MORTEN GEORGSEN
NO NONSENSE DESIGN

The way we are

The art of finding the shortest
distance between function
and aesthetic.

Morten Georgsen, Founder & CEO.
Founded studio in 1992.

Silvia Ferriz, Design Director.
Joined the firm in 2016.

The studio is completed with a **team of dedicated designers**, with diverse backgrounds and experiences.

See our **Milestones** and **CV**.

International Design at its best – **Bang&Olufsen** – Product manager (9y).

Understanding strategy and furniture
      Skovby – Design and marketing manager.
      BoConcept – "*Wheel*" and "*Rainbow*" tool development
      (for upper management and stores worldwide).

Ingenuity - High-end brands around the world – First marble extension table.

Creativity and commercial understanding – **Club 8** – *Color 4 Kids*. Major success.

Global top-sellers
      BoConcept/Club8 – *Lugo, Lugano, Bordeaux, Milano*
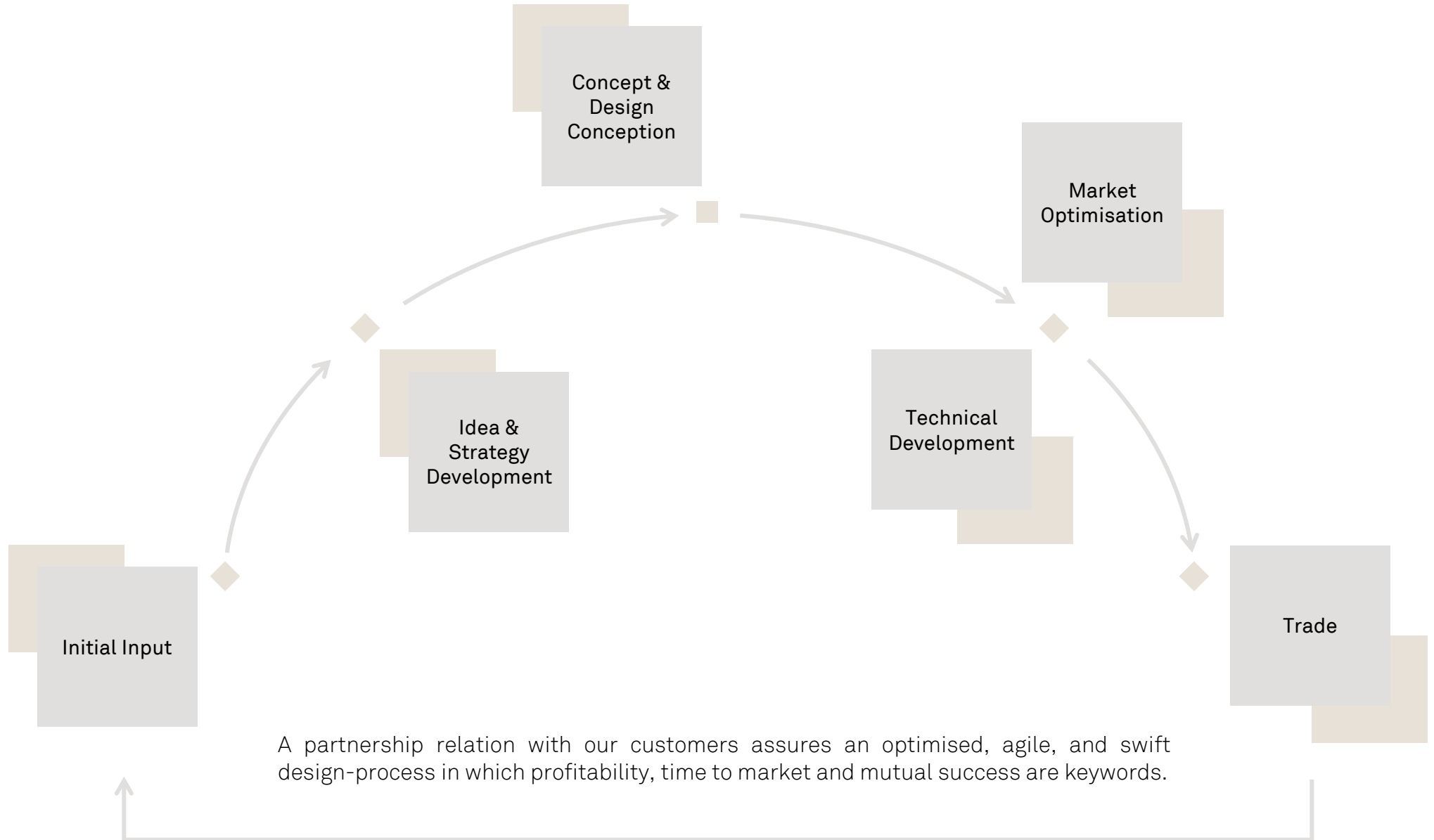   **Kare** – *Ravello* Series
      Four Hands – E*rie* and *Carlisle* Series
      (a selection of many).

