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# The way we work

2025 MORTEN ØEORGEN





# — Morten Georgsen

Morten Georgsen was born in Denmark. Trained in design and product management at Bang & Olufsen for 9 years. University degree in marketing.

In 1992 he established his own studio, Futhark Design, in Denmark. In 2002 he moved to Valencia, where the main offices are still located. The studio became "Morten Georgsen" in 2014. One of the strongest points of the Morten Georgsen studio is the variety of nationalities, ages, and professional backgrounds.

His first international success was "Color 4 Kids", developed by "Club 8" (the company that later would become BoConcept). Since that first collaboration, Morten has become one of BoConcept's main designers. Morten created the first marble extendable table in the world. He incorporated this system on the designs for Ronald Schmitt, Maurice Villency (Roche Bobois) and more.

Elegant simplicity and exciting functions are what define his designs, which is why his works are sold globally, making him one of the most successful designers in the field. Although Morten always prioritizes people's opinion over fame, he has been rewarded with several design distinctions, like the Pinnacle, Haimsohn and the German Design Award.

His designs have been featured in publications like *Schöner Wohnen*, *Design Milk* and *Vogue Living* amongst many others. He has also been a key speaker in multitude of conferences, and judge at prestigious design competitions such as the IF product design awards.

Although he has mainly worked in the furniture industry, Morten has also designed electronics and lamps, and developed retail, contract and brand concepts.

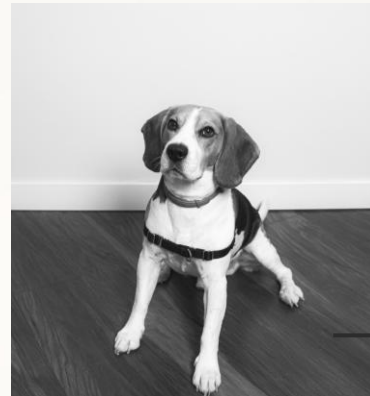


## — The studio



**Morten Georgsen** - Owner & Signature Designer  
**Silvia Ferriz** - Design Director & Partner  
**Javier Lecuona** - PD Manager & Partner  
**Victor Vilar** - 3D Visual Manager & Partner

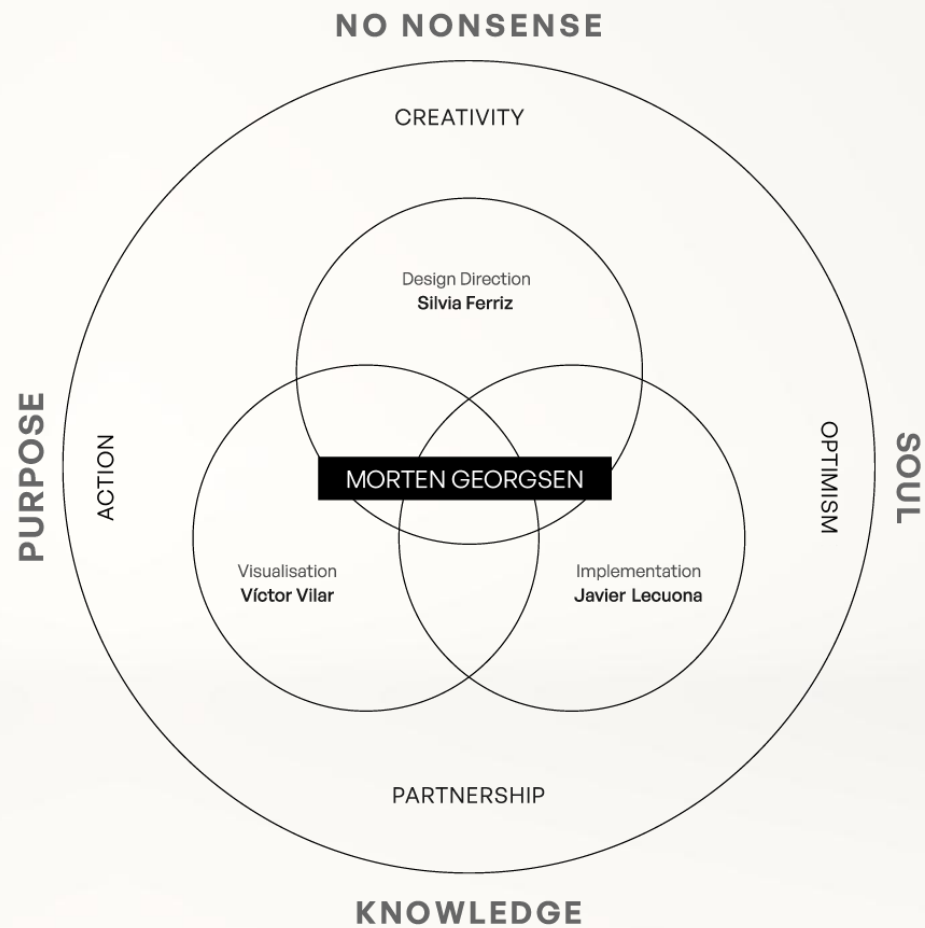
The studio is completed with a team of dedicated designers, with diverse backgrounds and experiences.



