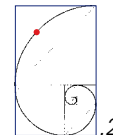


VILLATOSCA
DESIGN MANAGEMENT CENTRE



VILLATOSCA
DESIGN MANAGEMENT CENTRE

Creativity

Networking

Manufacturing



VillaTosca è specializzata nella gestione dei processi creativi. Nel corso degli ultimi venti anni ha sviluppato metodologie innovative nelle varie fasi della progettazione: dalla ricerca sui trend, alla elaborazione dei concept di prodotto e processo, alla formazione permanente dei creativi.

VillaTosca is specialized in managing creativity processes. In the last twenty years has developed innovative methodologies regarding the various phases of design: Design Trend Researches, Studies of Concepts for products and processes, innovative methods for Designers' lifelong education.

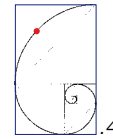
Creativity

Design trends / Design market research

Design strategy

Product Design

Design education



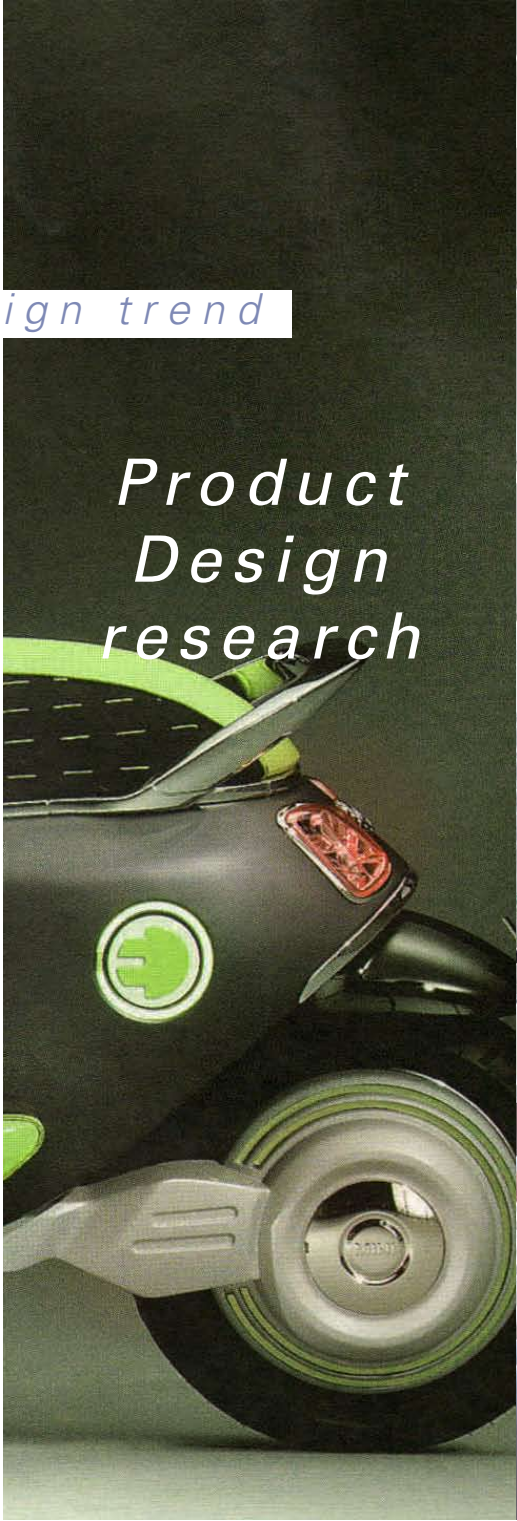
Design trend / Design market research

VillaTosca studia i trend stilistici e del colore e ne divulga il contenuto con la sua tradizionale pubblicazione multiclient in seminari ad invito e all'interno dei percorsi di formazione aziendale. VillaTosca effettua su commissione analisi relative al comportamento dei consumatori, ai trend di mercato e dei "street signals" nelle maggiori città europee.

VillaTosca offers colour and lifestyle trend researches. Its traditional multiclient publication is divulged in special seminar and also used for company training programs. VillaTosca, upon request, makes analysis of market trends, consumers' behavior and analysis of "street signals" in major European cities.



