



**GIULIO SIMEONE**

Portfolio 2000-2020

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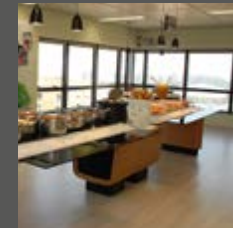
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project

# DOMOBAR

year

2019

brief

Restyling of home professional  
coffee machine line

services

Design consulting  
Strategy design  
Product design  
Product interface

client

Vibiemme



New domobar line



Old domobar line





## Drip tray functionalities





Easily removable tank



Touch display







project

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# APTICA

year

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2018

brief

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Design of a new trio system that makes life easier for those who use it thanks to a practical one-handed closure, designed to ensure maximum cleanliness and hygiene in the parts dedicated to the baby and the mother.

The stroller is comfortable to ride and comfortable for the child, also ensuring maximum versatility of use

services

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Product design

client

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Inglesina

**Inglesina**





project

# CAB — DARWIN

year

2018

brief

Design of an auto system including a child seat, an isofix base and a belt base, considering the aesthetics, the consistency of the products, and above all the safety and protection of the child

services

Product design

client

Inglesina

**Inglesina**







**CAB** (Belts base)



**DARWIN** (Isofix base)



project

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# ARIA

year

---

2018

brief

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Design of a new product line to be added to the customer portfolio, marking the first step towards a more modern and distinctive style.

The line features two sideboards and a TV wall unit. The visual styling of the renderings for the catalogue was developed in collaboration with an external rendering studio.

services

---

Product design

client

---

Piombini

*Piombini*  
**PIOMBINI**  
MOBILI FINITI A MANO IN ITALIA DAL 1958









project

# ENGINE COVER

year

2017 - 2018

brief

Re-design of a new cover for engines:  
Loncin 120/140, Loncin 160 and Honda.

Also two inserts have been designed to  
customize the covers to adapt them to a  
wider range of products

services

Product design

client

Stiga group

**STIGA**<sup>®</sup>





cover private label



Stiga insert



other brands insert





Loncin 160  
Cover private label

Loncin 160  
Insert Stiga

Loncin 160  
Insert other brands



project

# POWERHEAD

year

2017 - 2018

brief

Design of new engine, that could be common to several models of lawnmowers for Stiga

services

Product design

client

Stiga group

**STIGA**<sup>®</sup>



Battery



Stiga

Private label

Other brands





Stiga



Private label



Other brands

project

# WBH BATTERY

year

2017 - 2018

brief

Re-design of components for the updating of the new product line.

services

Product design

client

Global Garden Product





### Handle

Formal restyling of the handle, taking into account the operation of the previous mechanisms.



### Engine

Design of a totally new engine with horizontal entrance of the battery, that could be common to several models of lawnmowers for STIGA





project

# HOME LINE

year

2017 - 2018

brief

Design of a new line of products for the home composed by High chair, Bouncer and Swing

services

Strategy design  
Product design

client

Inglesina

**Inglesina**





project

---

# TIME

year

---

2017 - 2018

brief

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**Aesthetic and functional design of a new high chair, with particular focus on safety, usability, storability and stylistic distinction**

services

---

**Strategy design  
Product design**

client

---

**Inglesina**  
**Inglesina**





project

---

# LOUNGE

year

---

2017 - 2018

brief

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Design of a bouncer aesthetically pleasing and consistent with the other products in the line, taking into account the functionality, adaptability and above all the comfort of the child

services

---

Strategy design  
Product design

client

---

Inglesina  
**Inglesina**







project

# GTR STIGA RESTYLING

year

2016

brief

Restyling of GTR 160

services

Product design

client

Global Garden Product



ORIGINAL PRODUCT  
GTR160



Redesign of the semi-professional front mower GTR160, with the purpose of achieve the family feeling with the Stiga product portfolio



