

MARKET RESERACH

We are a strategic design consultancy that empowers experts to inspire with value-conscious design.



DESIGN DIRECTION

DESIGN MANAGEMENT

DESIGN AGENCY

Get a clear overview of how to respond to sudden changes of the furniture industry & benefit from more than 30 years of experience.



Lorenz Kilga
Co-founder

A defined and transparent market research that will be presented to you with full disclosure. Ready for you entering and succeeding on the furniture market.

Who is it for?

Furniture brands & Manufacture who aim to enter a specific market or are keen on improving their performance in relation to:

Product & Service offering

Sales & Distribution Network

Creative & Strategic Foresights

Client & Market Approach

Growth Opportunities within and between organisations at the desired market.

THE PROCESS

MODULE 1

Landscape & Trends
(applied to your sector/field).

#Trend & Consumer research

MODULE 2

Market & Competition
(related to your sector/field).

#Benchmark study

MODULE 3

Primary Research
(interviews & studies).

#Customer studies

MODULE 4

Your individual problem
solution fit according to
findings from module 1-3



**DESIGN
DIRECTION**

Market Landscape & Trends

Market Landscape & Trends


We look at the landscape from a holistic perspective and forecast trends that will happen in the future. Helping you to be more accurate in your strategic directions. To do so we analyze emerging trends, consumer needs, human behavior, and how different drivers effect consumption. we help you to better understand facts and how to transform them into innovative actions for your company and your clients.

Trending search terms¹



- Round pool deck ideas +170%
- Curved couch living room +3x
- Curved walls interior +4x
- Curved bar design +140%
- Curved kitchen island ideas +3x

MEDITATIVE SPACES

Francesc Rifé Studio



Saba Italia





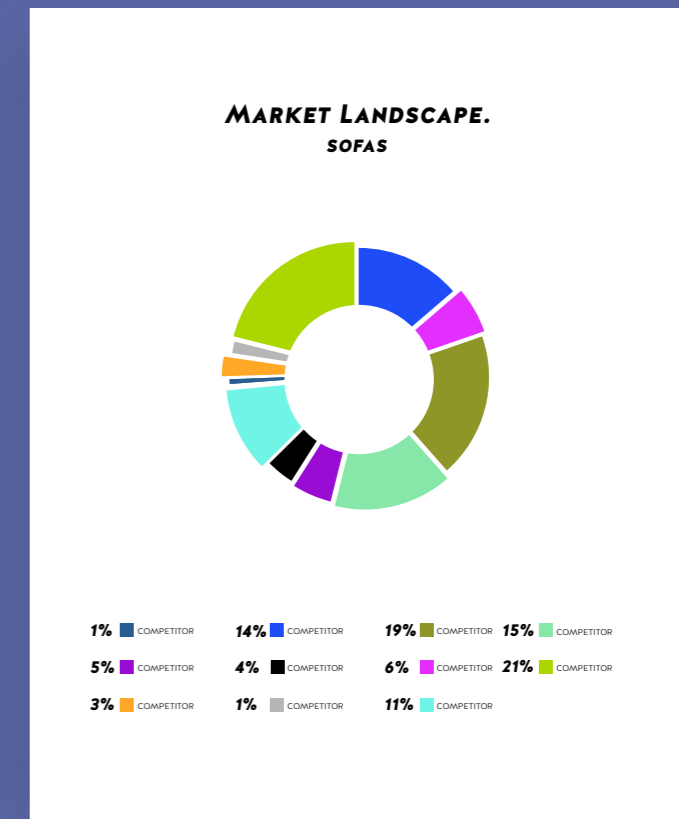
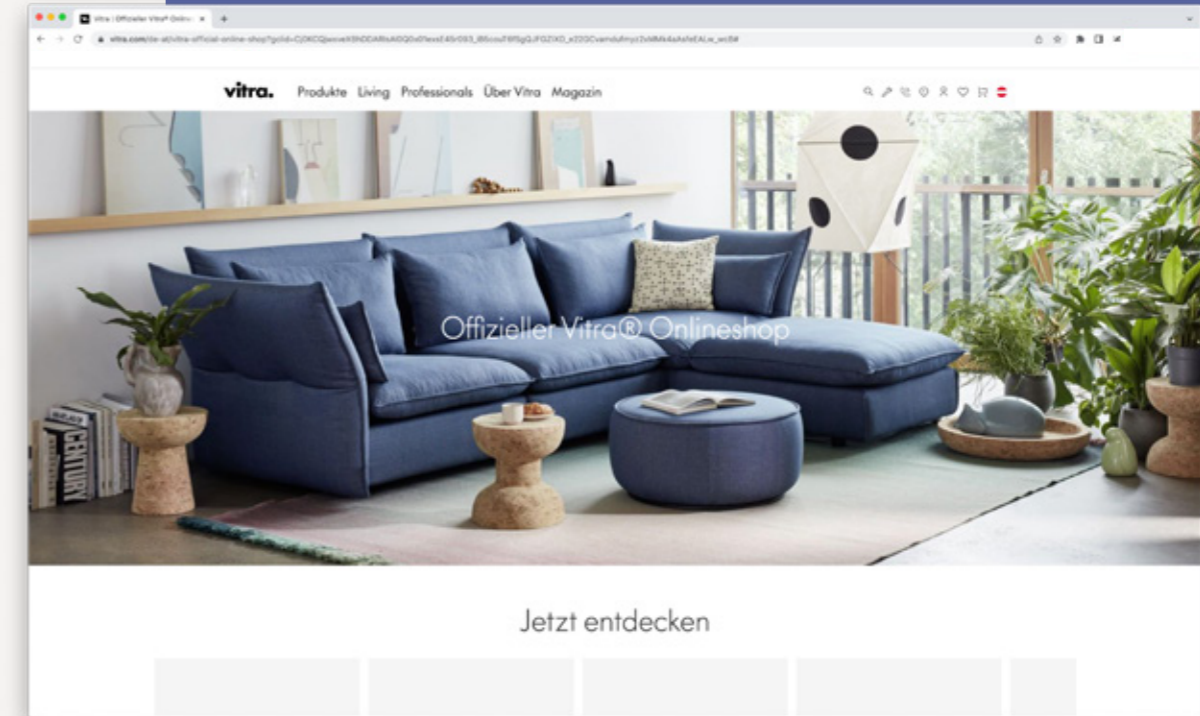
**DESIGN
DIRECTION**