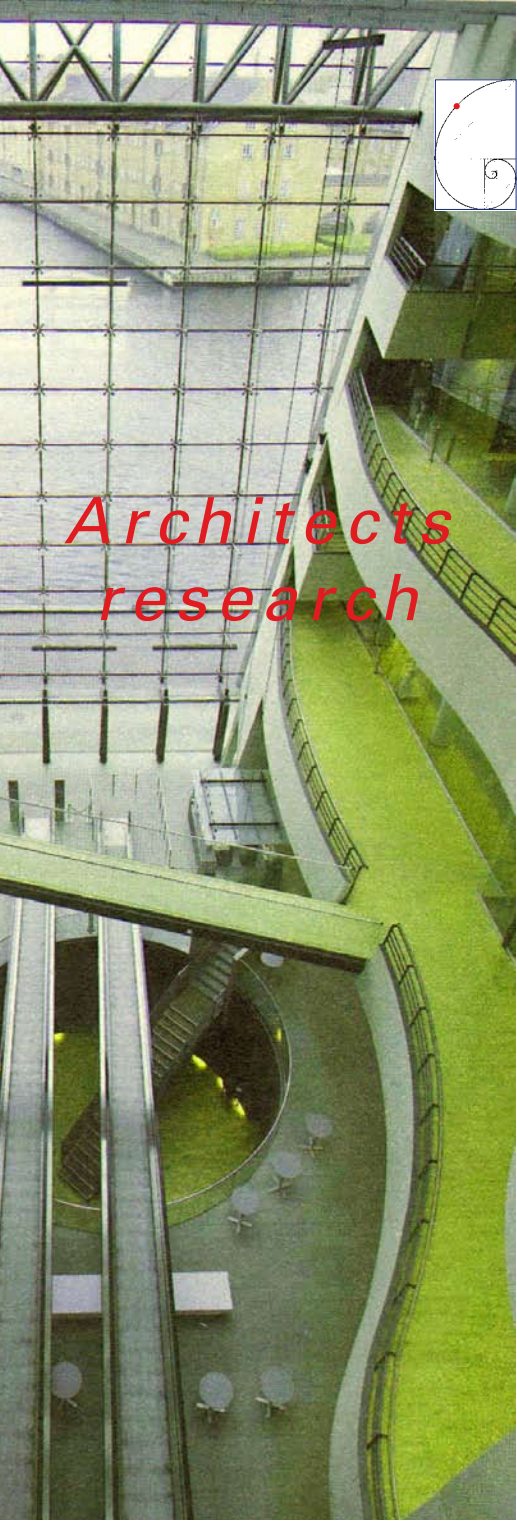
Design trend



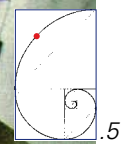
*Product
Design
research*



*Interior
Design
research*



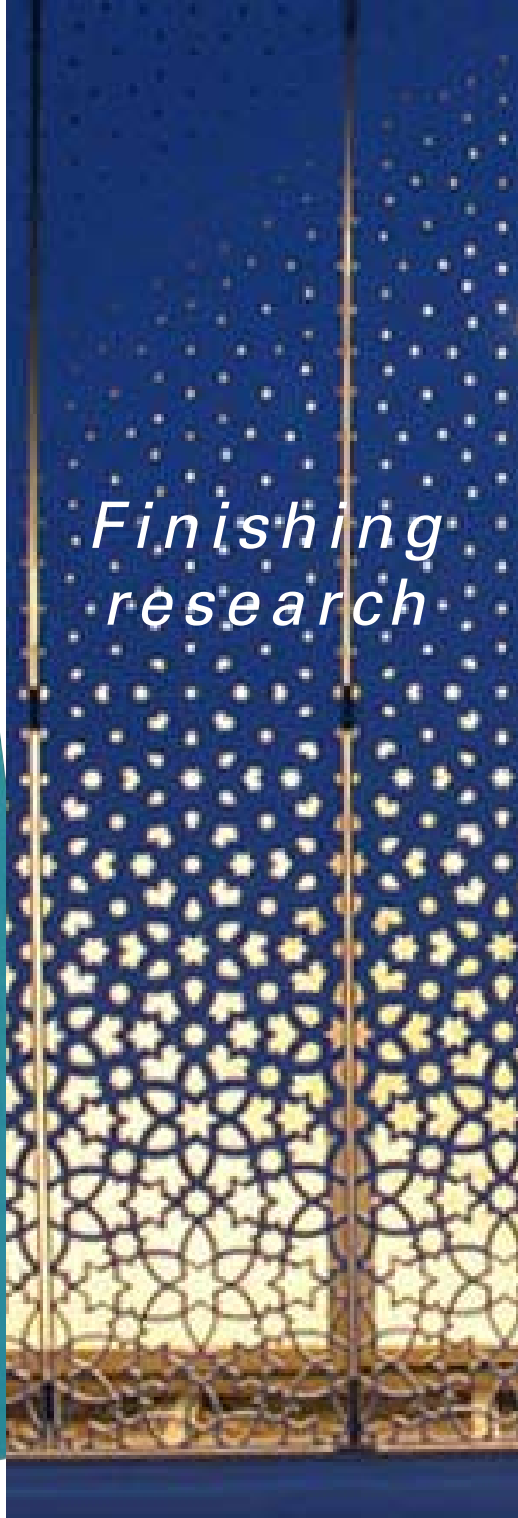
*Architects
research*



Design trend



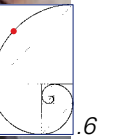
*Colours
research*

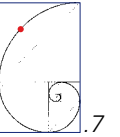


*Finishing
research*



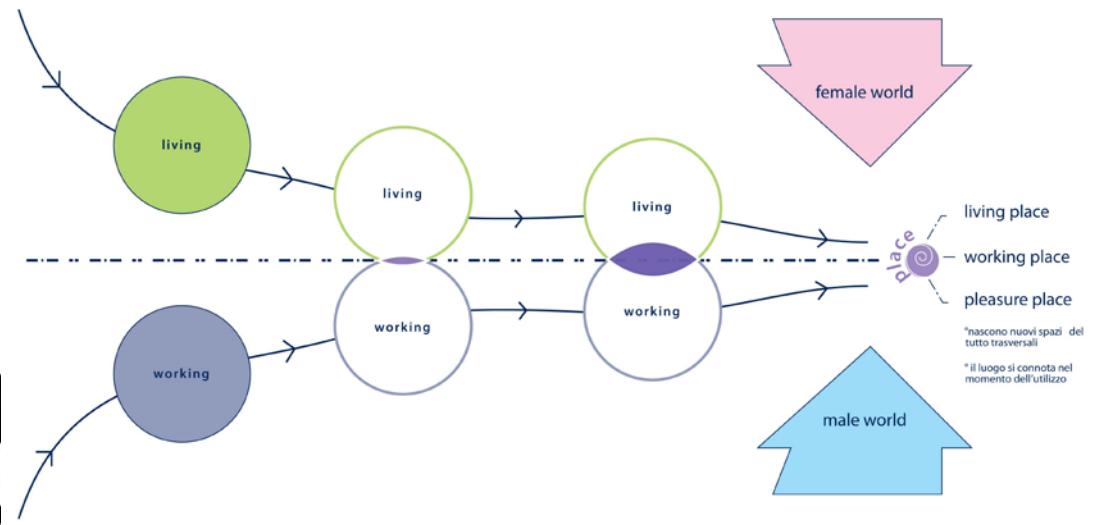
*Fashion
research*





Investigated fields

- *Aesthetics*
- *Future trends*
- *New ways of living & working*
- *Culture*
- *Users behaviour*

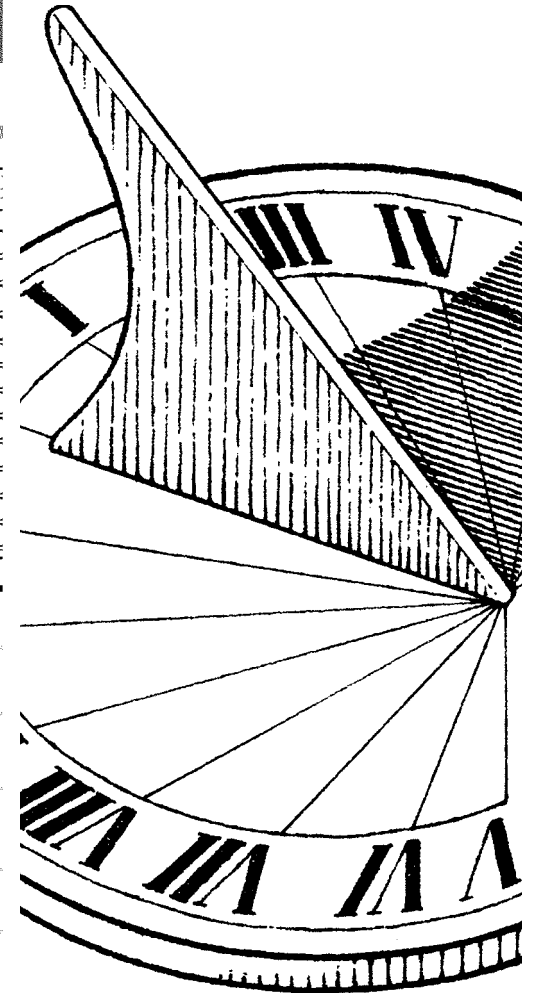
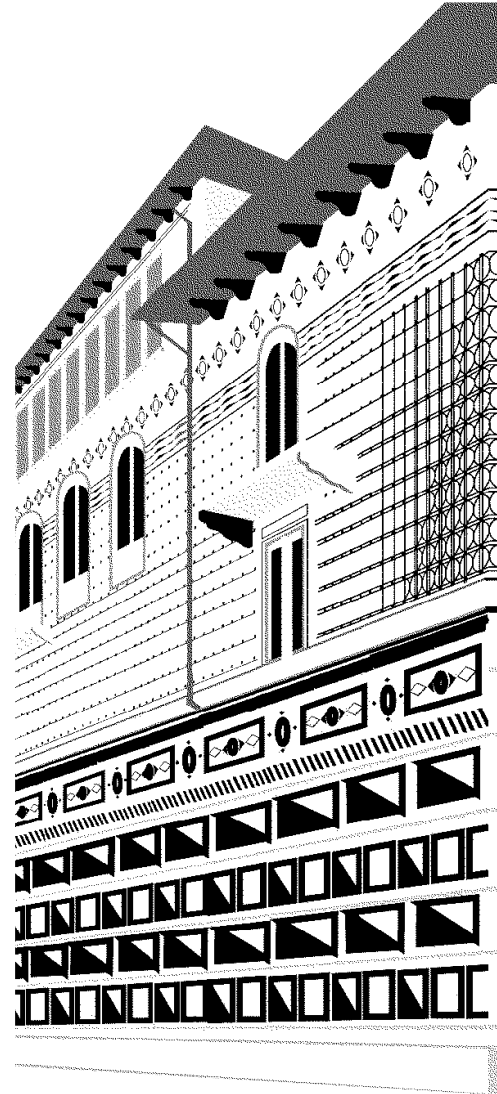
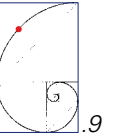


Design strategy

VillaTosca studia ed elabora la Corporate Design Identity e le linee guida per il design di prodotti e servizi complessi.

