

spirit design

thinking the future



VIENNA - RIO DE JANEIRO

We get you ready for future challenges.

A photograph of two men standing on a rooftop balcony. The man on the left is wearing glasses and has a beard, smiling broadly. The man on the right is clean-shaven and has a slight smile. Both are wearing light blue button-down shirts. They are leaning on a glass railing. The background shows a cityscape under a bright sky.

we are strategic consultants  
and designers.

we develop meaningful  
innovations and brands.

FUNCTIONALITY  
USABILITY  
ORIENTATION  
RECOGNITION



Innovation and branding are the key to your success.



We create **visions**  
and bring them **to life.**

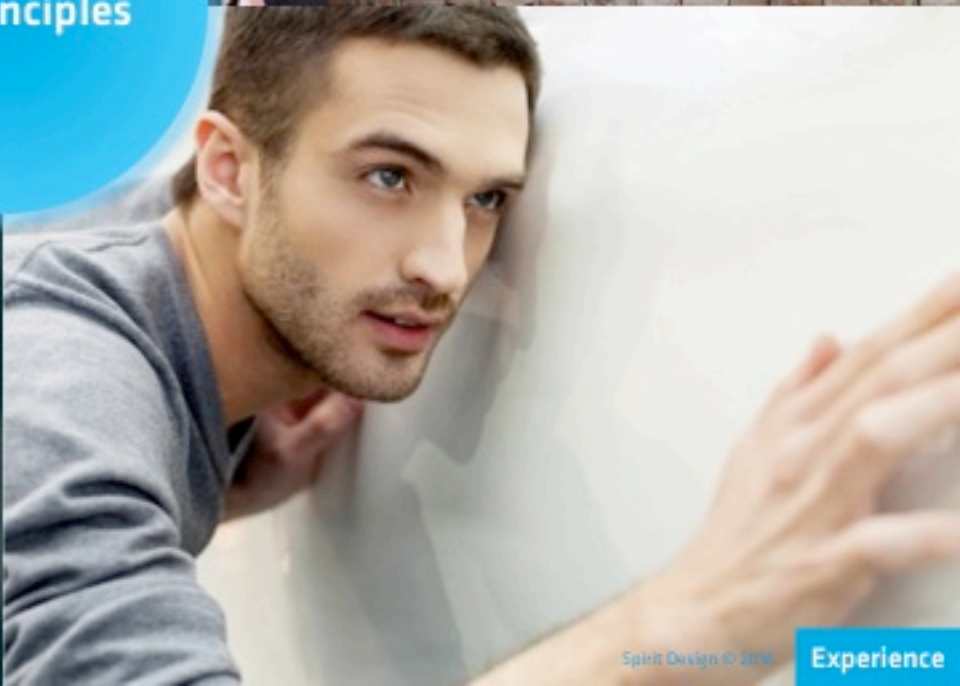