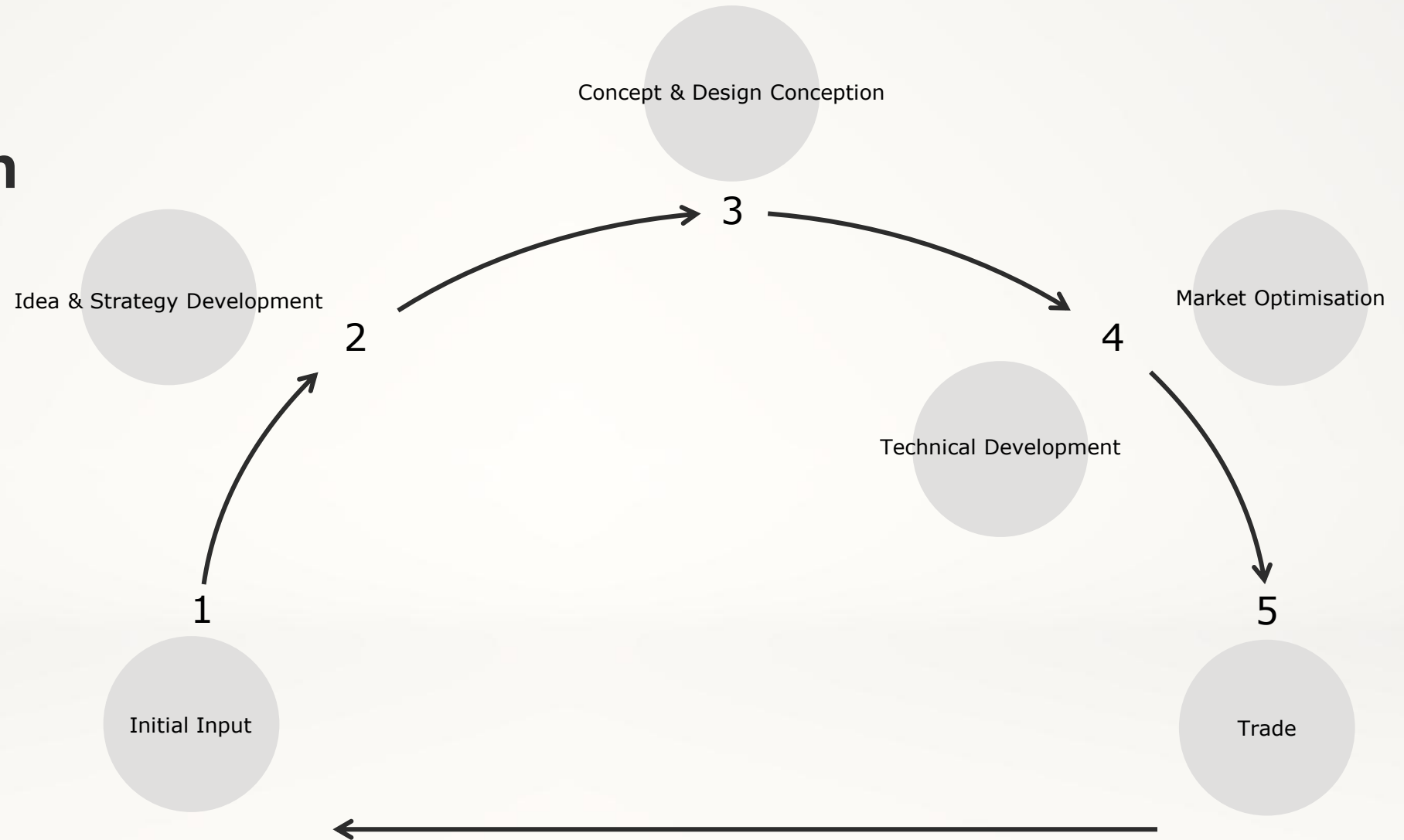
— The whole team relies on Lucas and Pipo for creative impulse.



