



GP designpartners helps companies to differentiate themselves from their competitors. we design distinctive products, interactions, and identities.



what we do

gp's mission is to create distinction. we help companies to get noticed and to reach their customers, yet enhancing the abilities of humans to act and feel. we design products, user interfaces, interactions, and visual identity systems in a way that people feel secure and feel good.

we developed the »character-forming-process« to assure the successful transformation of an everyday product into a character product.

a character product is distinctive – customers can easily recognize it and therefore associate it with the manufacturer; this also strengthens the brand.

we offer three types of design-services:

- _ industrial design
- _ user interface design
- _ corporate design/brand design

big benefit can be achieved through combination of our business-units. the user interface can be perfectly integrated with the product design for best consistency; add corporate design to assure intended corporate appearance as described in the identity manual.



1. industrial design

the design of mass-produced products

pre-development-services

- _ research, analysis
- _ strategic planning
- _ design-concepts
- _ project-planning

development-services

- _ design-consulting
- _ product-development (characterproducts)
- _ pre-engineering/engineering
- _ pre-production-management
- _ production and launch-support

you comission gp

- _ to visually communicate the quality of your products
- _ to clearly differentiate your products from them of your competitors
- _ to achieve maximum impact with the least effort





2. user interface design

which comprises the graphical user interface as well as the interaction architecture of software, self-service-terminals, web application, ...

- _ user research
- _ scenario + concept development
- _ development of use cases
- _ functional specifications
- _ interaction design
- _ screen design
- _ prototypes
- _ workflow definition

you comission gp

- _ to clearly provide information and functionality
- _ to achieve recognizable applications for best trust-transfer and to use the marketing-assets of graphical user interfaces
- _ to provide an optimized user interface, so the user can fully experience the quality of the software: intuitive useable, useful and desirable.





3. corporate design, brand design

the visual identity of a company or brand, starting at logo-design and stationery up to graphic standards for clothing and lettering of the vehicle fleet or corporate buildings.

- _ visual identity programs
- _ logo-design, logo-redesign
- _ definition of graphic-standards
- _ stationery and screen-design
- _ editorial design
- _ corporate interactive design
- _ packaging
- _ p.o.s. and fair stands
- _ environmental design





vision & strategy

today, after 12 years of expertise, the design community ranks us among the 10 best design agencies in austria, so we decided to be ready to go abroad.

we want to offer our services to overseas companies, especially those manufacturers who also export their products to the eu-market.

one asset is our homebase: vienna. located in the very heart of europe where the spirit of northern-european orderliness meets southern inspiration. in the new expanded european union vienna is a gate to the fastly developing eastern-european markets.



companies work with us because they know the benefit of design and use it as a strategic instrument. they are interested in a cooperation with the creative people at gp and are willing to establish a longterm partnership. they are aware that industrial design is vital to their business. and they want to differentiate themselves from their competitors by design.

our vision is to transform gp designpartners into a internationally well known group of design-experts. this is to be achieved by working with international companies, public relation, joining conferences, and networking.

we are especially interested connecting to manufacturers of

- _ white goods
- _ consumer electronics
- _ toys
- _ bathroom products (shower, mixer, accessories)
- _ garden furniture
- _ office furniture
- _ and companies who can benefit by the combination of our industrial design unit with our user interface design unit
- _ of course we are also open to companies of other industries, too, if they want to strengthen their product line by industrial design



the team

gp is a multidisciplinary team of industrial designers, graphic designers, interaction architects. they all got an academic education.
they like the 500 sqm gp-designplaza in the heart of vienna with coffee- and recreation-areas. to them it is the right place to create innovative design in teamwork.



gp is a specialist in dreaming up new ideas in a compact team. the gp-team is well known and connected to different european designschools. therefore young designers and interns from different european countries are regularly part of the dynamic team. the best starting point to work on future visions.
did we already mention that these products are distinctive and highly recognizable?



_ 1992 rudolf greger and christoph pauschitz founded gregerpauschitz. they were working as industrial design and corporate design consultants.

_ 1997 user interface design was established as the third business unit.

_ 1999 gp moved into a bigger office and relaunched the brand.

_ 2004 tom haberfellner and jürgen spangl joined the group as partners; gp will be re-branded to gp designpartners.



clients

our clients are leading companies like

- _ artweger, austrians top-manufacturer of showers,
 - _ med-el, one of the three top brands leading the world market of cochlear implants,
 - _ vienna acoustics, high end loudspeakers are sold worldwide to music connoisseurs (in the us available at tweeter),
 - _ or doppelmayr, the worldwide no. 1 in building chair lifts, cable cars and rope ways.
- in general our clients range from start-ups to established brands in diverse industries.

recent clients:

adam audio, studio-loudspeaker
alcatel austria, telecommunication software
ars electronica center, museum of technology
artweger, showers and sanitary ware
austria haustechnik (aht), cooling devices
av-digital, audiosystems
conlastic gesmbh, playground-furniture/-toys
doppelmayr, ropeways and chairlifts
expo-norm, exhibition systems
fabasoft, software
falter, vienna city magazine
fronius, welding equipment
isi gmbh, whipped cream tools
hans neschen ag, exhibition systems
hutchinson 3G, umts-network
mam, babyproducts
max – funder, layered plastic sheets
med-el medical electronics, cochlear implants
olymp werke, oil burners and boilers
pez, candys
philips dictation systems
porsche bank
p.s.k. austrian postal bank
ruwido electronics, electronic devices, remote controls
sax büroartikel, office equipment
siz west, data processing center of german banks
sprecher automation, facility controls
sufag, snow making machines
trodat, self-inking-stamps
vienna acoustics, hifi high end loudspeaker



awards and distinctions

- _ in 2000 gp was awarded the designplus award for artweger's inline shower;
- _ in 2001 gp was nominated for the austrian federal award for the high end loudspeakers of vienna acoustics;
- _ in 2003 gp won the precious iF award for this loudspeaker-family;
- _ also in 2003 gp won the innovation award of spoga for acamp's swing »star«.