project

# TECHNIQUE

year

2015

brief

**Project of a new coffee machine  
with an innovative architecture**

services

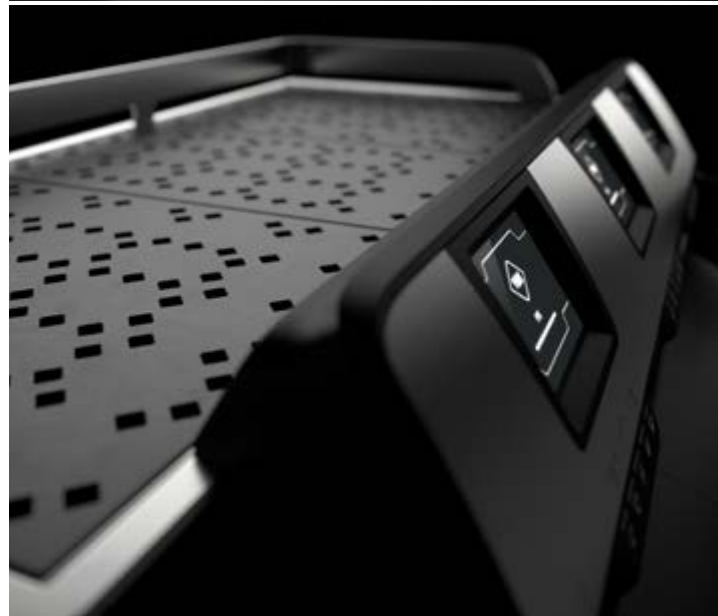
**Design consulting  
Strategy design  
Product design  
Product interface**

client

**Vibiemme**

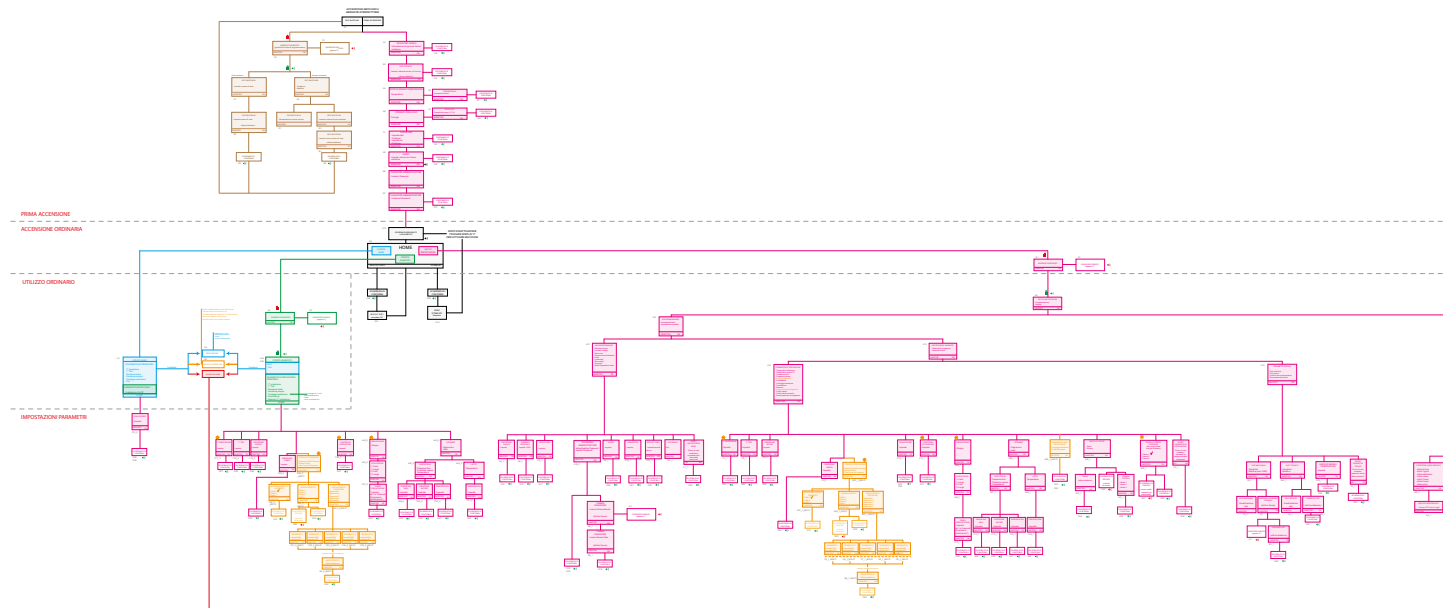








# User experience map



project

# VILLA 14 HST

year

2014

brief

Restyling of Villa 14 HST

services

Product design

client

Global Garden Product



Old product





project

# ESTATE & ESTATE ROYAL

year

2012 - 2013

brief

Re-Design of components for the updating of a new line of products.