VillaTosca makes sophisticated studies regarding the Corporate Design Identity and regarding the guidelines in order to design innovative products and services.



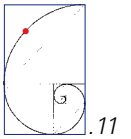


Creativity

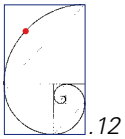
Design strategy

Lighting Architecture





Designing food company

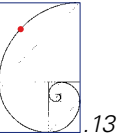


Vegetalia is located in the State of Calabria, or the "heart of the Mediterranean", in southern part of Italy.

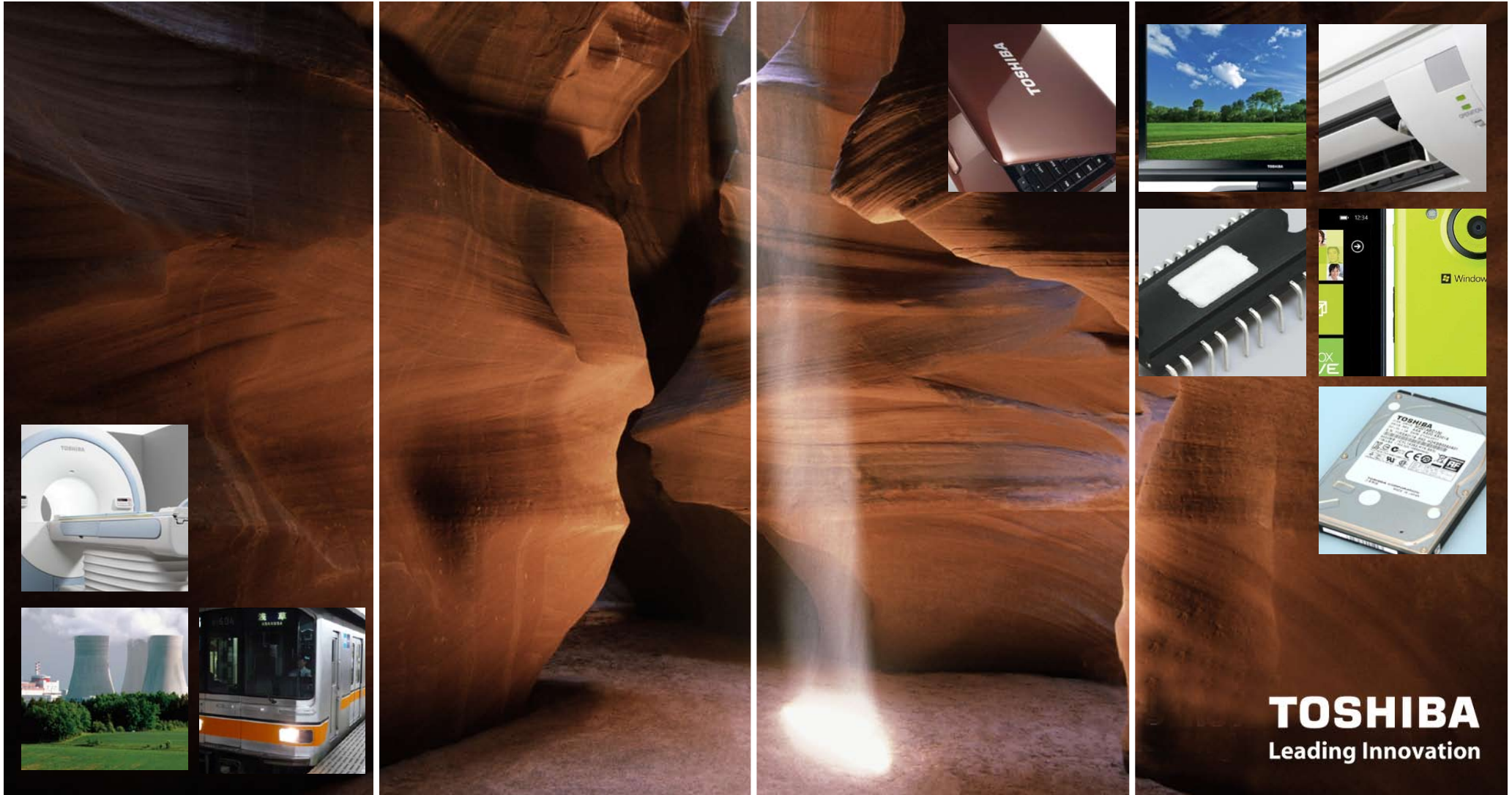
This geographic location helps to maximize our advantage to source premium raw materials for customers all over the world.

Vegetalia is a company fully owned by Kagome Co. Ltd., one of the largest health food and beverage manufacturers in Japan.





TOSHIBA



Product Design Services

Competition workshop



Il Competition Workshop è una metodologia ideata da VillaTosca e rivolta alle aziende che intendono sviluppare il design di prodotti innovativi.

In una prima fase, i progettisti sono invitati a partecipare a una serie di incontri, veri e propri seminari, in cui approfondiscono, insieme ad esperti di fama internazionale e all'azienda committente, le tematiche legate al prodotto da sviluppare (forma, spazio, colore, funzione, ma anche arte, filosofia, scienza, tecnica, ecc.). In una seconda fase, i progettisti, in competizione tra loro, realizzano le soluzioni progettuali che propongono all'azienda committente.

Nella prima fase di elaborazione collettiva, tra gli esperti i manager e i progettisti, si stabilisce una forte collaborazione che ha come risultato una stimolazione intellettuale e della creatività, mentre nella seconda fase, quella della invenzione e progettazione individuale, prevale la competizione. L'unione di cooperazione e competizione si rivela particolarmente efficace sul piano pratico.



The Competition Workshop is a creative methodology formulated by VillaTosca and directed at companies that intend to develop the design of innovative products. Designers are invited to attend a series of meetings, true seminars, where they investigate, together with internationally known experts and the customer company, the themes inherent to the product to be developed (form, space, color, function, but also art, philosophy, science, technology, etc.).

A competition ensues in which the designers individually prepare a series of solutions for the project which are then proposed to the company. During the phase of collective elaboration among the specialists of various disciplines, company managers and designers establish a strong cooperative bond which bears fruit in the emulation stage when the designers pass from group research and intellectual stimulation to individual invention and design.

This combination of cooperation with competition is particularly effective during the practical stage.



Competition workshop

Il Competition Workshop risponde alle necessità delle aziende clienti con le sue quattro caratteristiche:

1) Multifforme varietà delle proposte.

Il primo vantaggio è quello di poter analizzare e scegliere il progetto che l'azienda ritiene più adatto, senza doversi rivolgere, in modo diretto, a numerosi studi di design.

2) Flessibilità e controllo dei costi.

"Cucito su misura" delle necessità del cliente, tipo e numero dei progettisti da invitare ai seminari sono selezionati a questo fine.

3) Approfondimento e analisi dei trend di mercato.

La prima fase seminariale presenta l'immediato vantaggio di verificare le tendenze di mercato.

4) Oltre l' hardware.

Esplorare storia, cultura e tecnologia relative ai singoli prodotti, nella cornice spazio temporale dei seminari, costituisce una irripetibile esperienza. Incontri, dibattiti, conversazioni, culminanti nella nascita di un progetto, diventano parte integrante del prodotto nella forma di "narrazione"; così che quando l'oggetto è disponibile al pubblico, porta con se la "storia" della sua genesi.