## Our clients



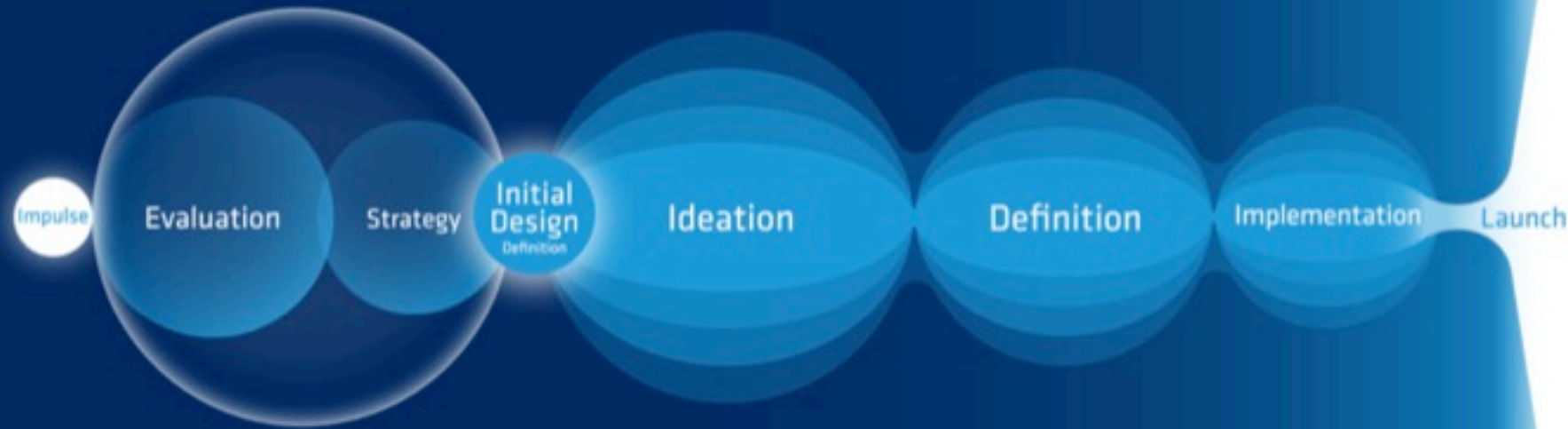


Our Principles



# Design of Vision

# Vision to Life

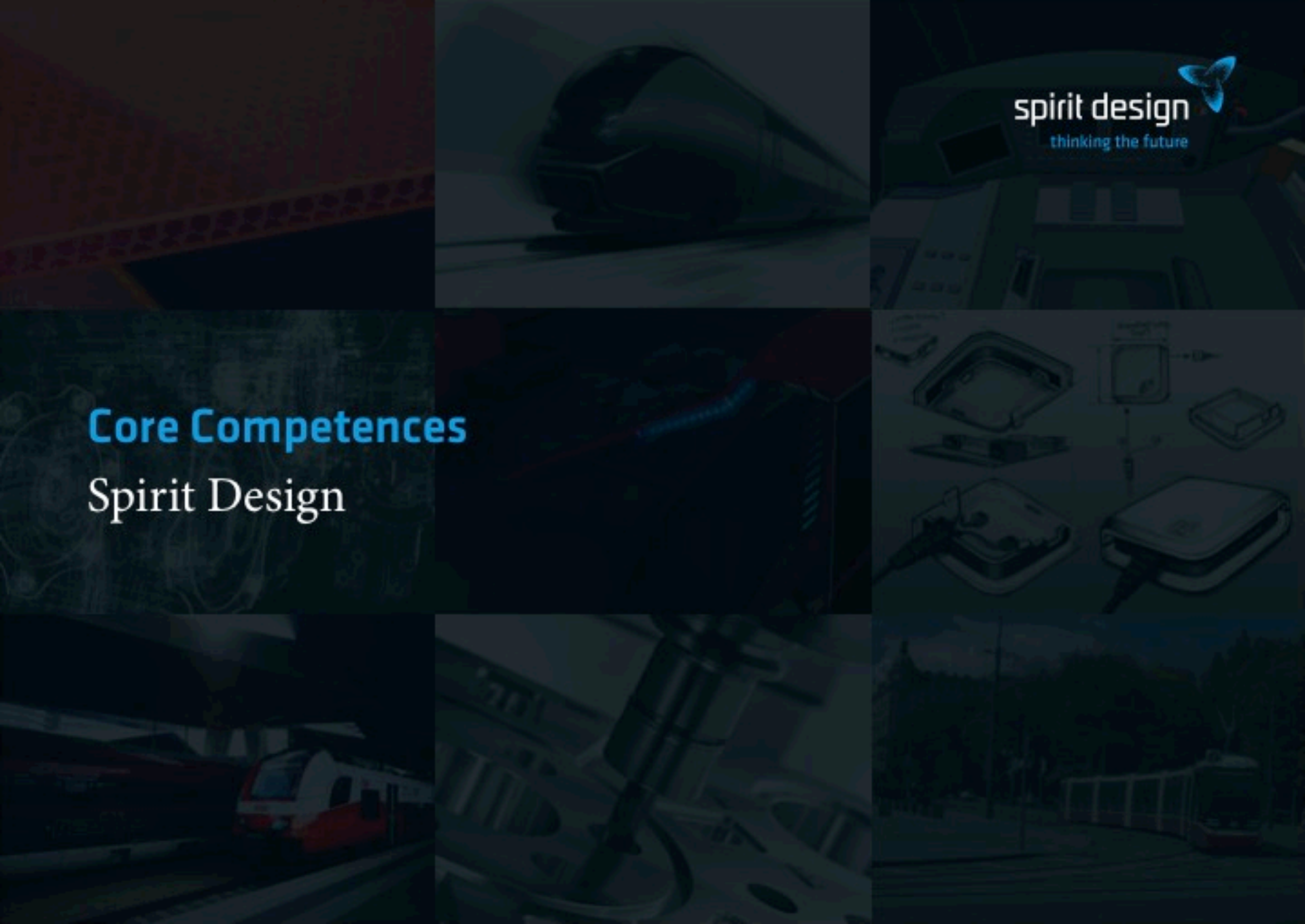


Attending Processes



# Core Competences

## Spirit Design





## Core Competences

### Strategy Development

- Project management
- Design Trend research, Design consulting/analysis
- Workshops & training seminars
  - System analysis, Trend Workshops
  - Growth strategies
- User analyses and integration
- Benchmarking and Positioning
- Development of integrated innovation and brand strategies
- Initial design, Integrated design language (IDL)

# Core Competences Industrial Design

Technology Research

Ideation Design

Ergonomics

3D Modeling

Design Definition

Design 2 Cost

Eco-Design

Designing

3D Animation





# Core Competences

## Brand Design & Communication

Signage

Digital Branding

Branded Architecture

Exhibition Design

Package Design

Interface Design

Brand Design

Vehicle Branding

Brand Communication





## Focus Industries Spirit Design

\*21%

Industry &  
Engineering



Consumer &  
Retail



Mobility  
& Logistics

\*14%



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Energy &  
Environment

\*21%

ICT &  
Electronics



Agriculture \*24%



\*Greenhouse Gas Emissions by Economic Sectors



## **Brand Design & Brand Communication**

Selected References

ÖAMTC Fahrtechnik

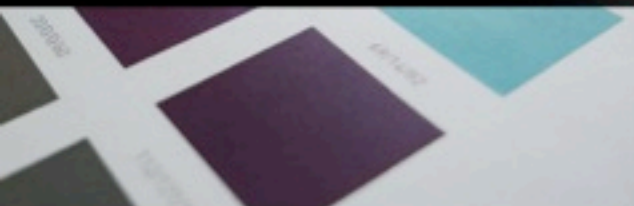
Erfolgreiche Dynamisierung und Begeisterung für Fahrtechnik in Österreich





