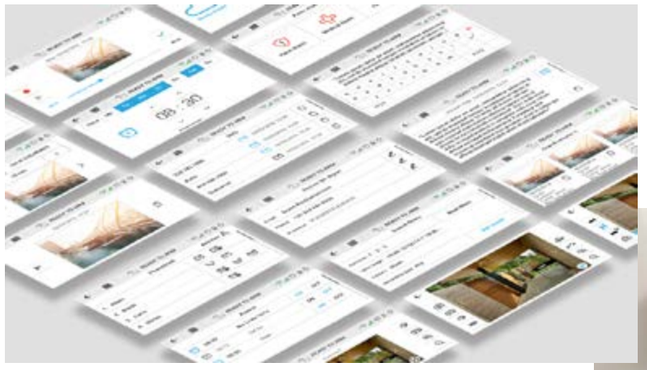
Consumption system
Domotic App
2013, Comelit

Physical to digital

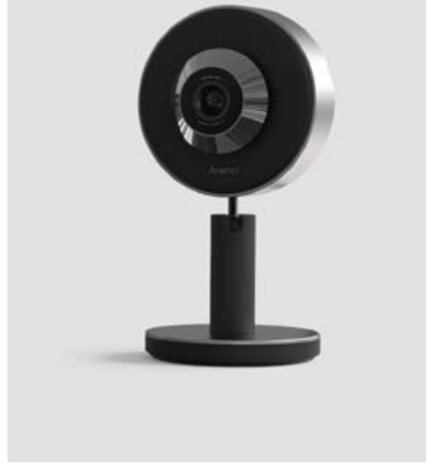
We design innovative interfaces that connect human habits and technologies creating **holistic experiences**. We have experience in designing full digital assets of our physical projects, from integrated visual interfaces to mobile and web app.



Borine Connect
Cleaning app
2022, Borine



Icona Interface
Home automation monitor
2016, Comelit



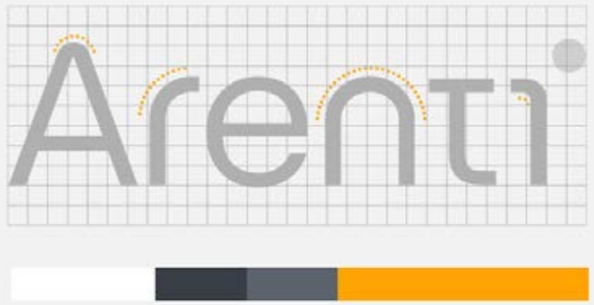
An iconic metaphoric design identity for Arenti

Starting with the metaphor of the eye, we identified a number of distinctive elements that led us to consistently design the entire product family.

◀ **Eye**
Security Camera Series
2021, Arenti

RETINA
ARENTI

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



◀
Arenti identity
Logo, website, app and packaging
2021, Arenti

We design shadows

The switch becomes visible only when illuminated by the ambient light, creating a physical shadow through the layering and composition of materials.

reddot design awarc

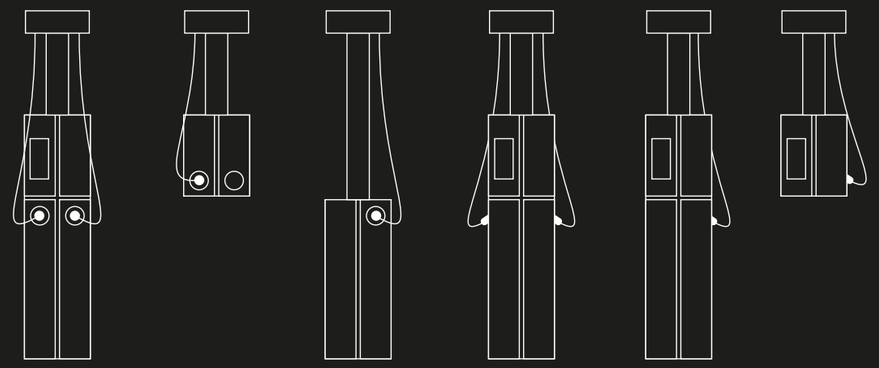
▶
G27 series
Wall switch series
2020, Bull

▶
Ginga
EV charger
2022, Forth

Light is energy

The EV-charger is characterized by a linear vertical light feedback, which divides the body of the object. The lighting behavior is used to indicate the level of charge.

The product is flexible to configure and install both on a wall or a pedestal. This feature was achieved through the design solutions and manufacturing technologies adopted.



▲
Ginga | Variants
EV charger
2022, Forth

We design new domestic rituals, imaging natural interactions.

We have reimagined the relationship with the space of living of most of the home appliances. The design language of Habits is marked by minimalist and pure shapes and a seamless interaction between humans and machines, exploring physical + digital interactions.

Domestic landscape

+20 years in home appliances design field.

