

ARCHETYPE

ASCENDANT

**CITIZEN**

**BELONGING  
TO A COMMUNITY**

**LOVER**

**SEDUCTIVE  
AND FEELING**

**The Citizen**  
is a realistic, generous,  
loyal, trustworthy  
and reliable person.

“We are family”

**The Lover**  
is sensual, appreciates  
beauty and wants to live  
sensorial and passionate  
experiences.

“Designing sensorial solutions  
to build relationships”

# BELIEF

Exchange among design professionals is key

# EXPERIENCE

Grow in a community of like-minded people



Passion to create value

# SPIRIT

Knowledge & connectivity

# EXPERTISE

Connect, empower  
and celebrate  
European Brand  
Design

We share, we dare, we shine