services

Product design

client

Global Garden Product



project

---

# EVA

year

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2012 - 2013

brief

---

Form studies for the identification of the stylistic identity of the EVA\_C product

services

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Design consulting  
Strategy design  
Product design

client

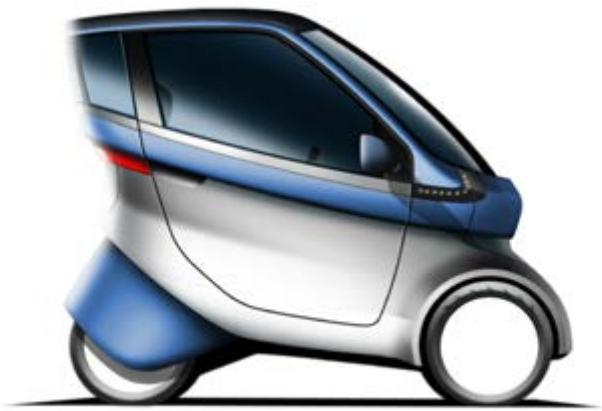
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Askoll

Askoll

CS





The objective of this phase of the project was to find the identity of the new EVA\_C product, attempting to create as much as possible the perception of an "object" in motion.

Note how the use of LED technology in the front and back lights has always been held as a reference point.







project

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# QUAD

year

---

2011 - 2012

brief

---

**Design of a new baby stroller crossover  
with innovative architecture**

services

---

**Product design**

client

---

**Inglesina**

**Inglesina**



The design of the frame is aimed at the simplification of habitual structural codes: its particular structure has been conceived to make the element/accessory dedicated to the transportation of the baby the protagonist in every way.

Thanks to the use of the central “mono tube”, the structure “holds” (and doesn’t “contain”) the seat and the baby carriage: therefore, new spaces are created on the lateral portion of the stroller and the whole image gives a sense of visual lightness and a notable presence. Further, new elements that make up the “system” have been designed with these characteristics:

Seating\_The seat highlights the concept of comfort and creates a visual continuity with the frame whether the seat is in the forward or backward position.

Cradling\_ the design creates a marriage of performance and poetic quality, between safety and tradition; the graphic symbols obtained in the lateral band-insert evokes an icon, a sign that the imagination attributes to the highest of excellence in classic baby strollers and its volumes emphasize the sense of coziness and comfort.





project

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# TRIOLOGY

year

---

2010 - 2011

brief

---

Functional and performance redesign and upgrade for a new baby stroller based on the frame of the previous Zippy model.  
Best-selling stroller in Italy for 3 years

services

---

Product design

client

---

Inglesina

**Inglesina**





The design objective was to create a new “platform” product which could generate and substitute different products with various positions in the market.



The first of these is the Trilogy, whose result was a “young” product (despite its classic architecture), of particular refinement and with significant “stage presence”. Great care was taken to integrate the interface and increased comfort both for the baby as well as for the adult.



The second product sprung from the same frame and the new Otutto, which, through the addition of a single handle, modifications in terms of finishing, and wheels with the classic bicycle “spokes”, makes for a baby stroller with decisively classic and luxurious features.

project

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# AVIO

year

---

2008 - 2009

brief

---

The objective of the project is to create a new baby stroller aimed at targeting young, cosmopolitan couples. With its functional qualities and strong stylistic identity Avio becomes Inglesina's instrument to rouse interest in foreign markets which are less connected to more traditional products.

services

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Product design

client

---

Inglesina

**Inglesina**







The cleanliness and the dynamics of its sides accentuate the visual lightness of the product. Significant work on the consistency of form was carried out in order to make Avio and its accompanying accessories well-integrated. Despite being very moderately sized in terms of width (mainly in order to move in smaller spaces) the Avio stroller has a very wide seat.

The cradle is characteristic due to both its particular frontal cut which houses a perforated panel for the ventilation of the baby as well as its lateral grip integrated into a single "design" with its textile covering.