# — The studio

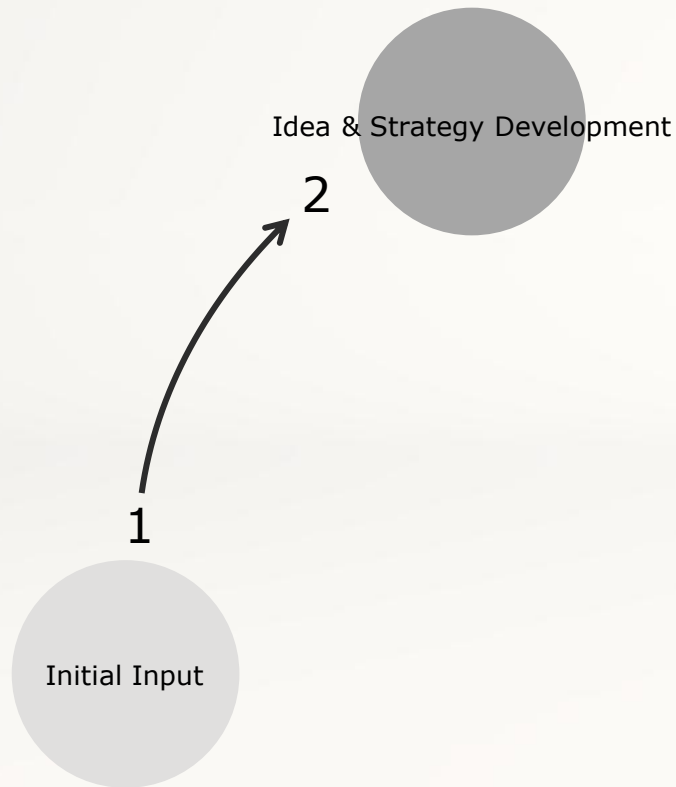


# Design Approach



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.

# Design Approach



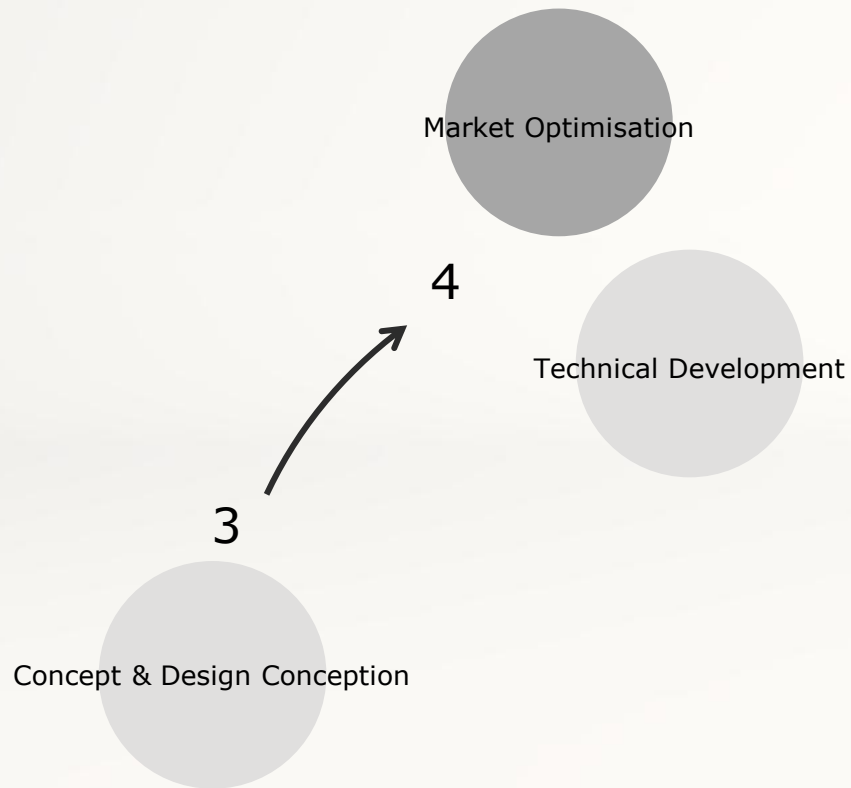
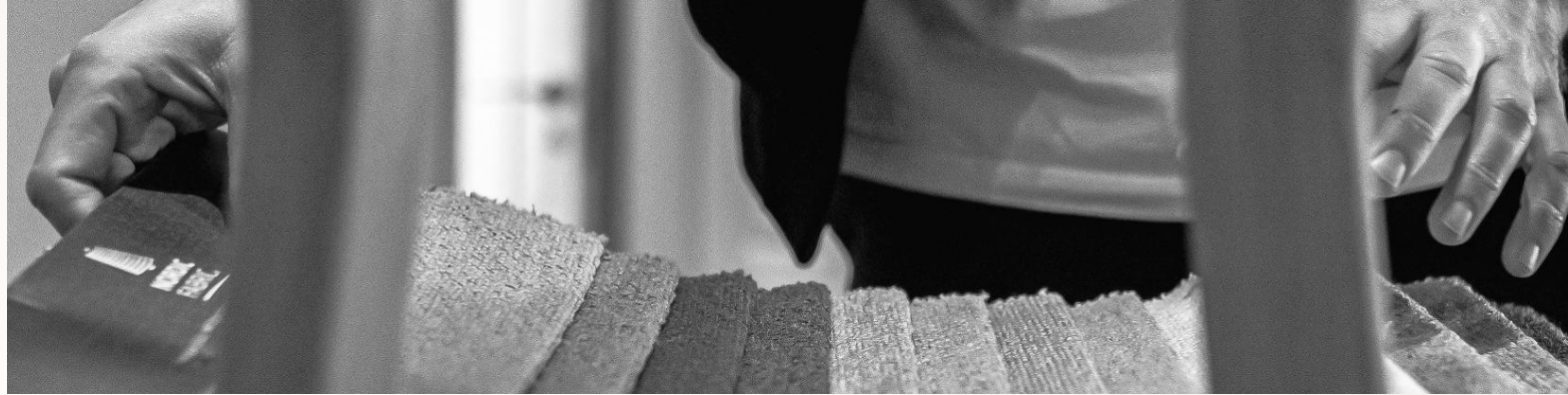
Being “design-partners” means we take pride in understanding our customer’s design strategy, positioning, and success criteria. We often initiate new designs based on market knowledge and tailored product strategies, or from client briefings.