Innovating an archetype

Jacqueline gives a touch of refined elegance to the perfect tea -brewing. Its shape recalls the traditional ceramic teapot, reinterpreted with a contemporary continuity of the parts' composition.

It combines aesthetics with IoT in a seamless way. Its base becomes bright with a light behaviour that gives an ambient feedback about the process status.

▶
Jacqueline
IoT water kettle
2017, Bugatti

Shaping details

At Habits Design Studio, we research, ideate, sketch, and prototype iteratively. Throughout the process, by delving deeper, we achieve simplicity by mastering complexity.

▶
Shield
Vacuum mop
2022, Borine

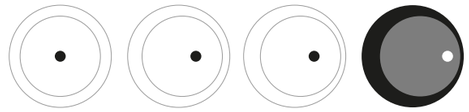
▼
Shield Design Process
Vacuum mop
2022, Borine

Wind DNA

We designed the ventilation appliances series for Hatari, Thailand's leading air treatment company. The flowing, harmonious lines are reminiscent of the gentle flow of air, interpreted differently but consistently across products.

▲ **Flow**
Ventilation appliances series
2021, Hatari

Inspired by kinetics



▼
Moon
Autonomous vacuum cleaner
2022, Borine

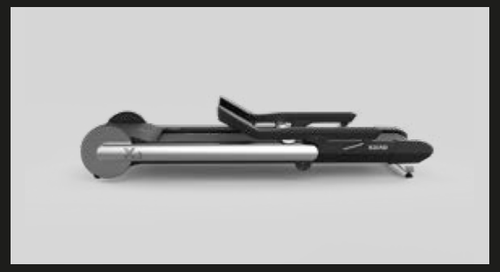
Design the movement

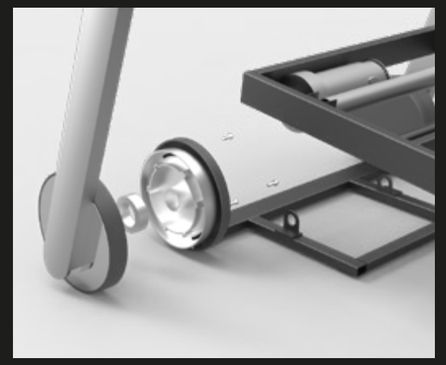
Harmonizing human form and function.

Habits designs industrial products for mobility and sports. Our projects have an aesthetic sense related to athletic gesture and movement. Shapes are designed almost in symbiosis with the environment in which they will be used. They are conceived with a humanistic approach.

Design process from mockup to engineering

DIA DESIGN INTELLIGENCE AWARD HONORABLE MENTION 2020





X3 PRO
foldable treadmill
2018, Xquiao

Streamlining for high performances

Track-Start blocks, with their streamlined and slender shape, represents the effectivness and power of track starts.

The high-strength fiberglass construction allowed an extremely dynamic shape and cantilever structure of the object.

◀
Track-start
Starting Block
2014, Myrtha Pools

Natural symbiosis

SCOUT is an “adventure” dirt bike for kids. We combined a usually metal-only product with an unconventional wood insert, to represent the link and symbiosis with nature.

SCOUT
bike for kids
2022

Interior + Exhibition

Habits has been imagining new spaces for more than 15 years, working mainly with Italian haute couture brands and multinational corporations. We create pure and iconic projects. Our specialties include visual merchandising, storefronts, shop-in-shop design, flagship stores, temporary installations and exhibition booths.

We design interiors, environments and exhibitions for various brands and companies, conveying through architectural composition the corporate values. In our international projects, we find the distinctive identity elements that are understandable worldwide, without loosing the local and original roots.

Branding spaces

Spreading values through interiors.

ESA shop identity

We designed a system of furniture modules that would evoke an imaginary interior of an astronaut station. The interaction between shapes and light creates suspended surfaces with a sense of weightlessness.