The Competition Workshop responds to the Company needs by mainly four characteristics:

1) A multiform variety of proposals.

First advantage is that, without turning directly to numerous design studios, it analyzes and selects the projects the company desires.

2) Flexibility and cost control.

Tailored to the client's needs, type and number of designers invited to the seminars are specifically selected to this end.

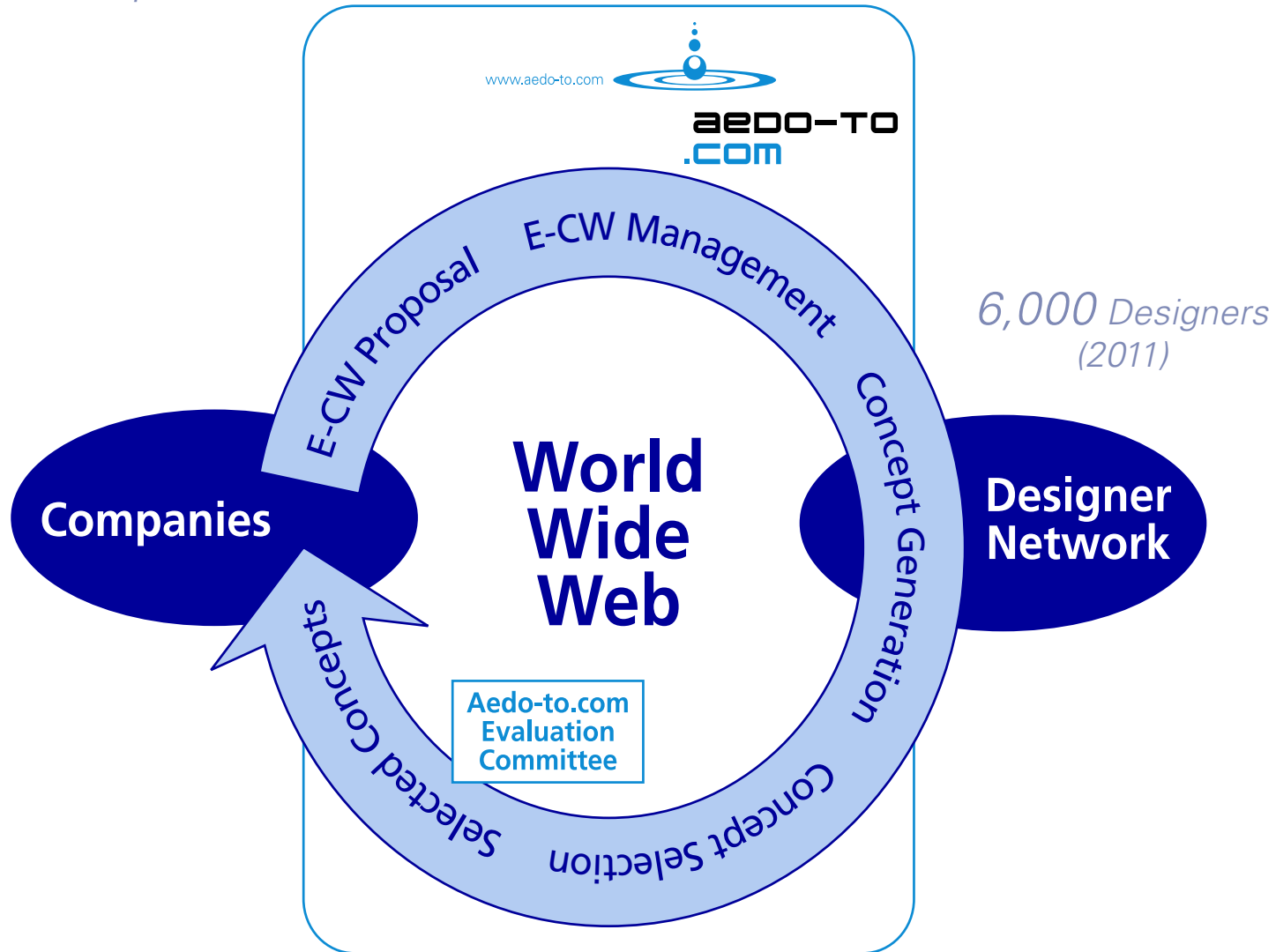
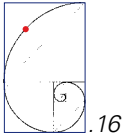
3) Investigation and analysis of market trends.

The first stage of the seminars presents the advantage of immediate verification of market tendencies.

4) Beyond the hardware.

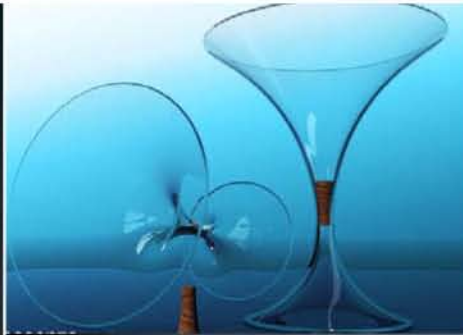
Exploring history, culture, technique related to single product, in a unique frame of time and space of seminars, constitute a unrepeatabe experience. Meetings, debates, conversations culminating in the birth of the project, become an integral part of the product in the form of "narration," so that when the object becomes available to the public, it carries the "story" of its genesis.

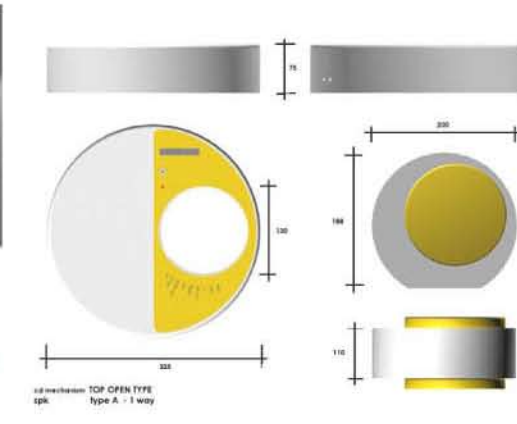
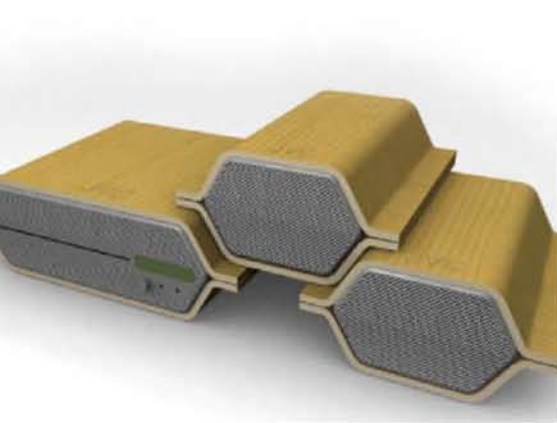
*Competition workshop
on - line*

