

Our Design Values



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Pragmatic

Believe in concrete innovation nurtured from the field and verified through practice to always stay relevant and profitable



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Attentive

Develop an empathy towards our colleagues, collaborators, users and public to position design expertise at the disposal of everyone, from beginner to expert



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Bold

Always question achievements, push norms and status quo' because we think that taking risks is the only way to grow and succeed



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Ethic

Practise design that serves sustainable innovation that prioritizes the human, rather than imposes on him