By analysing the client’s product strategy and performance, and combining this with our insights into trends, the furniture business, lifestyles, and our experience, we ensure our creativity stays focused.

Throughout the design process, our solid foundation and structured approach allow us to be exceptionally creative within the target. We avoid wasting time on ideas outside the customer’s business positioning, production, and distribution capabilities.

Our ability to create great designs at the right time and price is founded on years of international experience, constant trend assessments, and deep knowledge of materials and production methods, always honouring our Danish Design Roots and the balance between aesthetics and function.

# Design Approach



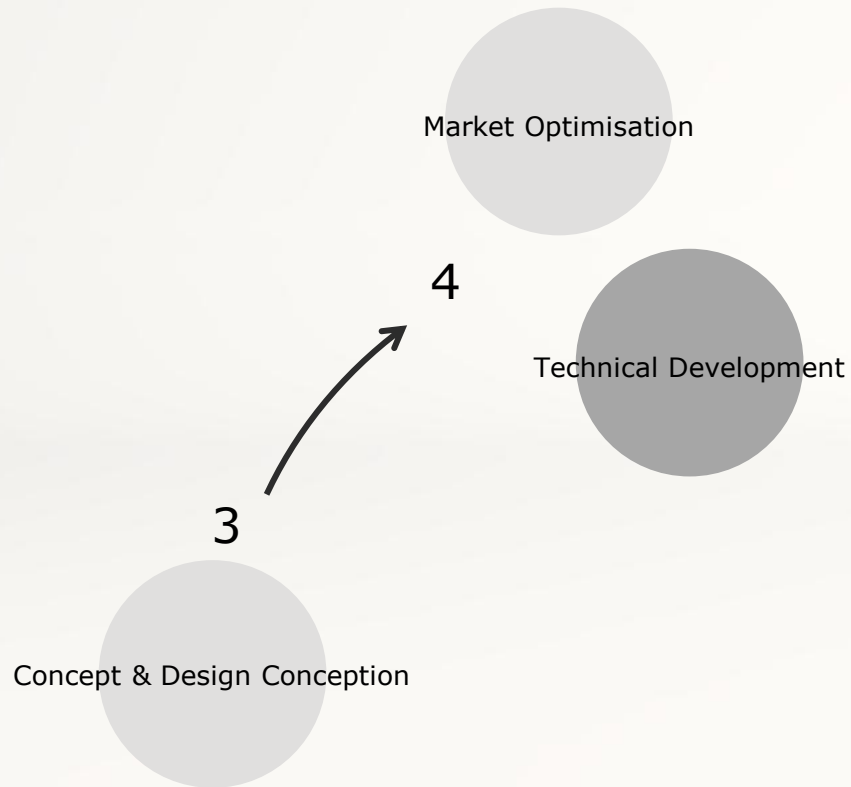
The creative process isn't a nine-to-five job; it requires constant attention. To support this, we work in teams, each led by a "rope holder" who connects daily with the client. This leader ensures the design is exceptional, meets cost targets, and adheres to timelines. Agility and creativity at their best!

