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Philips Design 90 years
FACTSHEET

1. Louis Kalff was the first designer at Philips in 1925. The young architect had written a letter to Anton Philips, President of Philips, to tell him what he thought of the company's advertising and how it could be improved. Just a few days later he was called into the head office to be offered the job of improving them.

2. There have been **six leaders** in the last 90 years:

Louis Kalff (NL)	1925-1960
Rein Veersma (NL)	1960-1965
Knut Yran (Norway)	1966-1980
Robert Blaich (USA)	1980-1991
Stefano Marzano (Italy)	1991-2011
Sean Carney (UK)	2011-present

3. There are currently nearly 500 designers working at Philips. Most of these designers are based in our design studios across the world, others are embedded within different business teams across the company. Our designers represent over 30 nationalities.

4. Philips has **16 design studios** across the world, in:
   Eindhoven, the Netherlands
   Amsterdam, the Netherlands
   Best, the Netherlands
   Kontich (Antwerp), Belgium
   Andover (Boston), USA
   Bothell (Seattle), USA
   Monroeville (Pittsburgh), USA
   Cleveland, USA
   Hong Kong
   Shanghai, China
   Shenzhen, China
   Singapore
   Bangalore, India
   Gurgaon, India
   Dubai
   Blumenau, Brazil

5. In order to design what people need and want, and to anticipate demand and create desire, our design team at Philips has a broad range of **skills and competencies**, including: Product Design; Service Design; Packaging Design; Communication Design; Foresight and Trend Analysis; People Research; Product Graphics; Online; Digital Innovation; User Experience Design; User Interaction Design; Brand Experience; Data Visualization; Materials and Finishes.

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6. Designers at Philips work within multidisciplinary teams in the Philips business groups across the whole spectrum of the development of a new product or service (from an idea to market), and across all the 'touchpoints' where a consumer may experience the brand or product (such as marketing, online, apps). Designers may specialize in an area such as home lighting products, or in a way of working, such as trend analysis.

7. Our Research and Innovation design team, based at the High Tech Campus in Eindhoven, works closely with other researchers at Philips to understand future consumer needs and desires and to explore new ideas and possibilities.

8. Designers at Philips developed the **Experience Flow**, a way of mapping user and stakeholder experiences. It has become one of Philips' most useful tools for creating people-centered solutions. Following the research of a multidisciplinary team, this visual map captures the activities and emotions of people in a particular context over time, in relation to a product or service in their everyday lives. It helps the whole team to understand their customers in new ways, and spot the insights that lead to people-centered solutions. See the backgrounder on Experience Flows for more.

9. The multi-award-winning 'Ambient Experience' was initially developed by designers at Philips. Launched in 2003, this unique approach brought together Philips expertise in healthcare, lighting and experience design to personalize hospital settings, based on the patient journey. Now installed in over 500 hospitals worldwide, our design consultants work closely with patients and staff to create environments and experiences that improve comfort for patients on a physical and emotional level, while also aiming to improve workflow and efficiency for staff. Whilst initially this approach was focused on a single treatment room, today we are designing entire hospitals and connected healthcare systems. See for example this video about our work with the Broward Infusion Center.

10. Designers at Philips led the creation of the iconic Evoluon building in Eindhoven and the futuristic and cutting edge Philips Pavilion at the 1958 World Fair in Brussels, also known as Le Poème Électronique. This multimedia experience was designed by the world-famous architect Le Corbusier, architect and composer Iannis Xenakis, and avant-garde composer Varèse, who combined electronic music with a series of images depicting the evolution of mankind. All electronics were integrated into the pavilion's walls, creating an 'ambient' experience, a revolutionary concept at the time.