**Promotions** – **LG (USA)** – Campaign for OLED TV

Recognitions – German Design Award, Pinacle award, Juror at IF design award, Best of Design Schöner Wohnen

Conferences – Universities, Exhibitions, BoConcept stores worldwide, HRH Princess Mary of Denmark in attendance.

DESIGN APPROACH

Concept &
Design
Conception

Market
Optimisation

Idea &
Strategy
Development

Technical
Development

Initial Input

Trade

A partnership relation with our customers assures an optimised, agile, and swift design-process in which profitability, time to market and mutual success are keywords.
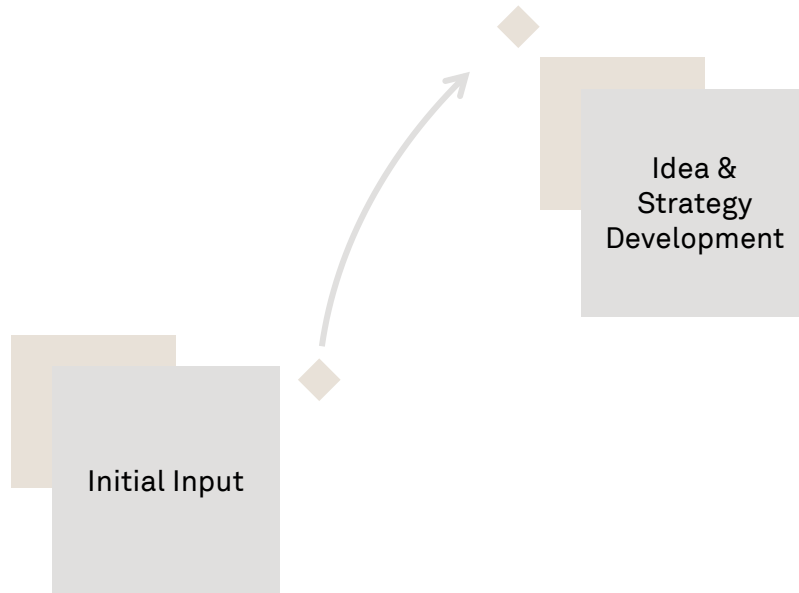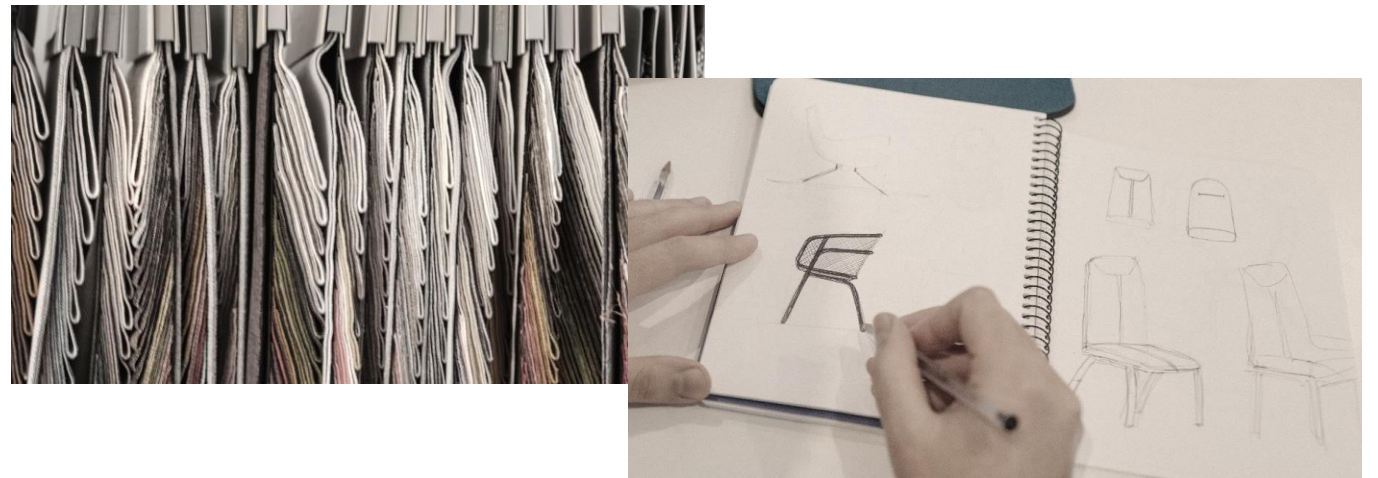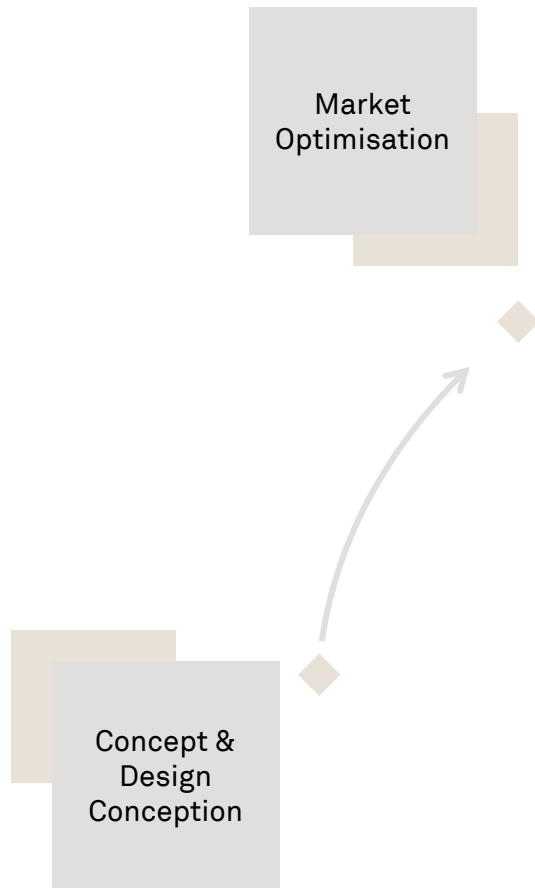
Being "**design-partners**" means we put pride in knowing and understanding our customers' **design-strategy**, **positioning**, and criteria for success. Often, we initiate the process for new designs based on our **market knowledge** and a tailored product **strategy**. The designs may also be an outcome of a briefing from the client.

By analysing the **client's product strategy** and its **performance** (quality, price, competitors, window to the world, cannibalising, etc...) and combining this with our thorough insight in trends, the furniture business (clients around the world), lifestyles, and **our experience and education**, we establish the foundation to ensure that our strongest asset – our creativity – **does not lead us astray**.

Through the whole design process this solid base and our structured way of working allow us to be exceptionally **creative within the target**. Time is not wasted on creativity outside the customers business positioning, production and distribution capabilities.