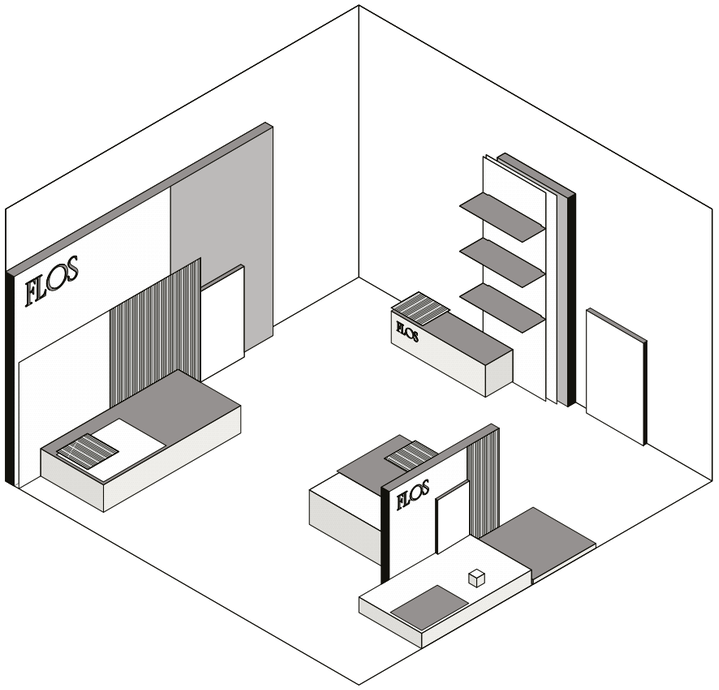
▲

ESA Shop in Rome
flagship store
2022, ESA

Architectural branding and guidelines book for ESA establishments

Environmental branding project for the headquarter and other establishments of the European Space Agency. We designed all individual brand touch points in buildings and the comprehensive guide listing all the rules to be followed for ESA's internal and external signage. This document is designed to ensure that signage is uniform and consistent across all locations.

Material *slices* defining spaces

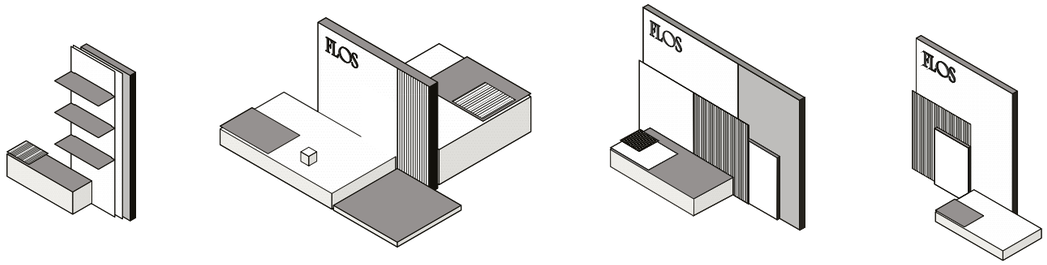


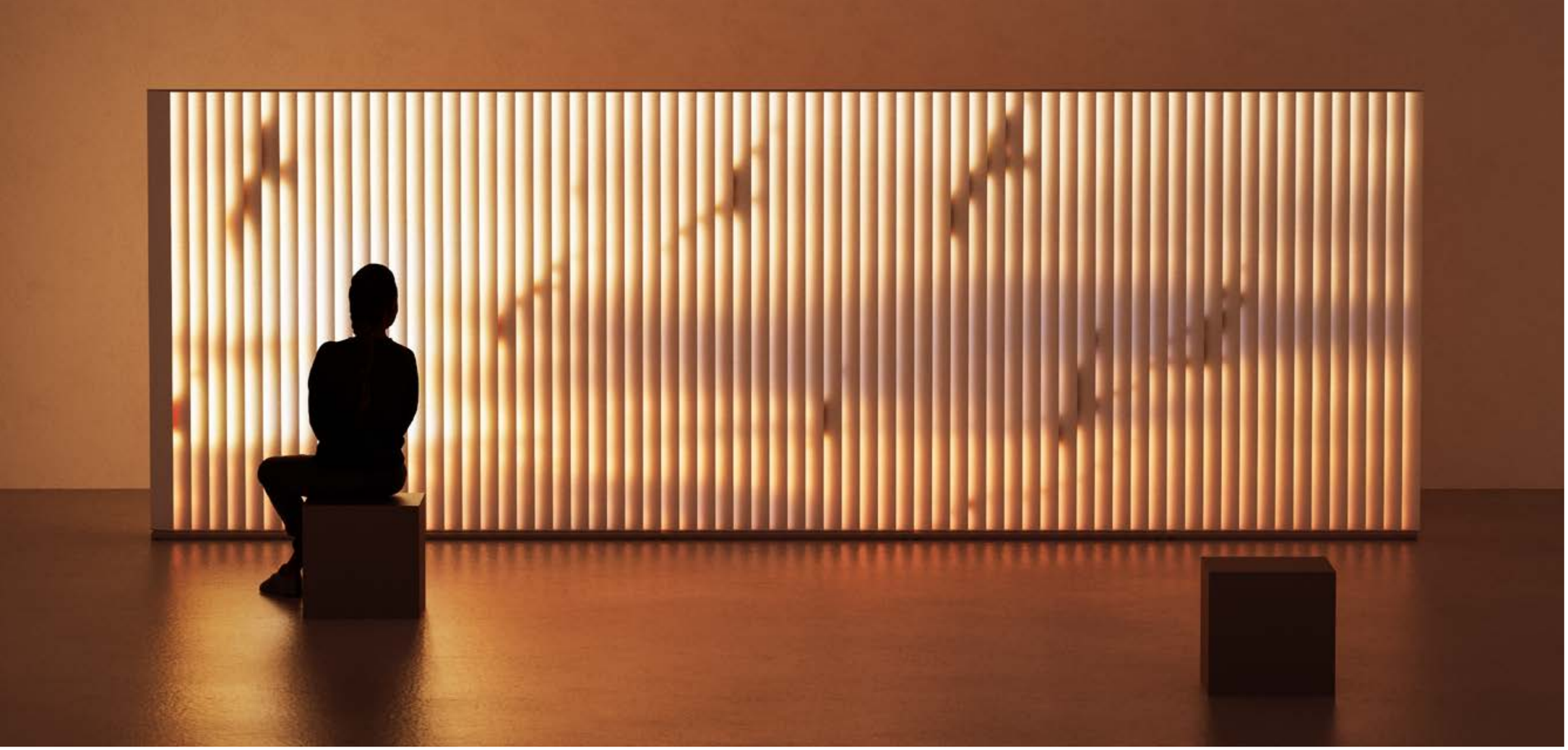
Flos Design Space is the result of an abstraction set-up process that restores, through different material levels, the syntax of the living landscape.

