

ad2m-concept

Architecture Design Media Marketing

enter

ad2m-concept by Berger

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Architecture Design Media Marketing

Create

*vision aims knowhow ideas works design insight think
visual multicultural marketing innovation intuition ima
gination future activity development processing implementation
production realisation management training organisation*

Home

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*home
work
vision
ideas*

ad2m-concept understands products, projects and developments: their context, their future, their users, their technology and sustainability, their management and above all, their creation.

Our vision team maps the present to give insight into the future. It works with a global network of collaborators to understand clients, consumers, end user and markets, within the context of wider social, economic, technological, ecological and sustainable trends - to more clearly inform and inspire the management and marketing of new developments, products and services.

Our Design team speaks fluent product - from positioning to convergence, from conception to prototype, from consumer to manufacturer and end user - to create innovative insightful solutions that are better for people, as well as for business.

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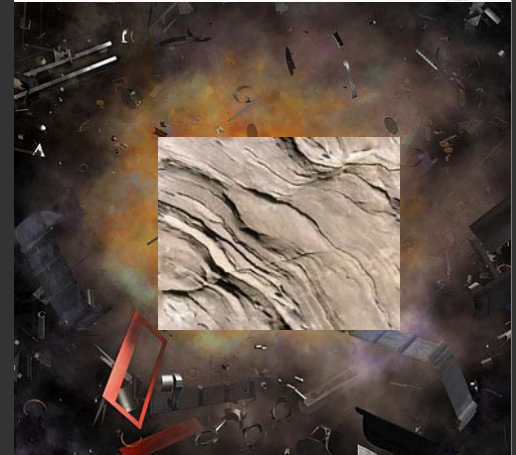
*work
vision
ideas*

In a digital convergent world, it's easy to believe that terminal convergence will happen. But it won't. Beyond convergence lies divergence; a world where new combination of technology need new names, and new ways to work with them and us.
Who's navigating these new paradigms?
We are.

*digital
home & personal
leisure
implementation
activities*

*works
movies*

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Our homes and live styles evolve, and the products we use have to keep pace.

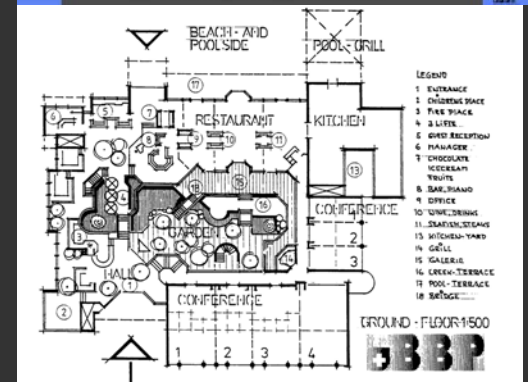
Technology, function and style must shift in the search of better, more useable, ecological and sustainable products that people want, economized on energy.

ad2m-concept is at the forefront of this domestic and personal landscape since more than 40 years, from product, project and real estate development and programming, masterplanning, providing architecture, interiors & design, marketing & media, renovation, modernisation and redevelopment from feasibility, financing to sale and management through financial and legal documentation of development, construction, implementation, realization and ongoing operations and - if asked for- training.

*home & personal
leisure
implementation
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A clear understanding of how the near future meshes with the present is critical to the creation of new products and projects, because technology changes the way we relax and are entertained.

Too many technologies are thrown at products and projects because they can be, not because they should be.

At ad2m-concept, we don't push technology, we pull it.....standing where the consumer stands and drawing the future towards us.

*leisure
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activities
digital
home & personal*

*works
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To implement a design, product and project needs efficient data transfer of creation, aims, visions and strategies accompanied by innovative flexibility to reach lastingness and sustainability, ecology-minded and -oriented under prevailing conditions and regulatory framework to create best appearance and value for the client, customer and end-user.

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architecture, design, marketing, media

ad2m-projects

development, planning, design, engineering, construction

ad2m-interior + decoration

interior furnishing, equipment, decoration (FB & E)

ad2m- management + operation

project + hotel management, controlling, training + operation

ad2m power, energy + communication

power production + delivery, management, maintenance, controlling, training + operation