The closure is umbrella-style (classic and common of many Inglesina products) and its compactness when closed is notable.



project

# ATTA FOODING

year

2006

brief

The design intervention for creating the new brand identity of Atta is based on enhancing the “qualitative perception” of the service offered to its “clients” (companies) and their end users (employees). After identifying and defining the content to be expressed in relation to the “new brand positioning,” the next step was to translate these contents into the redesign of the “outputs” through which the brand communicates.

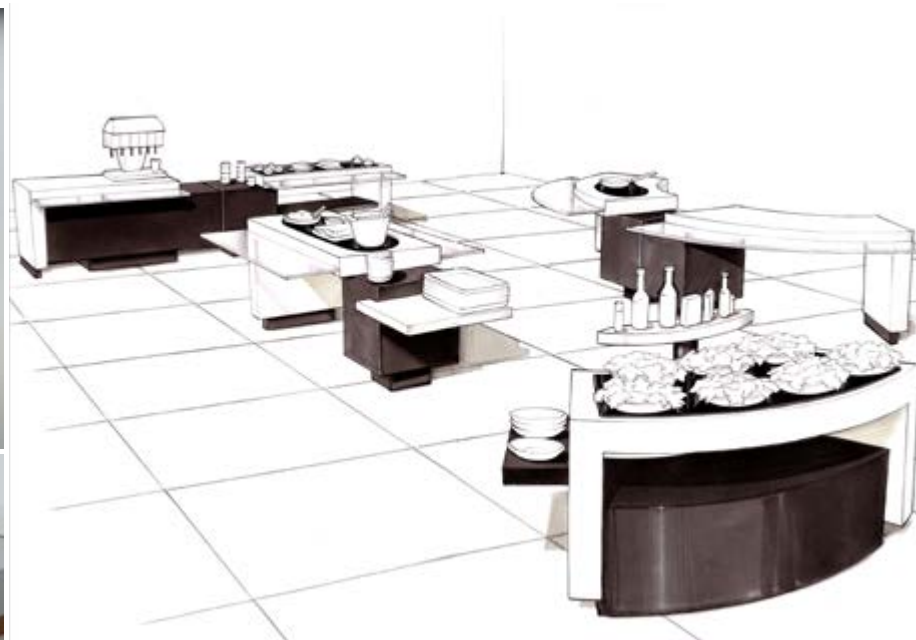
services

Design consulting  
Strategy design  
System design  
Visual design  
Product design

