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Michael Robinson
CEO & Design Director - ED Design Srl



ED Design was founded in 1998 in Grugliasco. It is an outstanding multinational concern that supplies expert services for the production of new vehicles and industrial items. The ED Group's mission is to create the products requested by its clients, in the Automotive, Transportation, Industrial Design and Architecture fields. ED is a leader in the international market for the supply of turn-key services and it makes its expertise available, offering services that range from stylistic research to design prototyping and verification and validation, cutting edge technology, experience and a commitment to research, combined with innovative styling. The company has about 400 employees and three facilities, including three development centres, a research centre and two commercial units.

Web site: www.eddesign.it

What are your main activities abroad?

The ED GROUP works with China in particular, developing complete design and engineering projects, from initial renderings to virtual and physical models and turn-key design to produce the selected style. We operate through companies located in Italy, the U.S., China, Russia and Japan, maintaining commercial relations with clients in about 120 countries. We have several ongoing international agreements: 3 Partnerships and 46 Contractors.

What are the main benefits of your activities abroad?

Working abroad allows us to take the excellence of Italian Design all over the world. The cars developed by our creative staff, which can be found on the road in foreign countries, are now generating record sales for our clients. The fundamental purpose of top quality design is to boost car sales above the expectations of the manufacturer/client.

And what are the main difficulties that you have encountered on foreign markets?

Linguistic differences conceal significant cultural differences which should never be underestimated. All over the world people contact us to teach them our creative "magic", and it is important to be able to transmit it in the best possible way. Every foreign trip constitutes continuous learning, because it is an opportunity to grasp the tiny human nuances that often have unexpected meanings.