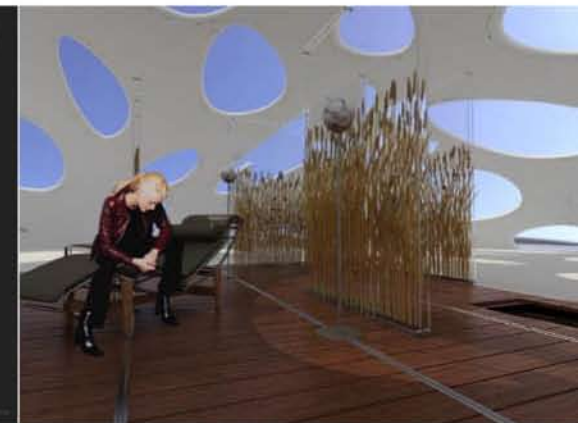
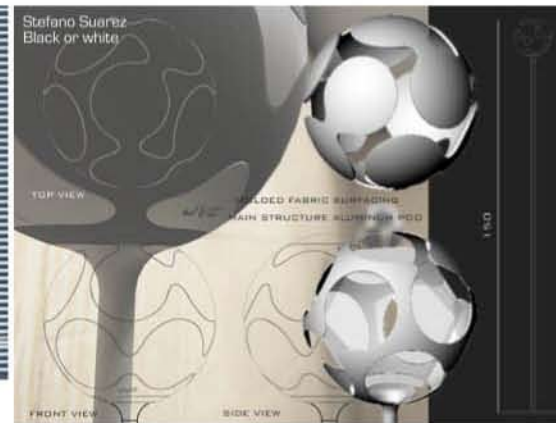
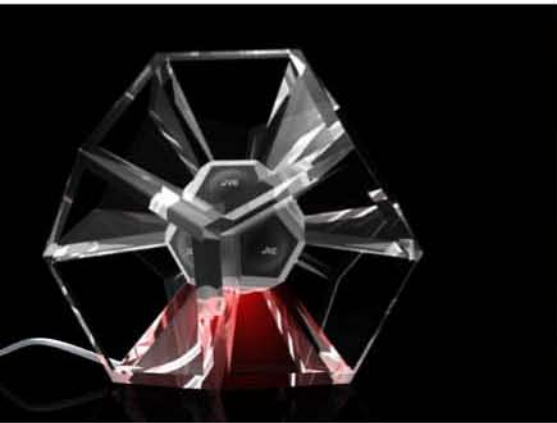


BOMBAY SAPPHIRE

Glass Competition



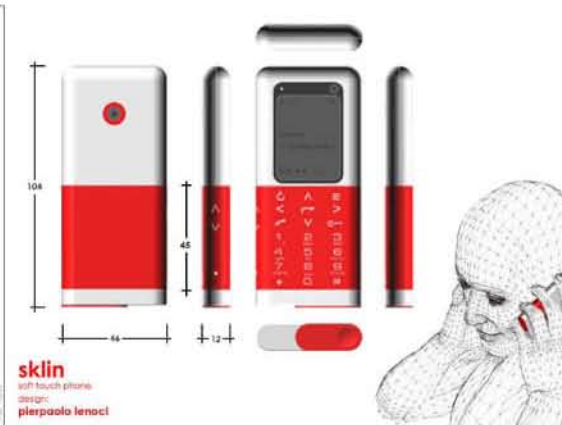


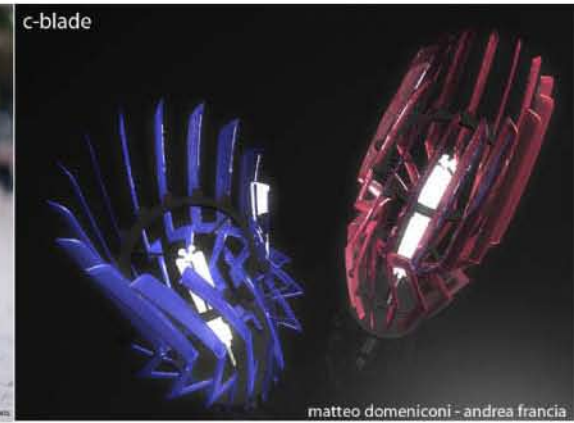


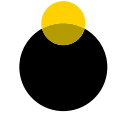
SHARP



TOSHIBA

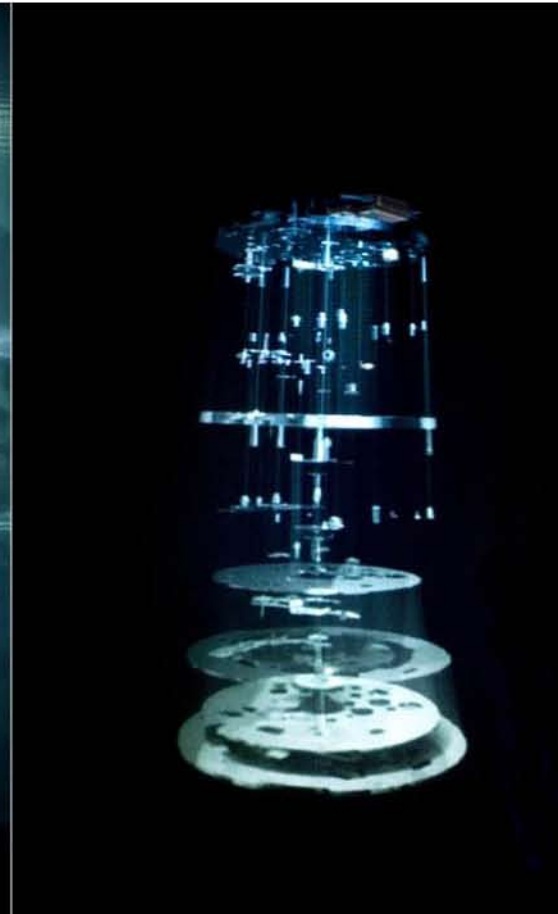


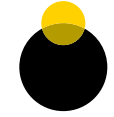




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Design education

VillaTosca con il "Traveling Seminar" offre una esperienza multidisciplinare che arricchisce l'orizzonte culturale dei partecipanti attraverso una totale immersione nelle culture e nei luoghi mete del viaggio.

Imparare viaggiando a bordo di "EA" offre una sensazione di freschezza, di libertà fisica e mentale. La scansione dei ritmi temporali, gli immensi spazi esterni in contrasto con quelli interni offrono spunti di riflessione ed emozioni indimenticabili.

VillaTosca with the "Traveling Seminar" offers a unique multidisciplinary experience that enriches the cultural horizon of the participants through a total immersion in fascinating culture and places.

Learning while traveling on board of "EA" offers a sensation of freshness, of mental and physical liberty. The rhythm of time, the inner space and the vastness of the see and sky makes participants feeling unforgettable emotions.