Solids, planes and lines of light are overlapped like theatre wings, drawing a depth of scene on which the lamps are portrayed as protagonists.

▶
Flos Design Space
store
2021, Flos

Flos Design Space ▼
modules
2021, Flos





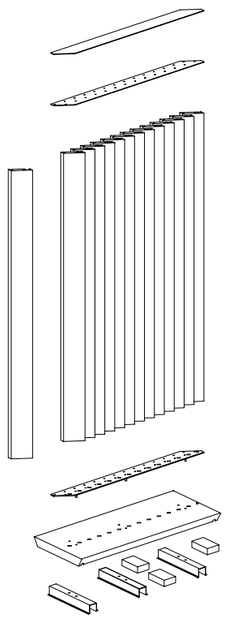
◀
Panorama
Ambient Virtual Reality
2023

PANORAMA

Ambient Virtual Reality

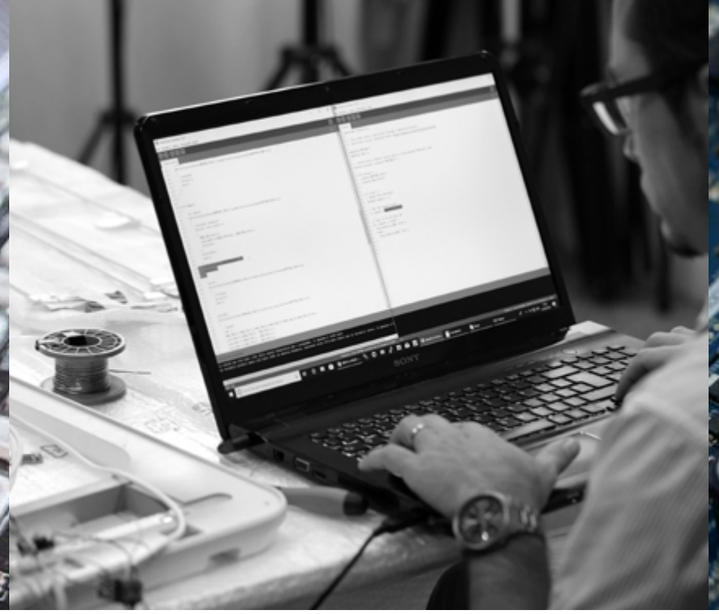
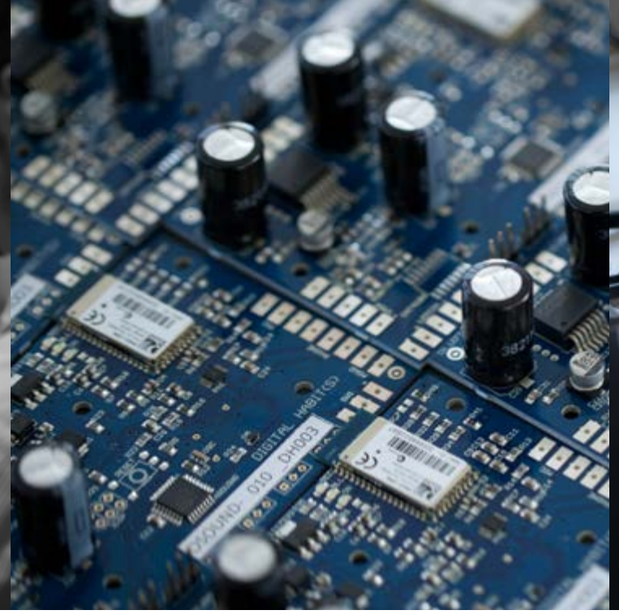
PANORAMA is a partition that seamlessly blends the real and digital world, using cutting-edge technology to create a virtual ambient easing the constant pressure of sensory overload.

It provides a defined, intimate and private space, with a dynamic background that adapts to changing activities. The screen transforms into a backdrop that blurs the boundaries between reality and the virtual realm, inviting us to engage not as mere observers, but as active participants and central players.