Our abilities to create great designs at the right time and at the right price are founded in many years of designing for an international audience, constant trend assessments, deep knowledge of materials, production methods, etc – in other words everything you need to know when designing – never forgetting the Danish Design Roots and the **shortest distance** between **aesthetics** and **function**.

Initial Input

Idea & Strategy Development

DESIGN APPROACH

Market
Optimisation

Concept &
Design
Conception

The creative process is not an eight to four job, we know it takes much more. Your thoughts have to dwell around the challenge of creating the right design almost constantly. To reinforce this process we work in **teams**. Each team has a "rope holder" – who is also the daily connection to the client. This **team leader** must steer the project through all gates always reassuring that the concept/design is exceptional, the cost target is achieved and that the time frame is met.
Agility and creativity at its best!

In order to **visualize ideas** in a fast and understandable way, almost all the walls in the studio are plastered with whiteboards – textiles on racks are right at hand, and so are samples and swatches of leathers, wood, metal, handles, springs, foams… Critical questions concerning stability, load capacity, sustainability, packing, manufacturing and much more are – of course – evaluated at the same time….
No Nonsense!

All team members are **3D specialists** on top of being great designers. That means we get from whiteboard sketches onto super **realistic 3D visualisation** extraordinary fast.
Discussions amongst several designers about all the spectres of design take place in front of the screens several times a day. Optimising the design, curating it, caressing it – striving for the best for the client.

We are also **storytellers**, as we consider it to be an integral part of the design process. If we cannot explain what we have created and why, the story doesn't come up fully.

Technical
Development

Concept &
Design
Conception
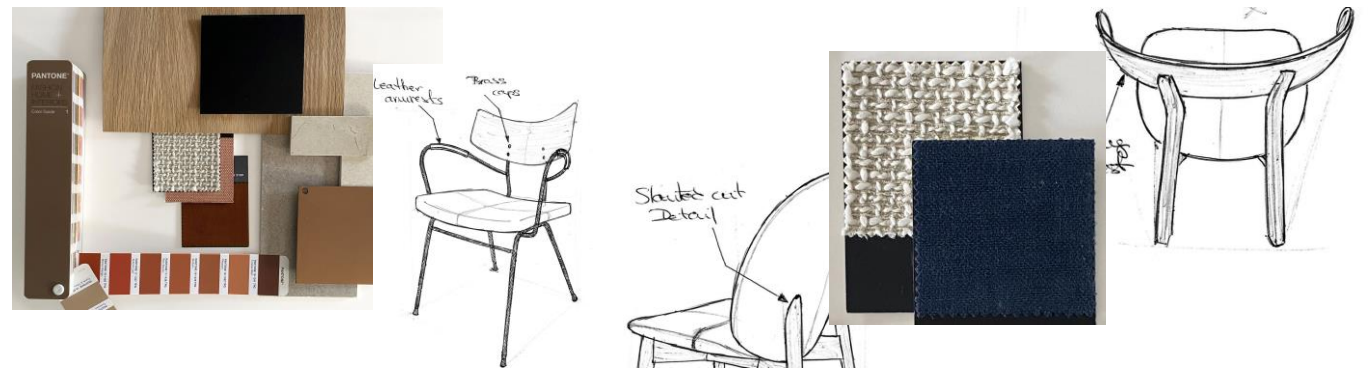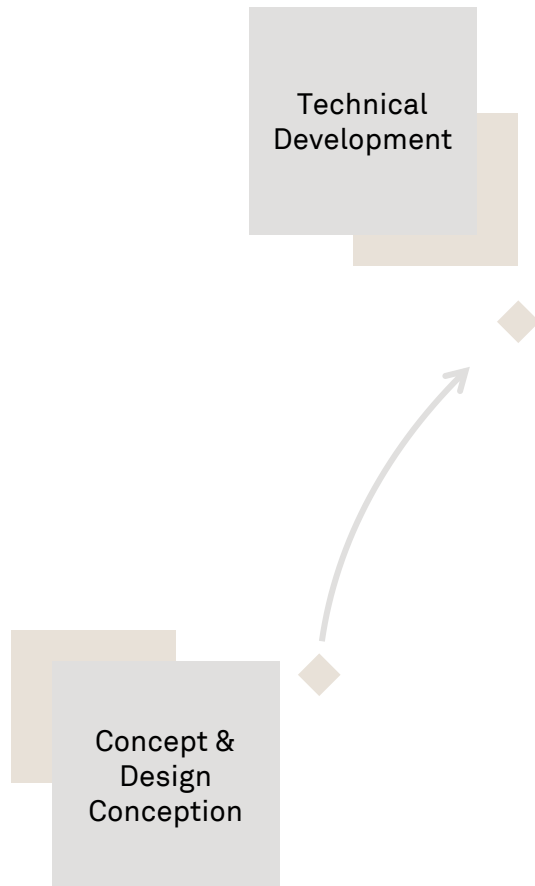
Our **3D models** and **technical dossiers** provide the factories with all the information needed at the **sampling stage**.
A phase, we consider extremely important, as too many good designs fall to the ground due to lack of specs, misunderstandings, neglect of details etc.