ad2m food + beverage

food & beverage production + delivery, sale & purchase

ad2m services

consulting, controlling, brainstorming, maintenance, training

ad2m entertainment

music + movie production, entertainment, gaming

ad2m property

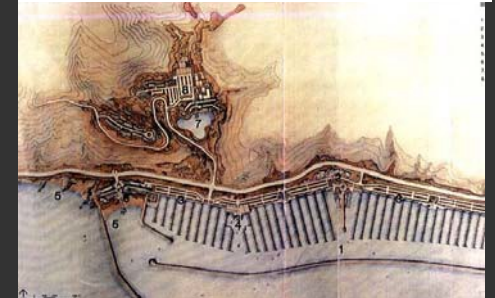
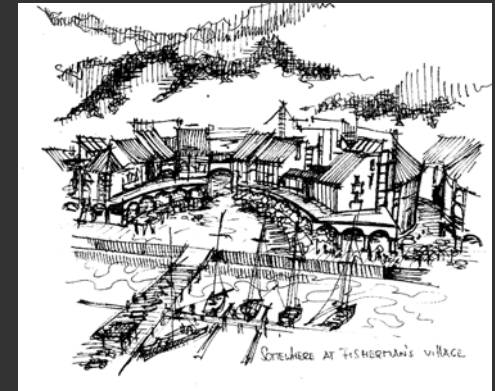
real estate & facility management and research

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Clarity at the front end

ad2m-concept vision – ACV - is an 5-person research and strategy unit that calls upon a global network of local specialist and experts.

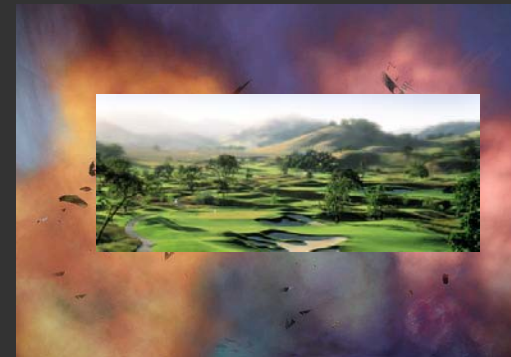
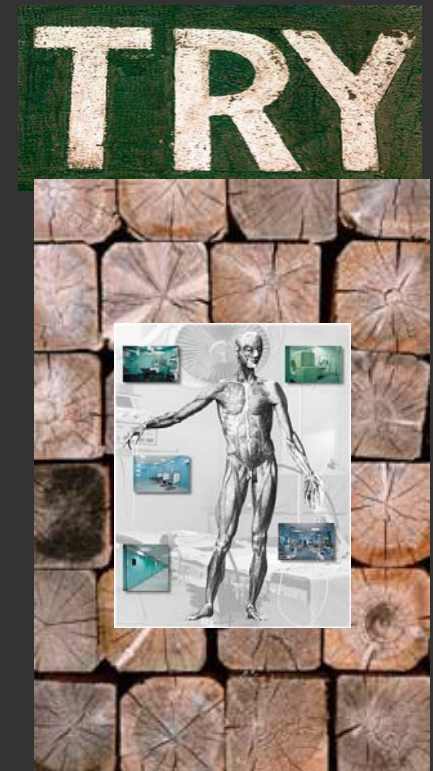
We develop strategies for consumer product and project companies and individuals, as well as for real estates and family offices by helping them see the future first and act decisively through fusing marketing and design thinking from the outset. Our aim is to help and assist companies strike the right

balance between the potential of technology, sustainability, ecology-minded, market realities and people's desires, by combining designer's vision, instinct and experience with rigorous analysis and strong opinions. ACV helps its clients scope the problem, identify opportunities and build better design briefs.

*philosophy
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global trends
market dynamics
needs and desires
strategy*

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„One“

The Tao that can be told is not the eternal Tao. The name that can be named is not the eternal name.

The nameless is the beginning of heaven and earth.

The named is the mother of the ten thousand things.

Ever desireless, one can see the mystery.

Ever desiring, one sees the manifestations.

These two spring from the same source but differ in name; this appears as darkness.

Darkness within darkness. The gate to all mystery.

By „Lao Tse“ 6.Century BC

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道可道非常道名可名非常名無名天地之始
有名萬物之母故常無欲以觀其妙
常有欲以觀其徼此兩者同出而異名
同謂之元元之又元眾妙之門

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„social and technology futures“

As old distinctions, such as the political 'left' and 'right' blur, and technologies converge, existing assumptions no longer hold. We provide a wide-angle view of the future, which spans new ideas, social change, sustainability and emerging technologies. From Bluetooth to Broadband, we take a view on standards wars to come and if/when a technology will reach critical mass, by fusing fluency with the technical detail, a sceptical view of industry hype and an appreciation of user needs. Our trend analysis is never left in the abstract - we pinpoint its drivers and barriers and always clarify the practical implications.

forecasting
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“ design and lifestyle intelligence “

To put new product and project development within an international context, our global network of experts conduct design and lifestyle surveys. These may focus around a particular country or region, or around a product and project category. Uniquely our analysis is informed both by big- picture forecasting knowledge and by the insights of ad2m-concept designers and architects- who are creating tomorrow's products. Results are presented through a vivid mix of imagery, market maps and concise text. These tools have proved to be a highly effective means of clarifying early design and project language discussions within the project team.

glob al trends

market dynamics needs and desires

design strate gy

philosophy foreca sting

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“ competitor analysis “

To gain competitive advantage companies must satisfy clients, consumer and end user needs better than their competitors. We analyse the opposition from the level of corporate and brand strategy to that of market mapping, product and project segmentation. While most available data refers to the market 'now', our focus is on what will happen 'next'. We always validate our opinions on competitor dynamics through consulting expert opinion in the area.