Future Visions

Our design is an attitude toward innovation. We believe innovation is the base for honest and sustainable design, not styling. We create visions, through designs and prototypes, where the imagination and the reason demonstrate a result that has an impact on the material culture, a value that can be transformed into a tangible reality.

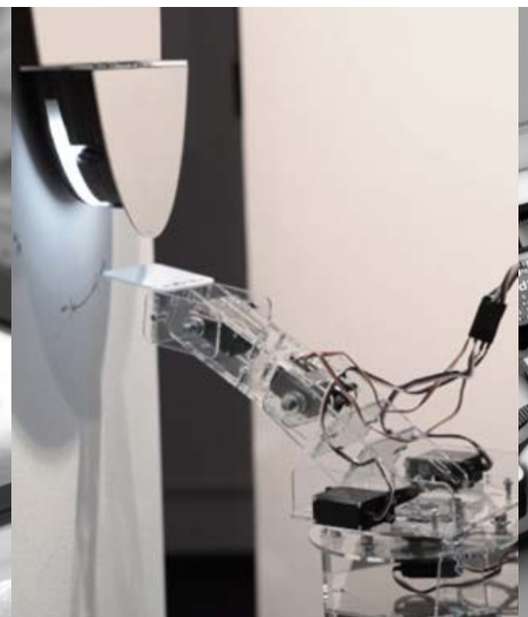
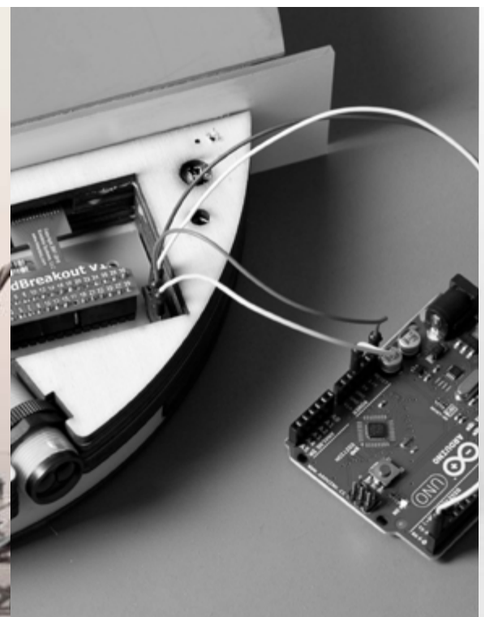



400m² high-tech workshop laboratory.

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 prototype hi-resolution interactions through Arduino (or other USB based microcontroller dev. systems), Raspberry Pi (or alike System on Chip, SoC); physical prototypes are built through various technologies, such as FDM and SLA 3D printers, milling, laser-cut machines.

Design by making

A technological perspective.

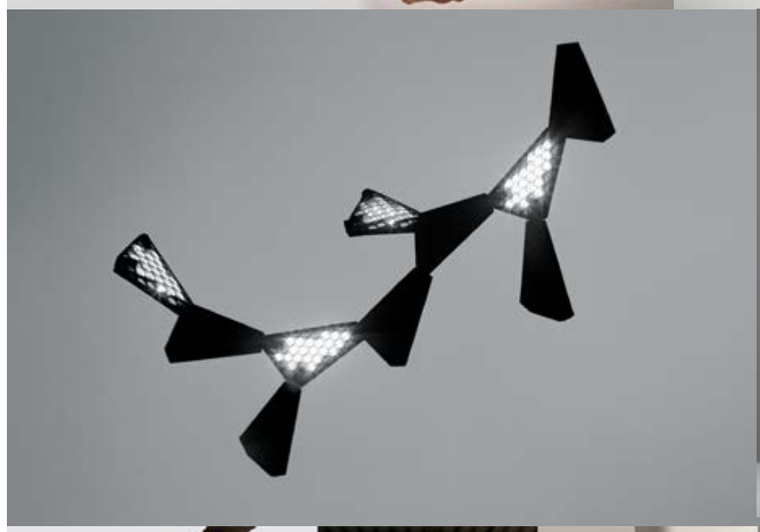
Interaction Design through Physical Computing

DIGITAL HABITS

The professional activity of Habits Studio has always challenged future perspectives about products and expressive codes. This led to the spin-off of Digital Habits, a completely new experience and a scenario in which present and future meet.

The design approach of Digital Habits takes a new angle to look at products, relating with them and developing new habits. The creations of Digital Habits are not simply products or graphic interfaces; they are experiences resulting from the contamination of electronics, technology, traditional design and physical computing. The new paradigms of this exploration of the future are open source design, digital manufacturing and natural interfaces.