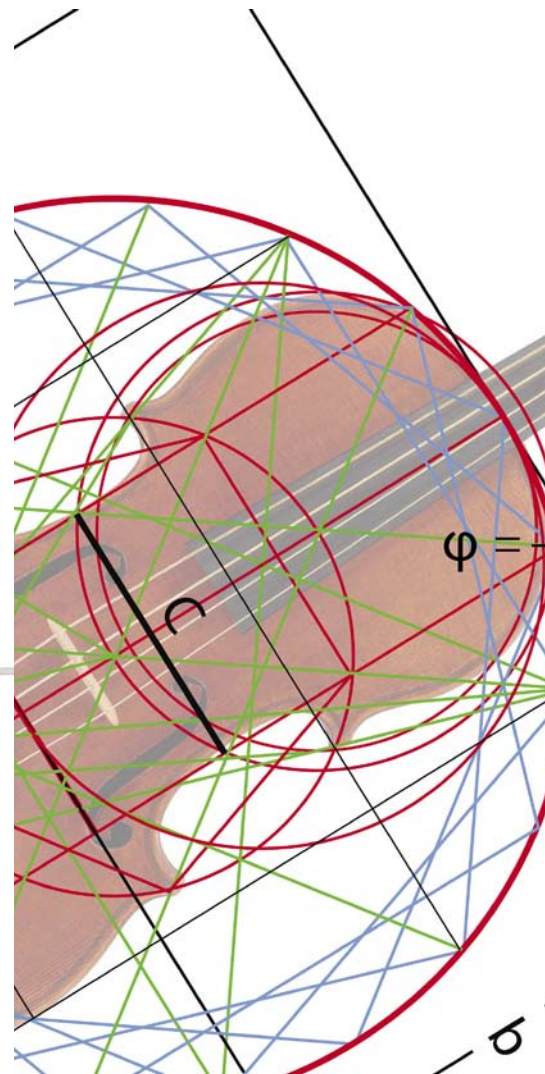
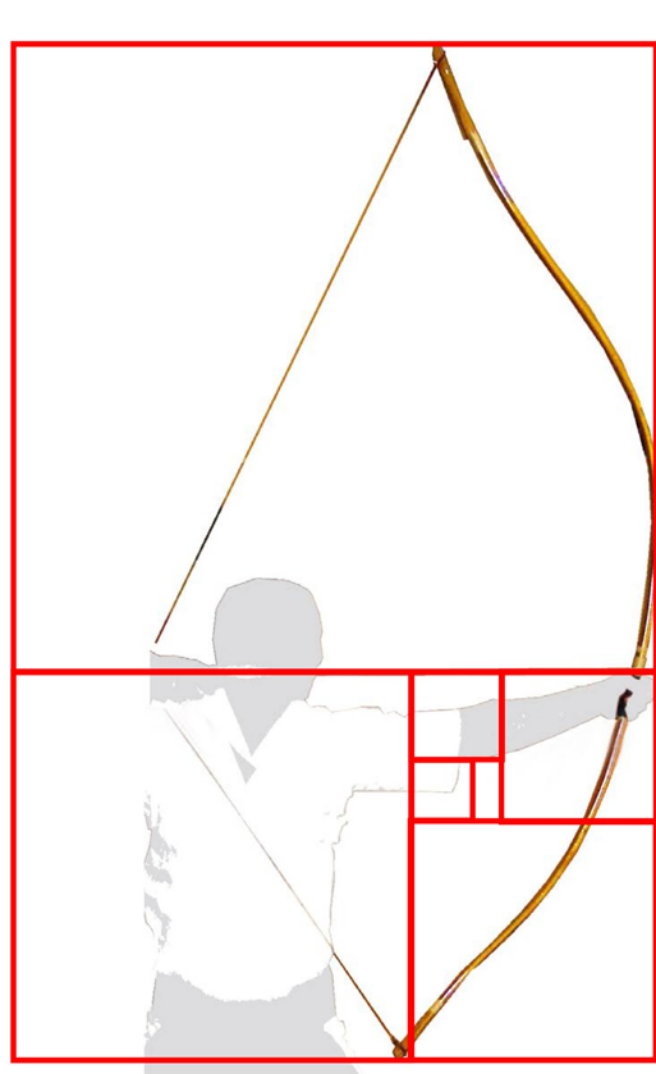


Creativity

Design education

Travelling seminar



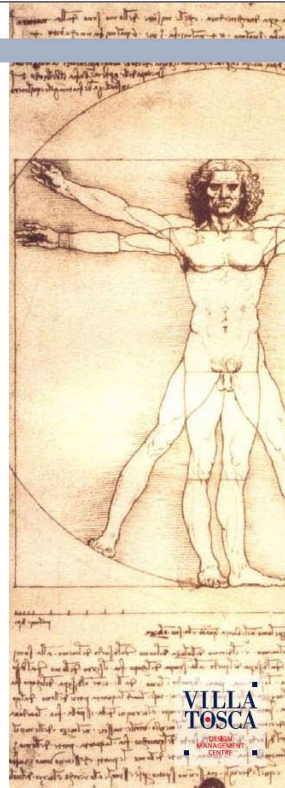


2. THE STRUCTURE OF CORPORATE DESIGN IDENTITY

□ CORPORATE DESIGN

logo-mark, logo-gram, uniforms, corporate colours, fonts, name cards, page layout, graphic design of brochures, leaflets, posters, web sites, Design of products, services, packaging, etc..

In general we define by Corporate Design any means by which the "Consumers" come in contact with the Company, or manifestation of the Company, having the possibility to recognize and understand to whom they are dealing with.



