

AlegreDesign®

Studio Profile

At Alegre Design, apart from designing products, we come up with new solutions and uses for everyday articles through innovation and design. With more than ten years of experience, we work for every industrial sector. More than a hundred of the designs produced in collaboration with our clients can currently be found on the market; many of them brand leaders within their field. Our designs have received prestigious international accolades such as the Red Dot Design Award, the iF Product Design Award, the Delta Awards (Premios Delta) and the German Design Award (Designpreis Deutschland). The international reputation of the studio also gives us the opportunity to work with clients from all over the world.

What we do

Our studio specialises in industrial design and product development. We work across all product areas and we understand the production process for all of them. This allows us to ask the questions that might not occur to others and to come up with answers that provide efficient solutions for everyday processes, taking into consideration the user, the company and the production process. Essentially, these are items that stand out from the rest not only because of their design but also due to the innovations that make them unique; efficient, hard-wearing solutions that open up new experiences for users. Over the course of the company's progression we have designed products for childcare, hardware, kitchens, domestic and office furniture, domestic electrical appliances and many other mass-market consumer goods.

About us

Alegre Design is an industrial design studio located in Sueca, Valencia and was founded in 2000 by Marcelo Alegre. The workforce comprises Marcelo himself and the industrial designer Andrés Baldoví, along with an extensive list of external collaborators. Both designers interpret design as being a global concept to be applied to the entire development process, in which sustainability, usability, efficiency and a commitment to the environment all have to be taken into account for each and every product we design.

Our usp

We have in-depth knowledge of industry and its methods, allowing us to bring creativity to the entire process surrounding the birth of a new product. Additionally, we have developed our own working method which allows the client to know, at all times, which stage of the creative process we are engaged in.

Some latest products

- 2017_ KLC / Multi-purpose chair / Produced by OMP Group
- 2017_ Llatina/ Bike stand / Produced by Katzden Architec LTD
- 2016_ Efit / Office Chair / Produced by Actiu
- 2016_ Decco Bubble / Kids area fitness/ Produced by Katzden Architec LTD
- 2016_ Flex / Office Chair / Produced by Actiu
- 2015_ iKon / Sofa / Produced by B&V Tapizados
- 2014_ Cron / Office Chair / Produced by Actiu
- 2014_ WeOn Glasses / Glasses - Tecnology / Produced by WeOn
- 2013_ Domoalert / Tecnology / Produced by Domoalert

+Info

Founder / Designer
Marcelo Alegre
m.alegre@alegredesign.es
Senior Designer Associate
Andrés Baldoví
a.baldovi@alegredesign.es
General Administration
info@alegredesign.es