The Digital Habits collection consists of interactive products that intervene on multiple levels of human perception creating an istinctual relationship between actions and results, between behavior and settings. These items designed for the home acquire new meaning thanks to an original approach that balances the physical world and the virtual habits.



```
nclude “EEPROM.h”
#include <SoftwareSerial.h>
nclude <Bounce2.h>
nclude <Wire.h>
nclude “AT42QT2120.h”

nst uint8_t isrPin = 2; // inter-
pt vector 0

42QT2120 qTouch;

define PINRGB 9
define PINW 10
define SW 7

bits_NeoPixel strip = Habits_Ne-
ixel(11, PINRGB, NEO_GRB + NEO_
800); // 10 pixels WS2812 RGB

ol ledState = LOW;
ol oldState = LOW;
unce debouncer = Bounce();

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

ol line_Done=0;
ol effectON=0;

define MAX_NEC 20 // Maximum n°
commands for a presetted effects
heck MEM and buffer limits)

nst boolean invert = false;

ruct effectCMD // Data structure
each command recived for a pre-
ted effect

ol pixelsRGB[16];
te r;
te g;
te b;
te w;
te d;
fectCMD() // Constructor

(int i = 0;i < 16;i++)

xelsRGB[i] = 0;

= g = b = w = d = 0;

Preset[MAX_NEC]; // Static decla-
tion for maximum n° of commands for
resetted effects

nt8_t RGBWDH[7] = {0,0,0,0,0,0,0};
RED,GREEN,BLU,WHITE,DELAY,HRZ,VA-
TION
nt8_t RGBWDH_old[7] =
0,100,50,0,0,0,0}; // RED,GRE-
BLU,WHITE,DELAY,HRZ,VARIATION


t8_t parserStatus = 0; // 0 Not
nnected - 1 Connected
t8_t effectStatus = 0; // 0  - 1
tic colour - 2 App effect - 3 Sta-
effect
t8_t parserStatus_old = 0; // 0 Not
nnected - 1 Connected
t8_t effectStatus_old = 0; // 0  -
Static colour - 2 App effect - 3
```

```
a presetted effect
uint8_t N_PresetEffect = 0; // N° of
commands recived for a presetted ef-
fect
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 char-
ge (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; // inter-
rupt vector 0

AT42QT2120 qTouch;

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

Habits_NeoPixel strip = Habits_Ne-
oPixel(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 recived for a pre-
setted effect
{
bool pixelsRGB[16];
byte r;
byte g;
byte b;
byte w;
byte d;
effectCMD() // Constructor
{
```

Chromatic synesthesia

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.

Cromatica
light & sound scenarios
speaker
2015, Digital Habits

Maker Faire

Unconventional materials

Personal Audio Concrete Object.

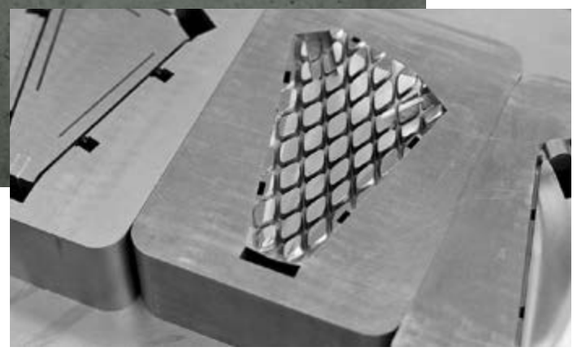
P.A.C.O. is a digital loudspeaker manufactured in concrete and fir. The concrete body enhances the deepness of bass and the harmonic wood of the top gives clearness to the treble.

The top fir board is spotted by a black glossy capsule that hides sensors that enable hand movements recognition. Music controls can be played using the gestural interface.

reddot design awarc

▶

PACO
concrete bluetooth speaker
with gesture control,
2014, Digital Habits

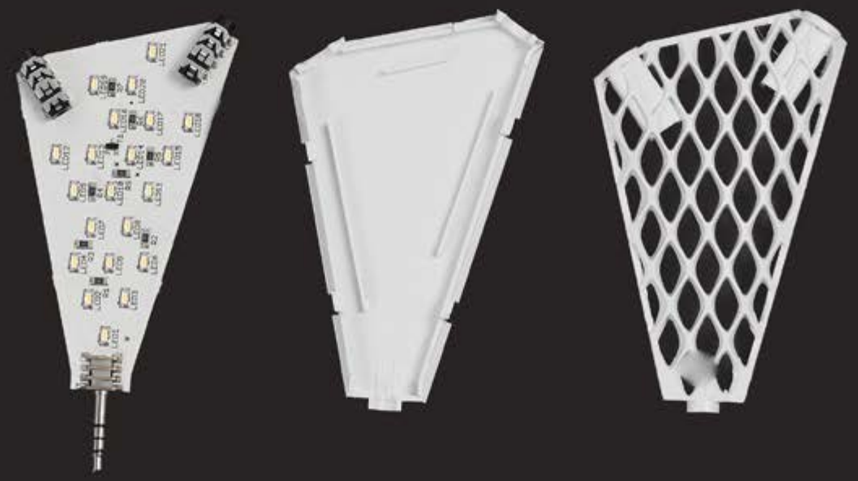


Dragon is a lamp with modular components that can be freely connected and controlled remotely from a device. Its accompanying software syncs automatically, mapping the chosen layout, type, and arrangement of the modules to the desired lighting effects. The Dragon's triangular modules can be combined and aggregated infinitely to create unique, high-impact lighting scenarios.

