



Best Industrial Design Company - Greece

DEDE DextrousDesign are a group of multidisciplinary creatives that collaborate seamlessly with the client at the intersection of design and construction. Following the firm's well-deserved success in the European Enterprise Awards 2020, we got in touch with Aliki Rovithi to find out more.

Priding themselves on high-quality design work within a boutique approach, DEDE DextrousDesign takes on a wide range of projects while working within a process and pricing model that is designed for today's market. From design and construction to transportation and installation, as independent design project contractors with an international reach, the team at DEDE DextrousDesign generate thoughtful and creative results that support businesses as they move forward into new markets.

Competing in the Greek industrial design sector can be a challenging experience, however as Aliki goes on to explain, the firm's client-focused approach and industry experience has allowed it to distance itself from the crowd.

"As a friendly group of people, we unlock the power of brands of all shapes and sizes by listening to our clients and crafting designs to accurately represent their heritage and expertise. Combining this with effort, knowledge and experience, we design and manage projects for brands that want to grow fast and change the game."

When it comes to recruitment, the firm typically identify candidates who have a detailed approach to design

"Generally, we always value someone that keeps his/her eyes wide open, loves and listens to people and cultivates creative

thinking on a daily basis by examining things in-depth" Aliki highlights. "Although we carry an artistic background, as industrial designers, we have to operate within strict commercial and profit-driven requirements. The ultimate goal for the future and our biggest anxiety so far, is not to stop loving what we do, because of this constrained environment, and remain able to keep on giving an open and enthusiastic welcome to new things."

Despite the recent outbreak of COVID-19, the pandemic has given the firm an opportunity to reflect on an unconventional collective future that can alter the worn-out social schemas, as Aliki points out.

"Although neglecting the global financial recession of the pandemic would be unsuitable, on a microsociology scale, we suddenly realise that kindness, supportiveness and solidarity is the only way to go. As professionals, while our social interactions are still restricted, we strongly believe that the role of digital readiness will become even more pronounced. On the other hand, with the containment measures lifted, the design of public spaces where people can safely meet, work, interact, shop, or share common interests will enter a new, vitally important, phase."

Bringing the interview to a close, Aliki signs off by discussing a few of the main benefits of the firm's location, before outlining its goals



for the future as we look ahead to 2021 and beyond.

"Although as Greeks we feel proud and blessed that our cultural heritage was the cradle of European's civilisation crucial characteristics, our country is positioned in Southeastern Europe and thus we are geographically remote from Central Europe. However, being based in a member state of the EU, we benefit from the business-friendly environment, the Customs Union, and the long-term economic prosperity that the single internal market without borders has to offer. Furthermore, our proximity to North Africa and Middle East has already allowed us to expand and grow our business into new markets and opportunities.

"As a creative studio fuelled by a bold vision, we love to build collaborations that are creative, effective, and valuable. A detail-

oriented design and production process creates the freedom for a brand to express itself in unique ways, through outstanding aesthetics, consumer ease-of-use and memorable messaging. Comprehensive design, technical feasibility, carefully selected materials, and cost-effectiveness lead to a truly inventive solution that differentiates a brand identity from its competitors. Moving forward, no matter how wide-reaching our client's needs are, we will continue to deliver outstanding results for national and international projects to strict deadlines and safety qualifications. In doing so, if we can maintain our position at the forefront of the Greek industrial design sector then we will be very pleased."

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