

# STYLING & CONCEPT DESIGN

CENTER OF COMPETENCE  
BARCELONA



## YOUR GLOBAL MOBILITY AND INDUSTRY ENGINEERING EXPERTS

From the initial concept to prototype development, we provide our customers with complete product development support.

Our strength is our team, which comprises of more than 145 specialists from various disciplines, joined together to create and develop innovative ideas and implement these creatively.

We have developed an advanced methodology, which consists of a completely digitalized design process with the highest quality standards.

Our methods and discipline during the concept phase guarantees maximum efficiency, especially in the current challenging market conditions.

At EDAG, we are specialists in surfacing, from sketch modeling very close to the creative designer to class A surfacing for production and the prototype tool release stage.



3D modeling is **the basis of our digital process**. Sketch modeling and concept design as well as development are performed simultaneously. This guarantees the consistency of the best final product.

Our visualization team creates photorealistic images, validates design (CAD), colors and further trims elements as well as recreates HMI interactions using state of the art softwares.

We continuously strive to grow and acquire **new concepts and technologies** in the areas of user experience and user interface.

### Our services include:

- Brand DNA & design criteria
- Concept design & styling
- Surface 3D development & visualization
- Color & trim
- Digital Design – UX / UI
- Design studio & prototype workshop

### Contact

EDAG ENGINEERING SPAIN S.L. [sales@edag.es](mailto:sales@edag.es)