▶

Dragon
fractal chandelier
2014, Digital Habits

Fractal interactive modularity



Sincronia

AI motion-responsive luminous arena

▲
Sincronia
Interactive luminous arena
2022

Sincronia is an interaction design performance that investigates the relationship between movement, light, and sound. The circular arena, controlled by an AI-Based Computer Vision, reacts to moving bodies and creates a harmony of luminous traces.

Habits displayed “Sincronia” during Milan Design Week 2022 at Superstudio Superdesign Show.

Research for innovation

Habits’ expertise goes beyond the development of new products. Study, analysis and research are fundamental to the creative process of projects, making them innovative and up-to-date.

We research, understand and translate people’s desires, observing their **habits**

An international experience in research for design, from Milan to Bangkok.

Our process follows the project from brief to research to design development. This holistic process ensures that our research findings and insights are focused and relevant for product design improvements. Design-orientated insights are then translated into opportunities for design improvements.

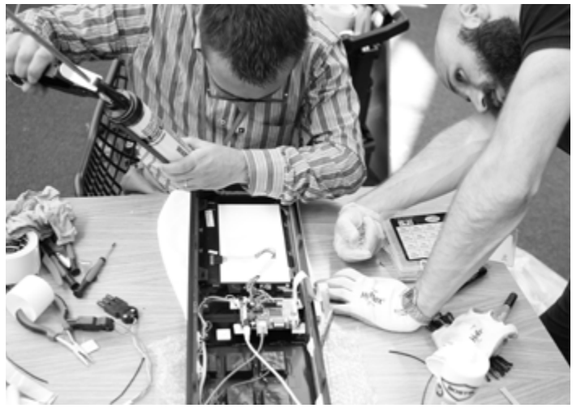
We have conducted many user research projects in Europe and Asia, both for exploration at the beginning of the project and as product validation.
Thanks to our branch in Bangkok and team members from China and Southeast Asia, our coverage and perspective on the region is deep and grounded.

+15
Countries

+7
Languages

In our design process we test prototypes with users to validate our ideas.

Work in progress of one of our current main client's project. Pictures from inital brainstorming to one of many testing phases in a 600m2 showroom setup fully equipped with our 1:1 interactive prototypes.



Our physical and digital research tools

Digital Ethnography

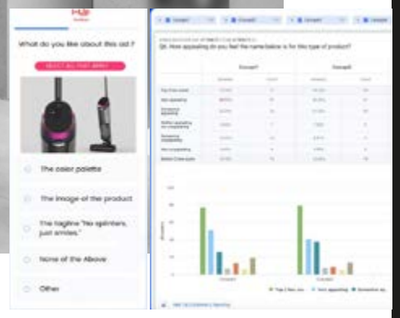
- Survey with users screening
- Interview
- Digital workshops
- Daily tasks diary

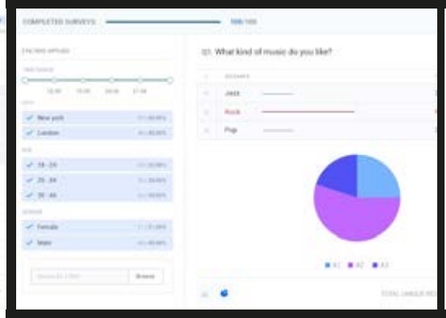
Desk analytics

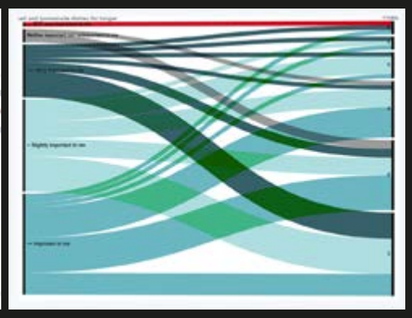
- Trend research
- Report analysis
- Benchmark
- Sentiment analysis
- Moodboard
- Blue skies research
- Technological transfer
- AI-based research

User observation

- International Home Visits
- Expert interview
- User testing
- Workshops
- Focus group
- Pretotyping Advertising







Online tool used to conduct qualitative surveys of our projects by interviewing selected users.

“The design process is based on careful and curious research that merges and creates: memories, know-how, insights, opportunities, dreams and functions.”

We are trusted design advisors

In our 20 years of experience, we have forged trusted and lasting partnerships with national and international clients. We offer our expertise shaping company’s identities and design language, manage collections, and provide insight and mentorship for concept development.