Our studio walls are covered with whiteboards, and textiles, samples, and swatches are readily available. We evaluate critical aspects like stability, load capacity, sustainability, packing, and manufacturing simultaneously. No Nonsense!

All team members are 3D specialists and great designers, enabling us to quickly transform whiteboard sketches into realistic 3D visualizations. Multiple daily discussions optimize and refine designs, striving for the best for the client.

We are also storytellers, integral to the design process. If we can't explain our creations and their purpose, the story isn't complete.

# Design Approach



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.

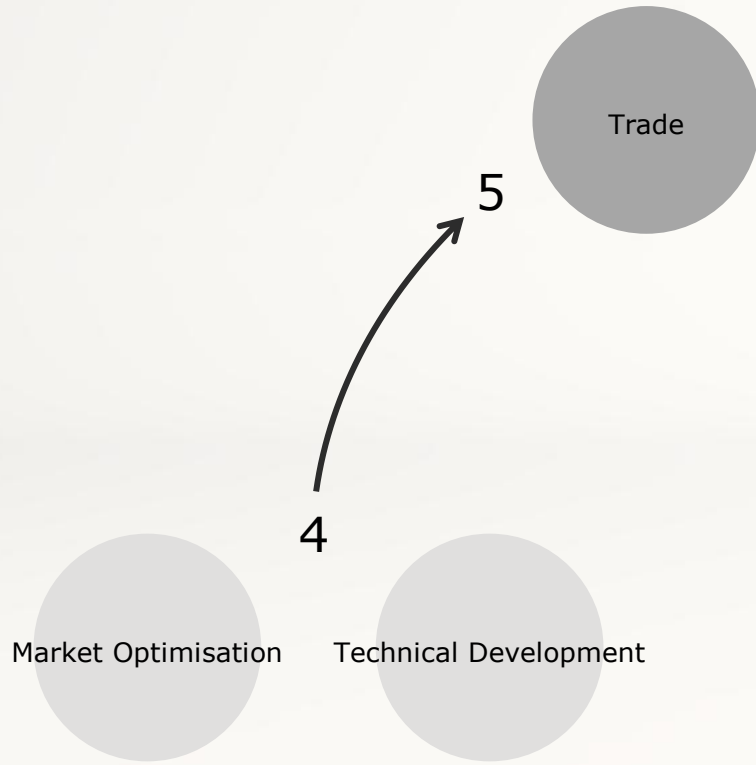
During this stage we also help optimising costs by suggesting alternative materials, production methods and so on.

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!



# Design Approach



Our success within the design field and our sales records for our clients 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...)

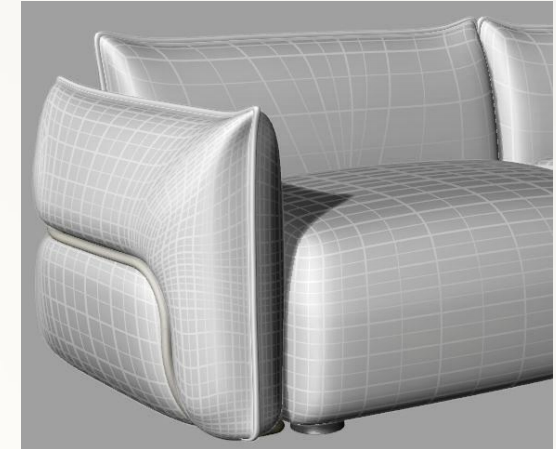
We always strive to find the shortest distance!

# Design Approach

Stages of the development process



Product visualisation



3D technical file



Prototype



Final product

M O R T E N Ǽ O R G S E N  
N O N O N S E N S E D E S I G N