client

Atta



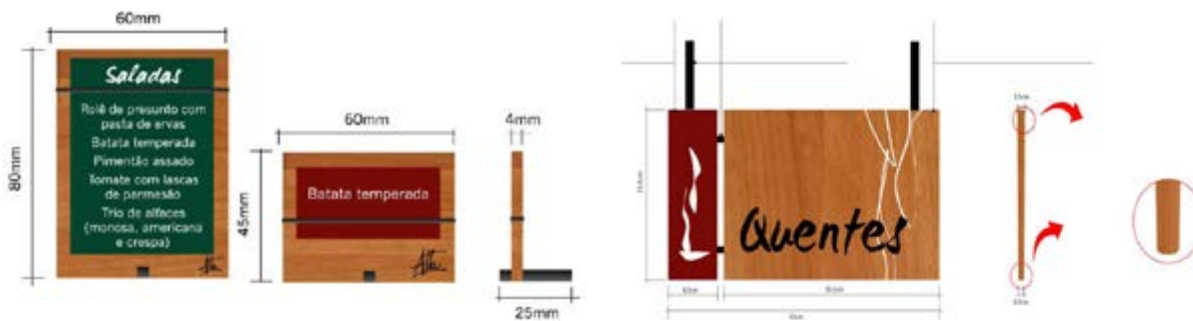
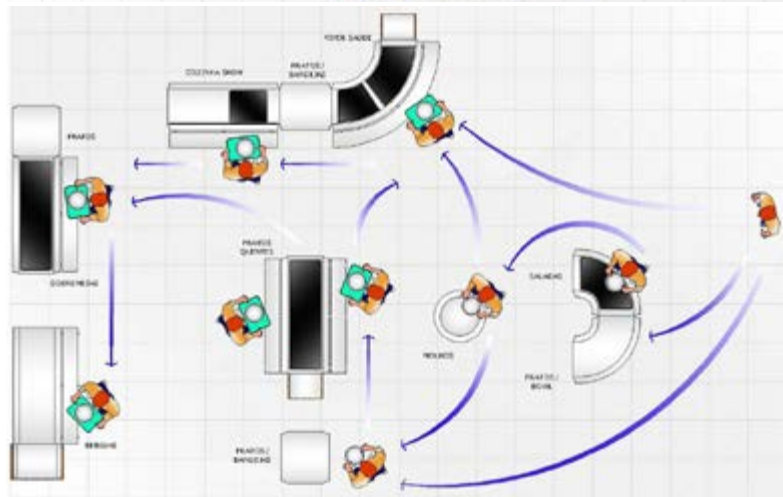
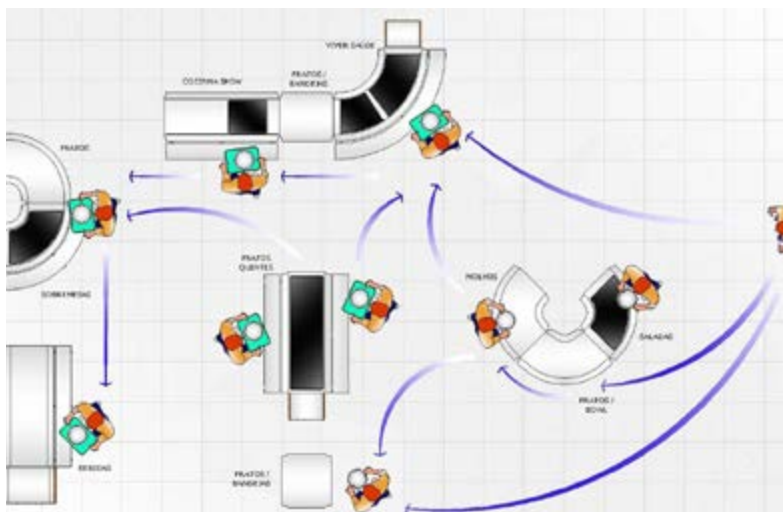


Once the new value profile was generated it was important to create the message/story/history to tell through the new brand. The output considered for the interpretation of the new Atta became:

- Organization of the restaurant environment with further creation of a precise identity for each environment
- Organization of the flow of people and workers
- Presentation and position of the food
- Design of the furniture in the “self-service and served” areas
- Design of the system of signs of the restaurant
- Design of the informational supports for the consumer
- Internal architecture of the restaurants

The objective of these projects consisted in bringing closer/ uniting the final consumer and the food, and everything that we have designed around them becomes the facilitator for this interaction.





project

# VISUAL BRAND LANGUAGE FOR BOSCH THERMOTECHNICS

year

2002 - 2003

brief

Creation of a new visual identity for the 5 main brands of the Bosch Group Thermotechnics;  
Generation of a pilot project for the application of the characteristics which emerge on the 5 different typologies of products and an analysis of the 6 countries of reference.

services

Design consulting  
Strategy design  
Product design

client

**Bosch Group**





After having analyzed the data which emerged from the research phase the 5 main brands were grouped together into two different families on the basis of evocative features and language.

The first family of language is based on the recall of values closely connected to the concept of “well-being”, while the second recalled values relative to a view of the most modern and evolved technology, called “light technology”.

The aim of identifying this distinctive language is to find the point of union between the “transversal values related to the Bosch group” and the “typical/specific values” related to the identity of every individual brand developed over time.





project

# NXT CONCEPT

year

2002

brief

The NXT project is the fruit of the application of two typologies of design intervention:

- The first is based on the study of the applications and advantages related to the use of a new material in the sunglasses sector;
- The second deals with the creation of the NXT brand (relative to the new material) and the generation of the NXT identity with consequent concepts of the communication strategy.