Market & Competition

Market & Competition

With our benchmark studies we measure and compare our clients offering against a baseline study, which are individually defined for each project. Starting from a simple product portfolio comparison all the way to general market landscapes. Generating a better understanding of how the industry is developing today and in which directions other players are working.

Don't get us wrong, we do not only measure your performance against your competitors, but we look at the bigger picture to better understand what makes your offering unique. Identifying a specific market direction that can be implemented and understood by key stakeholders and consumers.





**DESIGN
MANAGEMENT**

Primary Study

Primary Study

We walk the world with open eyes, listen a lot, and talk to right people. As sometimes the answer to the most complex questions of our clients is right out there on the street. That's why we offer our primary research, collecting answers directly from distributors, architects, developers, and other relevant system partners.

You will benefit from a “pinpointed” research dedicated to your specific question or problem. Ensuring full transparency, although it might “hurt” sometimes - but rest assured leads to a clear understanding of a specific market need in relation to our client's product and service offering.





**DESIGN
MANAGEMENT**



**DESIGN
DIRECTION**



**DESIGN
AGENCY**

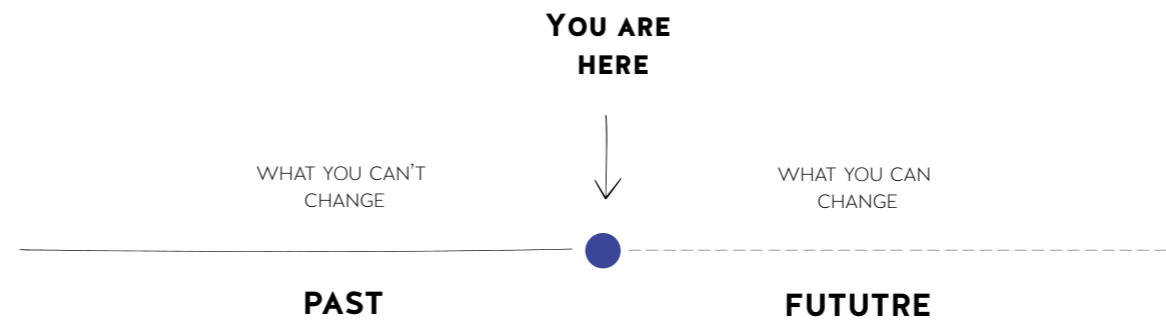
Conclusion & Final proposal

Final proposal

We mix it all together and come back to our clients with a conclusion. Answering how to respond to sudden changes of consumerism and market behavior within the studied area.