▲ Haier design consultants

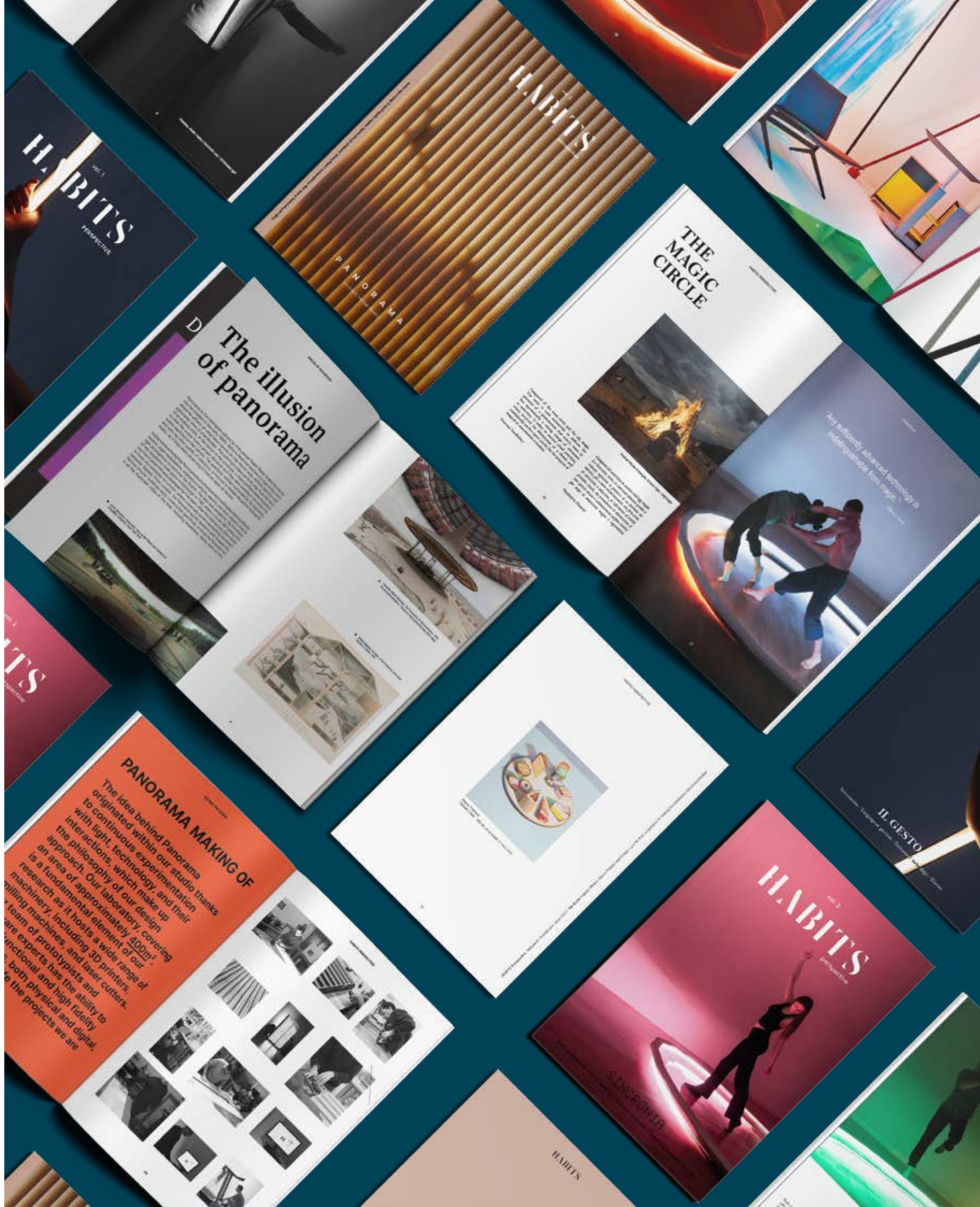
▲ Mellkit 2019 Conference “Design minimalism” speech

▲ Vietnam Design Association partnership

HABITS' perspective

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

Each volume is meant to offer an overview, though not exhaustive, of a topic that we have had the opportunity to study in depth through our work and that we believe reflects our way of doing design. The in-depth analysis, the background and captions contribute to make the readers part of the project atmosphere, leading them through the lines of thought that led to the genesis of the project and making them aware of how sometimes non-linearity represents the shortest way to reach the objective.



BRAUN POLITECNICO MILANO 1863

+ 150 Students' projects

"Reflection | Design driven by the future" 2019.
Exhibition displayed both at Habits Design Studio, in Milan, and at WestBund Art & Design Education, in Shanghai.

We work with Universities and future designers.

Teaching is a way for us to analyze, synthesize and formalize the knowledge achieved in design practice.We provide our knowledge and expertise to foster the growth and advancement of ideas. Collaboration allows us to explore new topics along with the next generation of designers.

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 Italian and global Universities and institutions.

At Habits, we are experienced in supervising students during their thesis project development. We take the role of mentors, guiding and reviewing the evolution of student concepts from the research phase to advanced development and prototyping, helping them to reach successful results.

+50
M.Sc theses

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

For more info surf on www.habits.it

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