



Chris Bangle Associates S.r.l. - Press Kit 2021

Company Profile

Chris Bangle Associates s.r.l. is a Design and Design Management Consultancy focused on the products and ideas that move the world - physically or emotionally. Not just planes, cars, ships & things that go; everything today can be designed with passion, innovation and love. In particular, Chris Bangle Associates (CBA) provides expertise and added value in the (Future) Culture of Creativity, in the Management of Design, in Innovative Designs made by doing Innovative Designing.

Achieving beauty, usability, and make-ability mean shape creating and problem solving are all a part of CBA work, as well as working with Client Associates to shape their Creative Culture. Chris Bangle, managing director of CBA: "Experience has taught me that it takes strong commitments to challenge dogmas with inspiration and direct creativity with visionary courage, to make design and a design culture great".

Chris Bangle formed CBA in Clavesana, a small village in the Langhe region of northern Italy, after leaving his position as Director of Group Design of BMW AG in 2009. He is now leading his own company, building a hybrid *Studio/Design Residency* for design amid the vineyards south of Turin, with room to exercise some new-found creative freedom.

In addition to the studio's activities devoted to product and car design, workshops and strategic consultancy, CBA has developed in the last five years a branch dedicated to animation and cartoons. The key idea at the basis of the Inanimatti project is a world in which things that are not *alive* yet embark on adventures, feel affection, have hopes and preoccupations, or can just do something as mundane as daydreaming. The Inanimatti extensive project is currently being developed by CBA, as a cartoon series, a short film and a whole world of characters.

CBA believes in Ethical Design—both in practice and in form—and also in Truthful Design. We ask many questions in our hunt for this truth and they all begin with WHY of a project before proceeding to the HOW of the client's manufacturing processes. Then we can begin designing the WHAT—the actual product or service. Chris Bangle Associates is a residency for design; a home-studio amid the vineyards south of Torino with room to exercise creative freedom. We wish to help all clients—not only from the culture of mobility but from all disciplines needing design—to profit from this experience here in the Borgata.

Besides being a successful design consultancy for 10 years serving a wide range of clients from luxury goods to home electronics, superyachts and automotive design, CBA is nowadays the best partner for a discussion on Emotional Fascination and the world of objects in all its dimensions. "We have been heavily engaged in the last four years developing the understanding of emotive-communication in objects. Engaging the emotions of the users in new ways has to augment their fascination with the client's devices", says Chris Bangle.

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