Identifying a clear and relatable value proposition, which might be answered individually market by market. Why? Because this builds up on our in-depth market knowledge and methodical competence within the area of Design Management.

We don't stop here, our proposal includes a clear direction of what to do with gathered insights on a practical base. A restatement and idea finding phase which leads to a roadmap, which benefits from both Macro insights and Micro perspectives, which is aka. Street knowledge.



“At Design Network, the highest quality standards, expertise in the furniture industry, an extremely fresh consulting approach and innovative services for architects, interior designers and industry come together – unique in this constellation”.

H. GENSTORFER – CBO, ARCHITEKTUR AKTUELL

“Design Network conveys in-depth market knowledge, which benefits from their clear understanding of relationships generated within the furniture industry. This results in constructive and proactive strategies that bring along “out of the box” solutions”.

G.GOERTZ – CEO, BEAM SPACE

MODULE 1

LANDSCAPE & TRENDS
(APPLIED TO YOUR SECTOR/FIELD).

5.000 €

MODULE 2

MARKET & COMPETITION
(RELATED TO YOUR SECTOR/FIELD).

3.000 €

MODULE 3

PRIMARY RESEARCH
(INTERVIEWS & STUDIES).

**Depending on the size of the study*

***3.000 €**

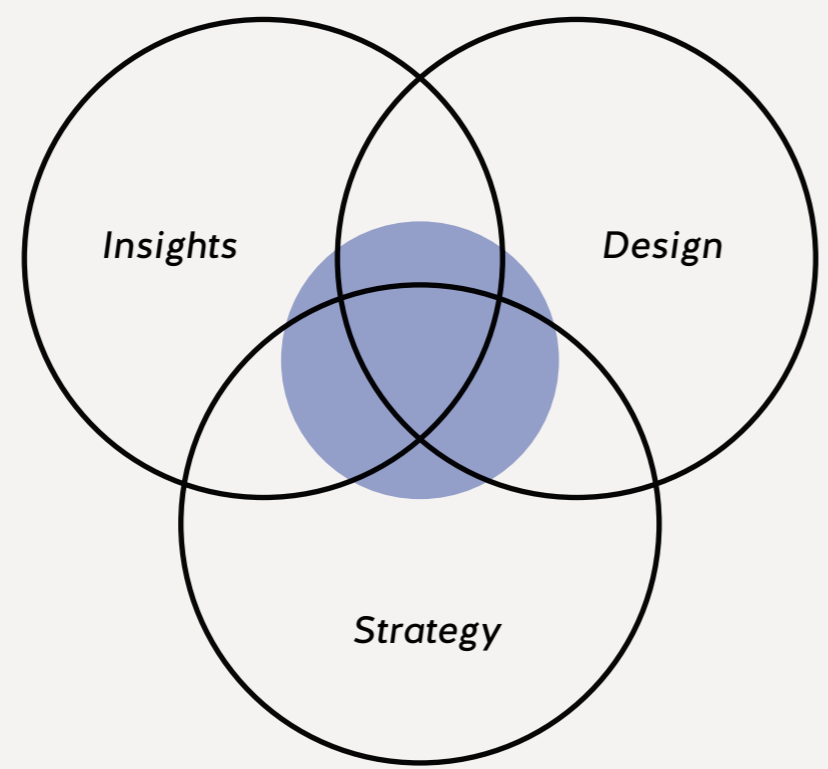
MODULE 4

YOUR INDIVIDUAL PROBLEM
SOLUTION FIT ACCORDING
TO FINDINGS FROM MODULE
1-3

3.000 €

OUR SERVICES

- Trend Reports
- DESIGN DIRECTION**
- Design direction
- Creative direction
- Visual strategy
- Material research & Innovation
- Benchmark studies



- DESIGN AGENCY**
- Brand design
- Graphic design
- Product design
- Showroom design
- Retail tool design



- DESIGN MANAGEMENT**
- Growth strategy
- Customer studies
- Positioning
- Workshops
- Changemanagement
- Network development
- Story-Telling