5. CRITERIA TO EVALUATE A CORPORATE DESIGN

- Simple



- Memorable



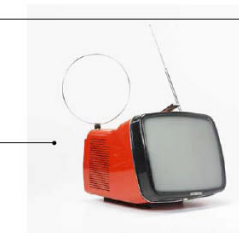
- Timeless

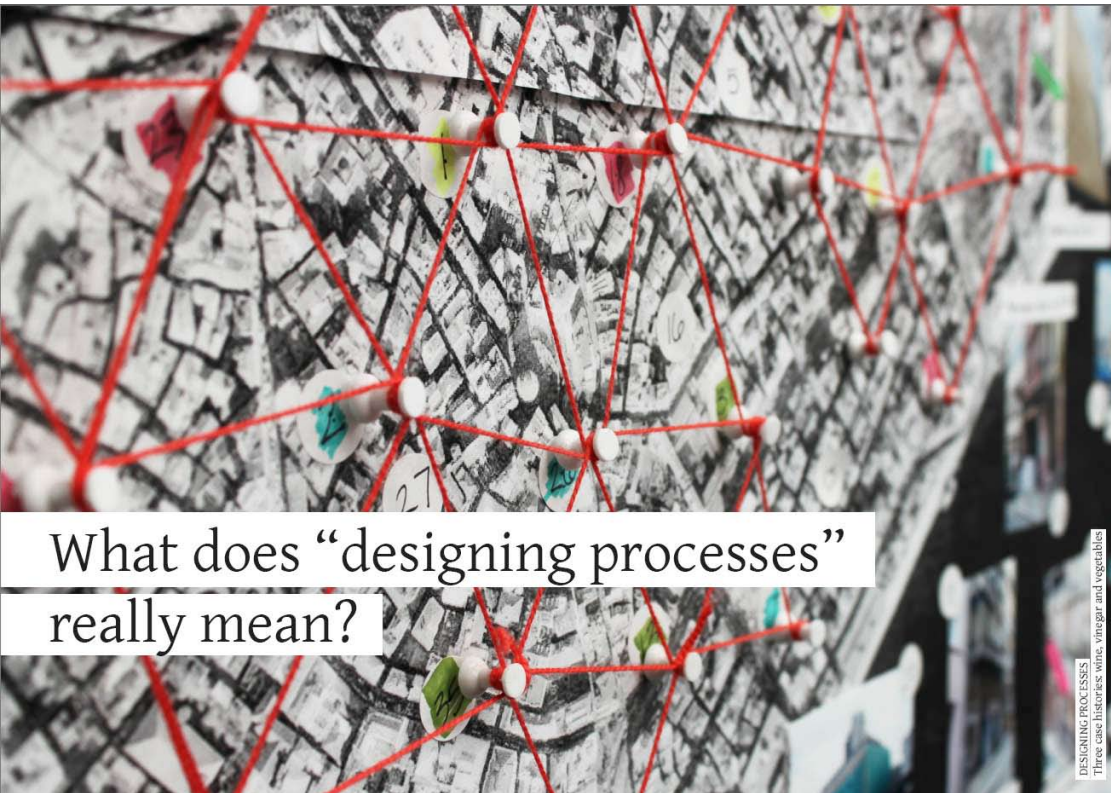


- Versatile



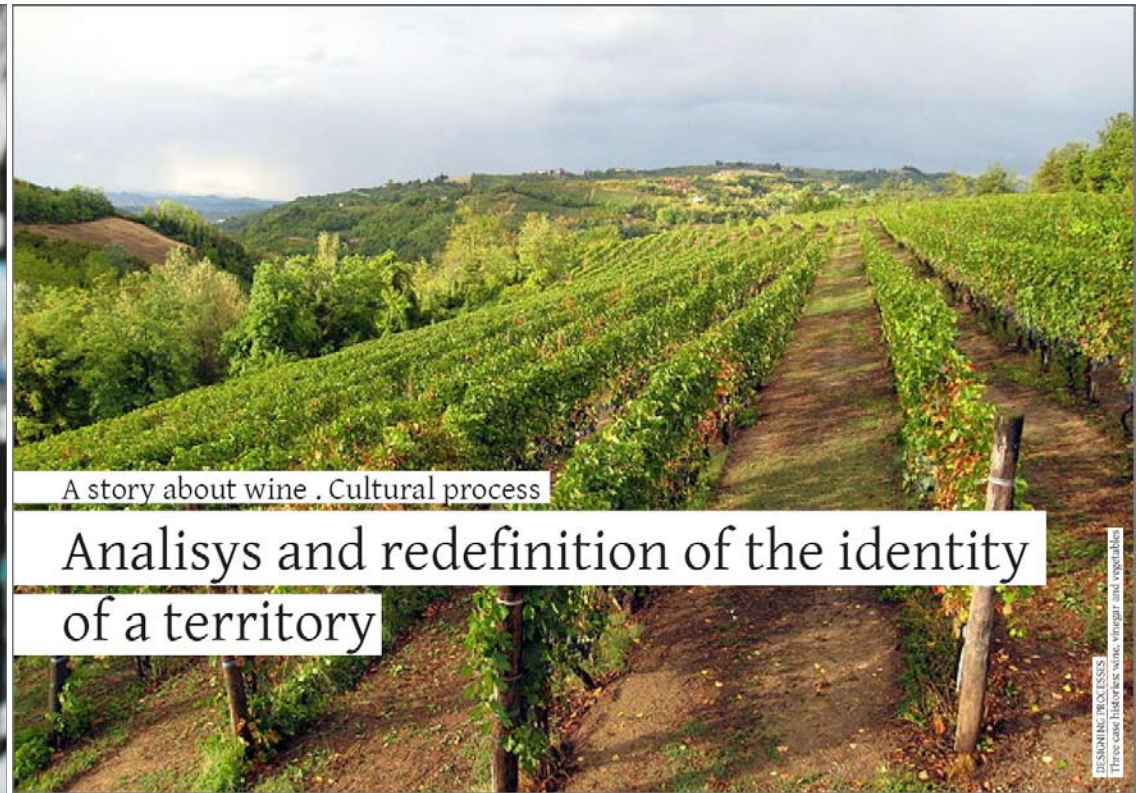
- Appropriate





What does “designing processes” really mean?

DESIGNING PROCESSES
Three case histories: wine, vinegar and vegetables



A story about wine . Cultural process

Analisis and redefinition of the identity of a territory

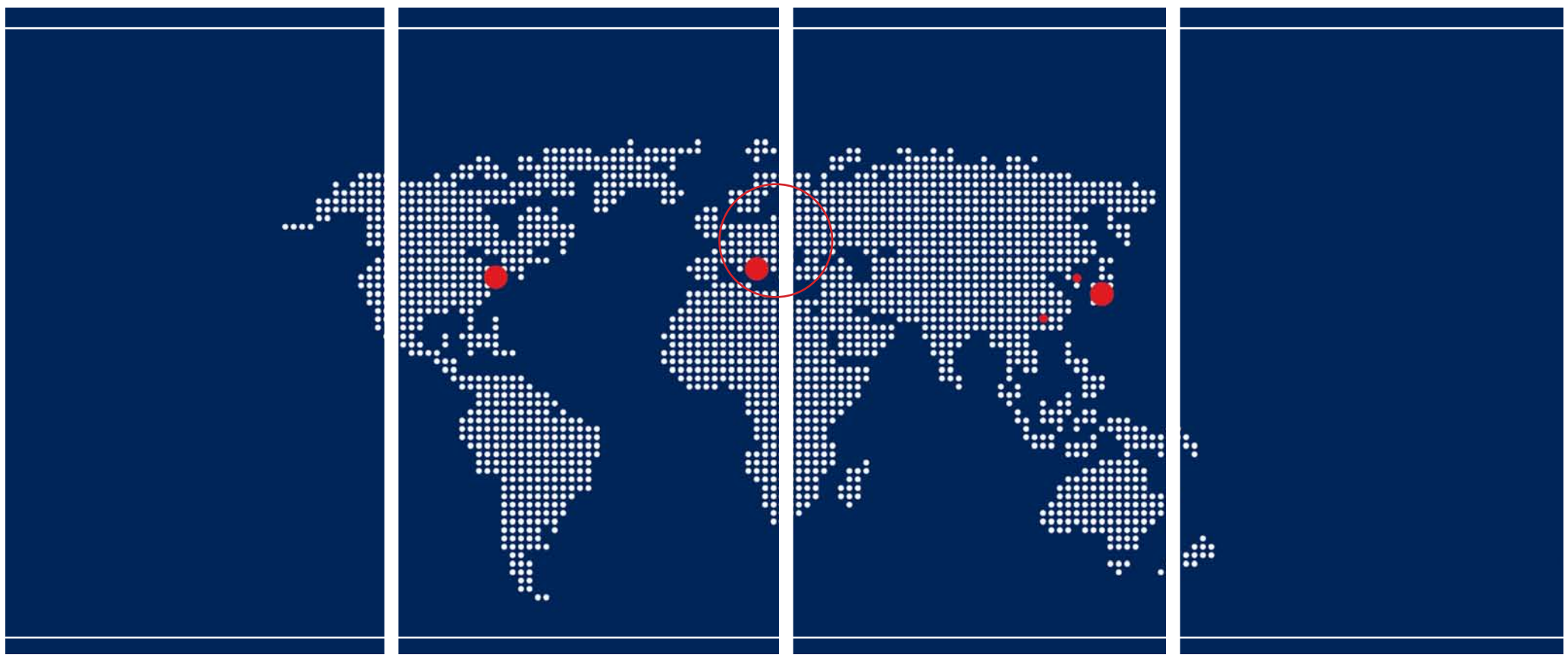
DESIGNING PROCESSES
Three case histories: wine, vinegar and vegetables

Networking

VillaTosca Design Management center - Milan (Italy)

VillaTosca Design Management center USA - Virginia (USA)

VillaTosca DMC Japan - Kyoto (Japan)