We are actively involved in **monitoring** and **optimizing** the **prototypes**, either at the factories or through web meetings. Our factory experience covers almost all continents.
Hereby we also offer ideas as to how to comply to various **safety regulations**.

During this stage we also help **optimising costs** by suggesting alternative materials, production methods and so on.
It is also at this stage that packaging can be minimised and improved for containers, and UPS/FEDEX shipping requirements.
Less cost and more sustainability!
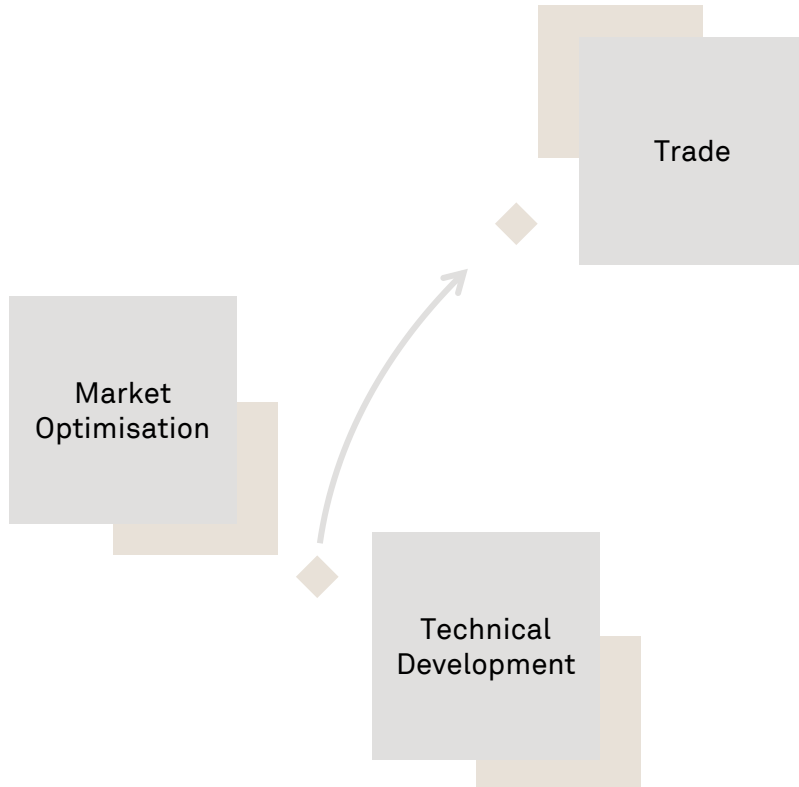
Our **success** within the design field and our **sales records** for our clients (see a brief list at slide No. 10) have proved that **our model works**.
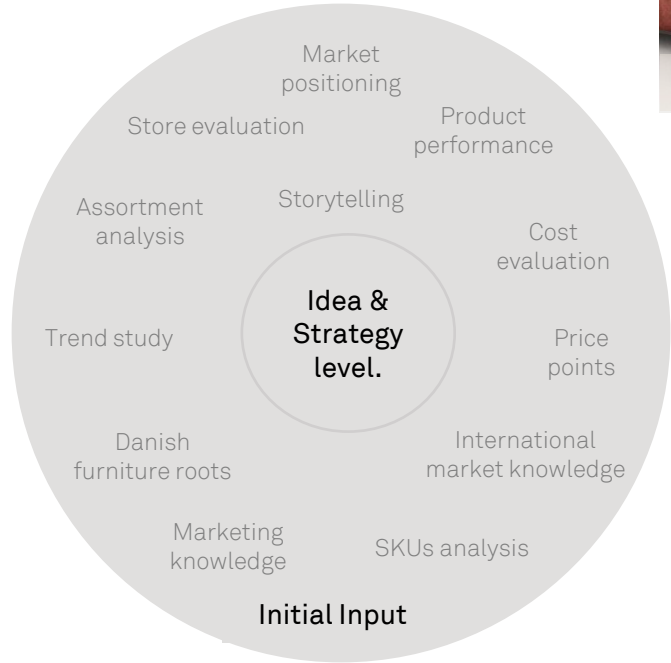
Whether our clients are within **B&M**, **e-commerce**, **B2B** or they are a **manufacturer**, **retailer** or **distributor** anywhere in the world…. Our model works and it is successful.