# AIT Austrian Institute of Technology

Positionierung als Ingenious Partner in den Forschungsfeldern der Zukunft





SanLucar

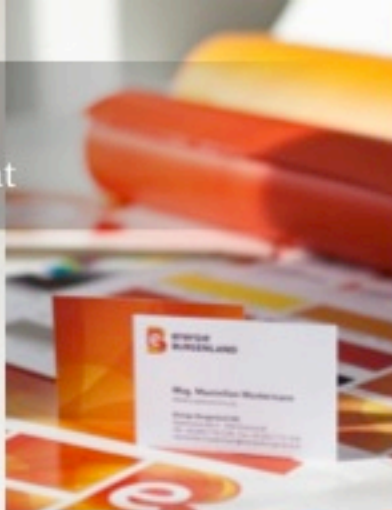
Schulkampagne für mehr „Lust auf Obst“





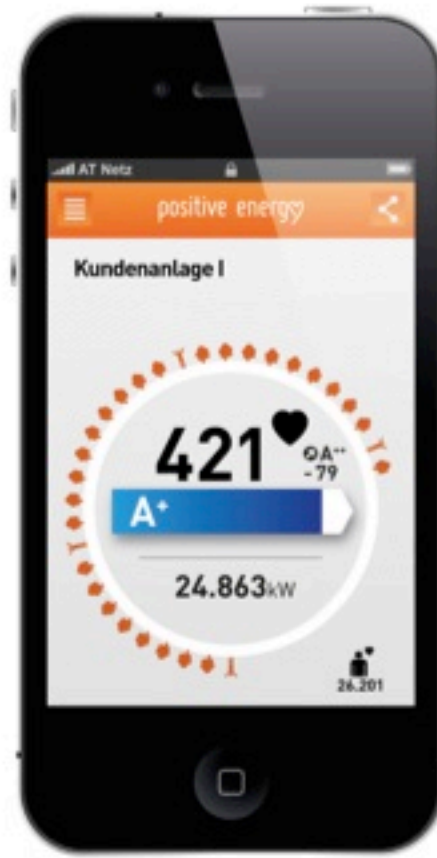
Energie Burgenland

Zwei Kulturen in einer energievollen Marke vereint



## Wiener Netze (vorm. Wien Energie Stromnetz)

Die Vision mit Smart Metering, die Welt positiv zu verändern







## Helbling Group

Wertvolle Innovationen mit Kopf, Herz und Tatkraft

starken Projektteam den entscheidenden Beitrag für technologisch anspruchsvolle Produktentwicklung. »



A hand is shown from the bottom left, reaching upwards towards the sun. The sun is positioned between the fingers, creating a bright lens flare effect. The background is a clear blue sky with some light, wispy clouds. The overall mood is optimistic and hopeful.

thinking the future

# Awards



Focus Energy  
Gold 2006



Focus Safety  
Gold 2007



Focus Safety  
Silber 2007



Focus Open  
Silber 2008



Focus Open  
Silber 2012



consumer  
favorite 09



consumer  
favorite 2012



award 2012



WERBE GRAND PRIX



DEUTSCHER  
DESIGNER CLUB



INTERNATIONAL DESIGN  
EXCELLENCE AWARDS '08  
FINALIST



INTERNATIONAL DESIGN  
EXCELLENCE AWARDS '08  
GOLD



WERBE GRAND PRIX



Adolf Loos  
Staatspreis Design  
2007  
Nominierung



Staatspreis Design  
2009  
Nominierung



CONSTANTINUS  
Award 2006



reddot design award  
winner 2006



reddot design award  
winner 2007



reddot design award  
winner 2008



reddot design award  
winner 2009



reddot design award  
winner 2011



reddot design award  
honourable mention 2013



reddot award 2016  
winner



product  
design  
award  
2006



product  
design  
award  
2010



DESIGN  
AWARD  
2010



DESIGNPREIS  
2006  
NOMINIERT



DESIGNPREIS  
2007  
NOMINIERT



DESIGNPREIS  
2007  
SILBER



DESIGNPREIS  
2009  
NOMINIERT



pentawards  
2009



Designpreis  
Deutschland  
2010  
NOMINIERT



German  
Design Award  
2010  
NOMINIERT



German  
Design Award  
2014  
NOMINIERT



German  
Design Award  
2015  
NOMINIERT



Focus Open 2014  
Special Mention



# Spirit Worldmap

Projects worldwide





## Spirit Design Project Team

**Georg Wagner**

*Managing Partner Strategic Consulting*



**Edith Hartmann**

*Senior Consultant*



**Maria Traunmüller**

*Expert Integrated Branding*



**Agathe Habacher**

*Senior Brand Designer*



**Sebastian Müller**

*Brand Designer*



# Thank you!

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