services

Design consulting  
Strategy design  
Product design  
Visual design

client

NXT





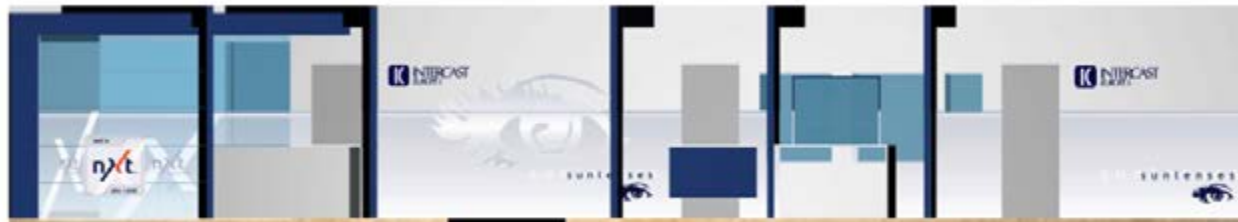
The material in question is an elastomer created by the American government which is used for different armored vehicles and protective defensive equipment. Intercast Europe is a leader in the production of sunglasses. Upon acquiring the license, they desired to insert this material as an element of innovation in the sector.

The highly elevated cost of production places significant limits on its insertion into the market. Therefore, the NXT project aims to achieve two specific objectives:

\_The exploration of production advantages such as in assembly (with a reduction in returns) and the decrease in component production, and the possibility for new, distinctive form solutions/ architectures.

\_The creation of a marketing and communication strategy able to create a market for this type of product, making it a brand synonymous with values such as innovation and performance.







project

# PRONTA Zoom Camera

year

2001

brief

The design project stems from the need to carry out a profound restyling of the Fino 1050 camera model, belonging to a family of products identified/ connoted by particular, recognizable stylistic traits.

Given this premise, the new product, in any case, had to exist with its own stylistic identity and possibly to include certain characteristics/ stylistic elements capable of being introduced into a possible future line of products.

services


Product design

client

Samsung



CS

CONTINUUM 





The project is based on the exploration of new stylistic policies aimed at positioning the product toward a more feminine target.

A series of specific interventions were carried out in terms of the following characteristics: volumetric compactness, intuitiveness of the interface and subsequent use, finding a "new effect" when turned on (wow effect) and the embellishment of details and the overall perception.



project

# e-PC

year

2000

brief

E-pc is born from a design path based on research into new distinctive traits for HP Invent products. The new mini desktop is presented as flexible product in its use and intuitive in its interface.

services

Product design

client

HP Invent







E-pc features a volumetry generated by a surface which embraces the contents “box” containment principle.

This stylistic feature facilitates the understanding connected to the use of the product both in the vertical as well as in the horizontal.

The interface area is enclosed on the main surface.

Coming from a prior study of stylistic research, this product inherits values such as collaborative, synergistic and inventive. These values are intended for a scenario that is purely dedicated to a business line and subsequently held to be fundamental for the creation of E-pc.



project

# AZZURRO BARBECUE

year

2000

brief

The aim of the Azzuro Barbecue Grill project is to achieve a new and complete product which includes a series of innovations in comparison to other products in its category.

services

Strategy design  
Product design

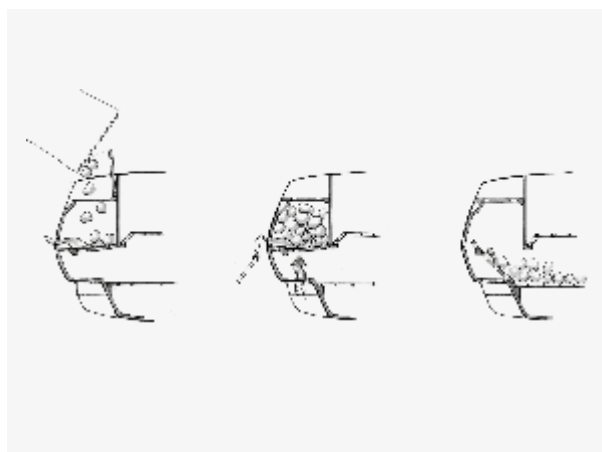
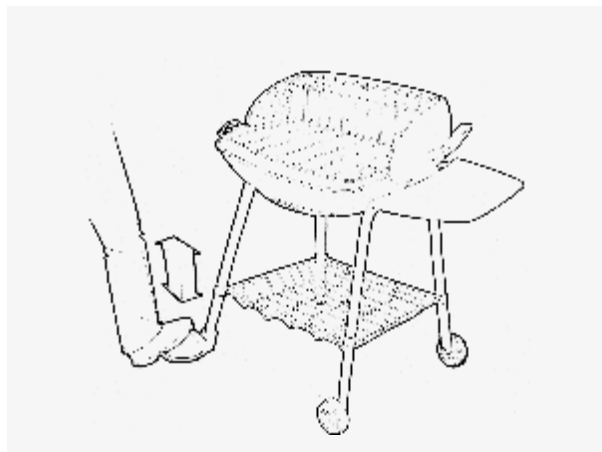
client