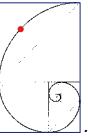
Manufacturing

Food

Toys

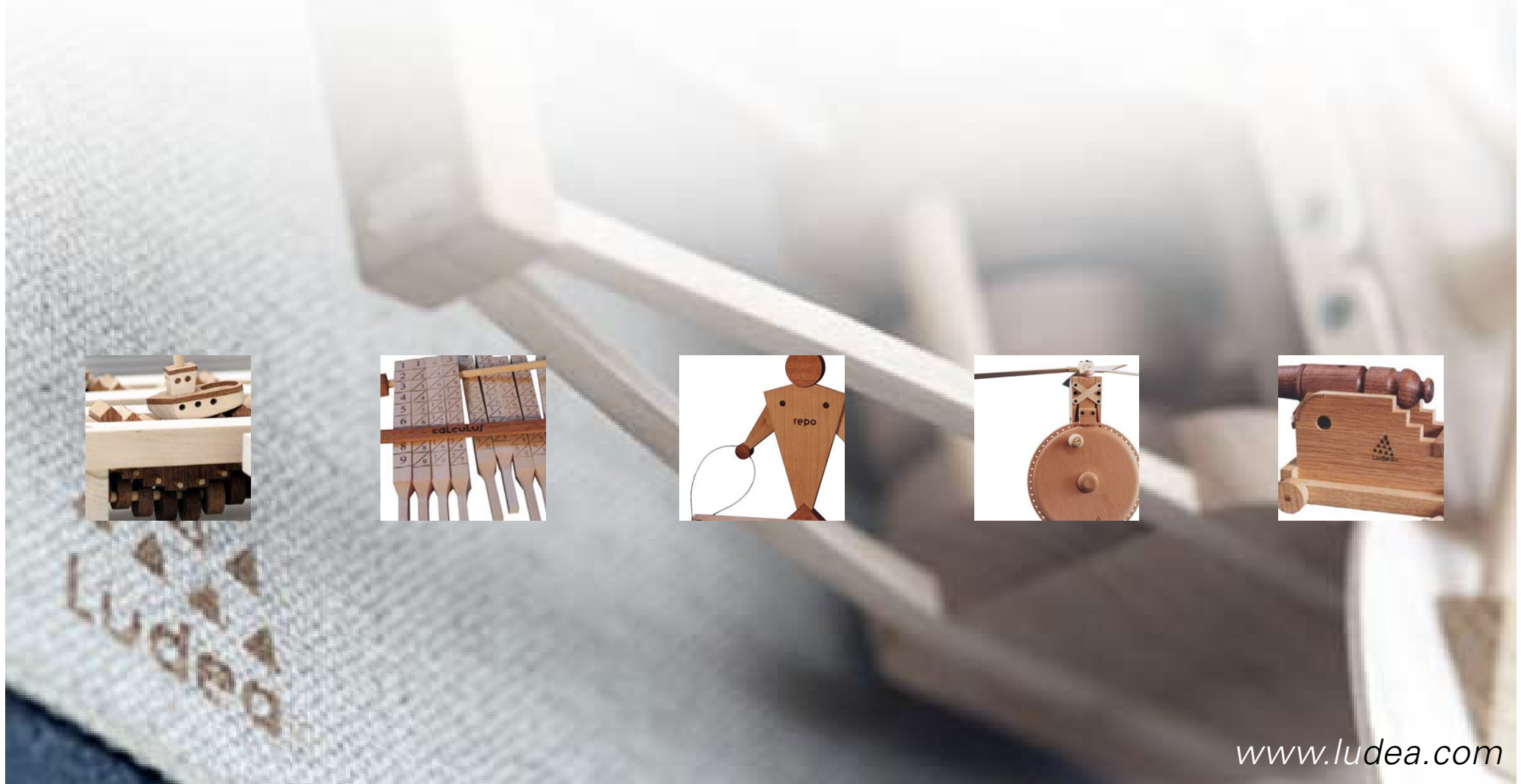
Lighting

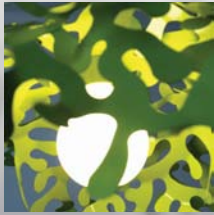
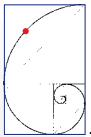




vegitalia







LUMEN
CENTER
ITALIA

Established In 1976

In 2006 Lumen Center turned 30 and celebrated the occasion in the best possible way: by opening its new "house".

As always devoted to design, the firm was founded in France in 1976, moved to Milan in 1987, was acquired in 2000 by Villa Tosca Design Management and in three decades of creation and production has established a strong identity in the interior lighting sector.



Manufacturing

L i g h t i n g



Head Office & Factory - S. Stefano Ticino, (Milan) Italy
Showroom / Office - Milan, Italy

Shops networking / 2,000 Accounts

- Europe*
- USA*
- Russia*
- Middle East*
- South America*
- Africa*
- Far East*

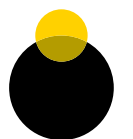


**LUMEN
CENTER
ITALIA**





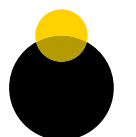
*Design, Engineering, Manufacturing
and Selling Lightings Mainly For Interiors.*



L i g h t i n g



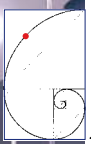
Classic



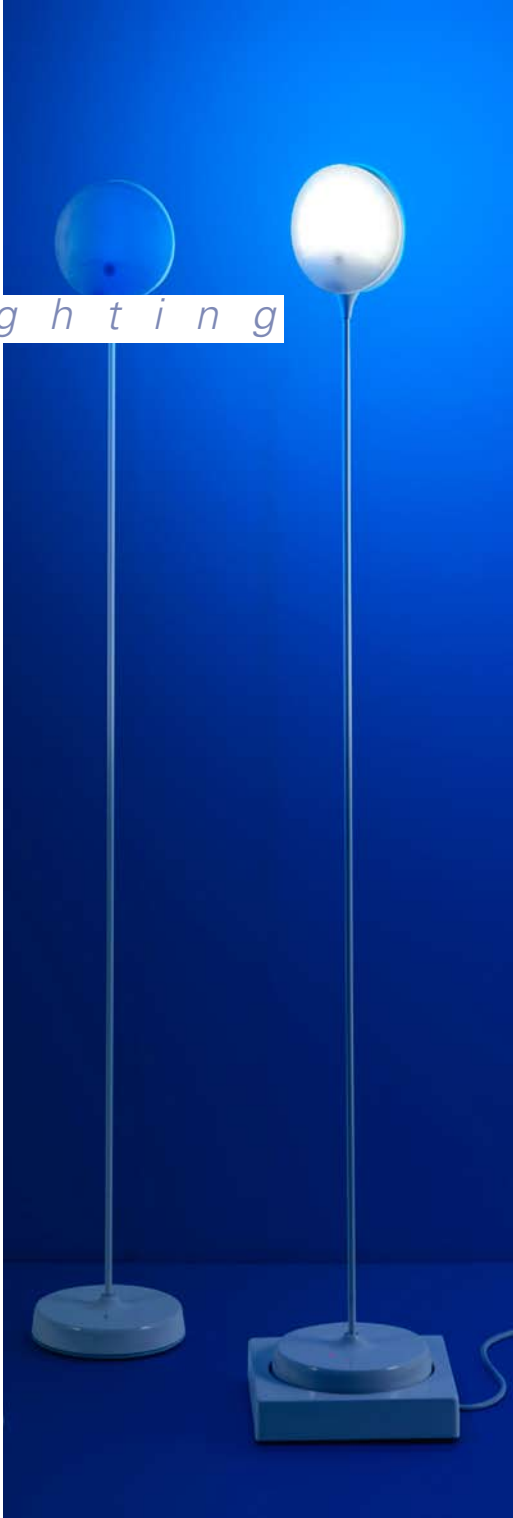
L i g h t i n g



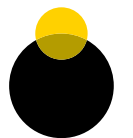
Contemporary



L i g h t i n g



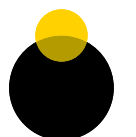
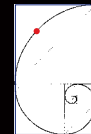
Innovation



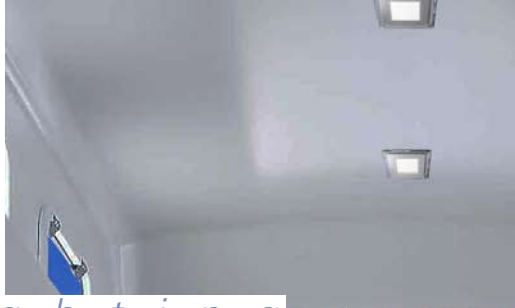


Innovation

OLED Collectin



Lighting



Marine