We also learn from the already in-market designs analysing their **performance** and examining what works the best.

Our structured creativity and profound knowledge allow us to create and develop full market concepts (store layouts, marketing material, showroom experiences…)

We always strive to find the shortest distance!!!

Trade

Market Optimisation

Technical Development

Market positioning

Store evaluation

Product performance

Assortment analysis

Storytelling

Cost evaluation

Idea & Strategy level.

Trend study

Price points

Danish furniture roots

International market knowledge

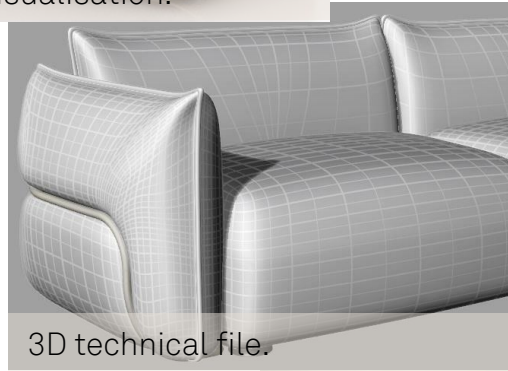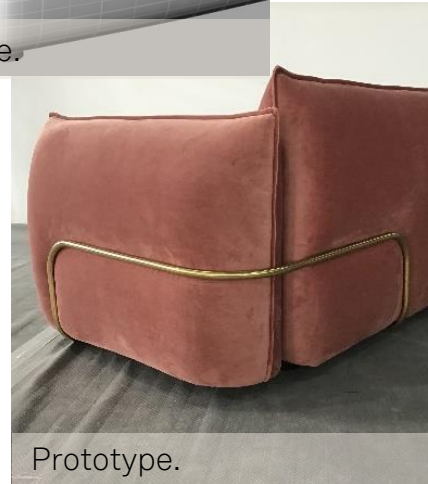Marketing knowledge

SKUs analysis

Initial Input

Briefing and research.

Product visualisation.

3D technical file.

Prototype.

Case Study – Dion sofa (MADE.com)

Stages of the development process: product visualisation, technical 3D model, factory prototype and final product.

Final product.

Curated selection of our client portfolio.

BoConcept

FOUR HANDS
FURNISHING STYLE
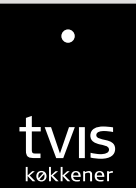
MADE

KARE
DESIGN

DAN FORM
DENMARK

OTTO

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SQUARE
ROOTS

tvis
køkkener

Sketch

SKEIDAR

Indexlivingmall

SUNPAN

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MORTENGEORGSEN

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