Campingaz



6 INDUSTRIAL DESIGN EXCELLENCE AWARDS





The concept is based on developing and adapting RBS (Radiant Burner System) technology with the addition of gas lighting in a new product which does not belong to a professional category.

With the introduction of the box/chamber situated at the back, a series of highly useful functionalities were integrated:

- Preparation of the charcoal loaded into the part above the chamber and lit by a gas system located below;
- The addition of charcoal during the classic cooking phase;
- Innovative vertical cooking with RBS for high fat foods.





BIOGRAPHY  
& CLIENTS

# BIOGRAPHY

Giulio Simeone was born in Brindisi in 1973. After earning a Master's in Industrial Design from Scuola Italiana Design (SID) in Padua in 1996, he began his career as a product designer, initially developing various projects in collaboration with Piccinato Design, CRMD, and Taipei Design Center.

In 1999, he started working with Design Continuum Italia, where he and his project teams won two international design awards: the Good Design Award in Korea and the IDEA Bronze Award from Business Week in the United States.

In October 2001, he joined IED Centro Ricerche as a Senior Designer, where he developed and coordinated Strategic Design and Advanced Training projects. Since January 2003, he has been self-employed and founded the Giulio Simeone Design Consultant Studio.

In recent years, alongside his professional design work, he has devoted significant attention to teaching, his own design studio, and developing new training approaches:

In 2000, he became an instructor of "Design" at IED Milano and SID (Scuola Italiana Design) in Padua.

In 2003, he joined the didactic coordinating group of SID in Padua.

In September 2004, he contributed to the establishment of IED São Paulo in Brazil, planning the educational model and coordinating with the IED Design school.

Since 2007, he has been a consultant for Inglesina (specializing in strollers and child care), managing design activities. In addition to his ongoing collaborations with various companies, he continues to teach "Design" and "Hand-drawing" at SID in Padua.

In 2021, he founded Nui Design, a studio offering design and integrated consulting services.

# CLIENTS

CAVALLINO GIOCATTOLI  
OUTLOOK ZELCO EUROPA  
STINGER  
PLANO  
TOYS TOYS  
HP  
CAMPINGAZ  
AVERNA  
SAMSUNG  
SEIKO  
ROCHE  
VOELKL  
IDEAL STANDARD  
SAUNIER DUVAL  
SELETTI  
COCA COLA ITALIA  
GRUPPO BOSCH  
INTERCAST EUROPE

HYUNDAI MOTOR  
LEADER PUMPS  
MGM  
SEBRAE  
ATTA-GRSA  
CAOS CREO  
GHIDINI CIPRIANO  
ASKOLL  
ASKOLL DUE  
INGLESINA  
RONCATO VALIGERIA  
GGP GROUP  
STIGA  
VIBIEMME  
JV INTERNATIONAL  
PIOMBINI  
SWISSITALIA

## CLIENTS WITHIN TRAINING ACTIVITIES

FILA  
FIRME DI VETRO  
CHICCO ARTSANA  
RONCATO VALIGERIA  
KINDER  
MONDO  
FISCHER  
NIKE ITALIA  
ALLISON  
CRIOCABIN  
ABM  
MANFROTTO

ARNEG  
INTRAC  
DIWAR  
FRACASSO  
INTRACOM  
GEOX  
BRUNNER  
STRUKTURE  
FANTON  
CTE  
NIVEA  
ZAMPERLA



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