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“ real lives “

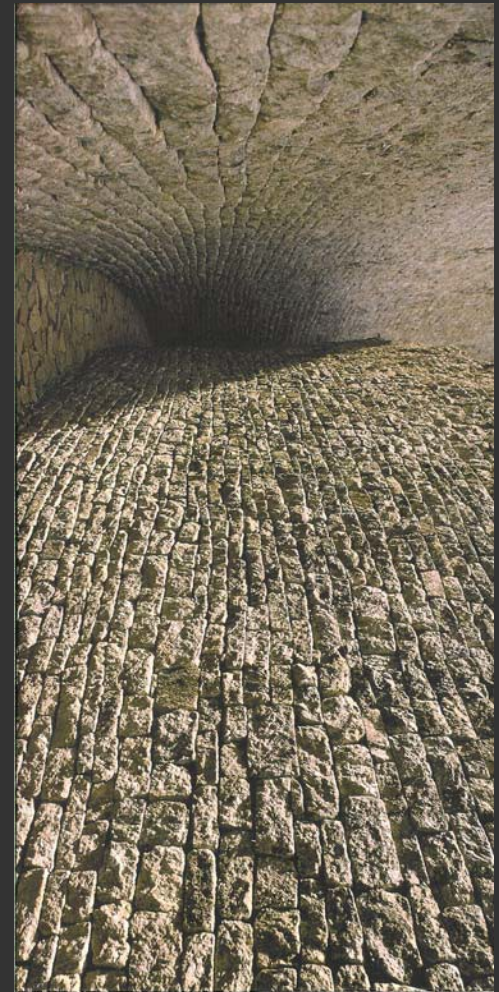
Our user research fuses the techniques of cultural anthropology with the instincts of designers and architects to gain deep insights into how people fit technology and appearance into their lives. It is impossible to understand what people will want by simply asking them directly or showing them concept sketches in a focus group. Future needs and desires are rarely conscious or easily articulated. More subtle means are required to tease out consumers' actual motivations and preferences. To identify cultural preferences and latent needs, we observe what people really do, instead of what they say they do, using techniques like video ethnography and cad simulation drafts and models.

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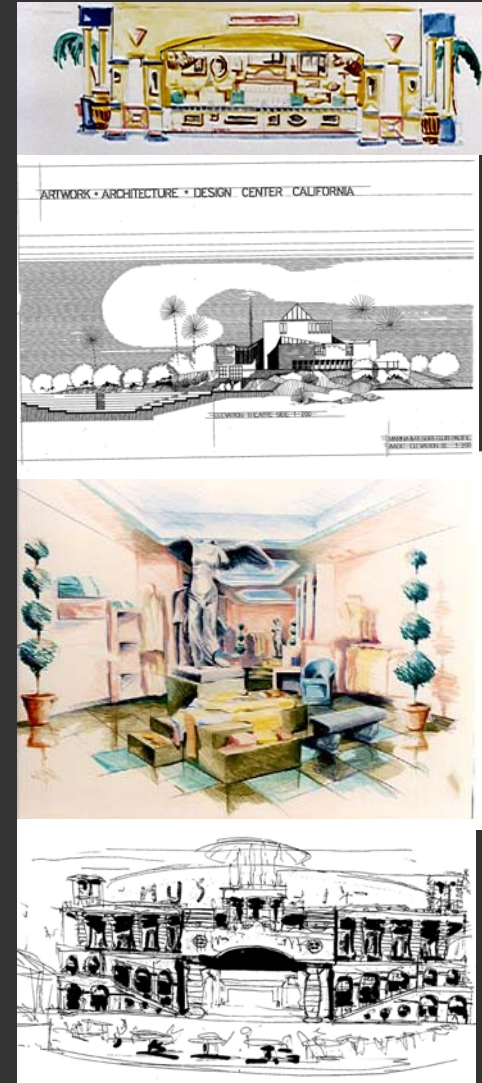
“ better design briefs ”

The point of our research is to formulate innovative design, product and project strategy recommendations. These cover the product's rationale, market segmentation, features and design language direction. Our strategists, who have all previously held senior design, project and develop positions, fuse the main research findings with authoritative product and project knowledge. This union of analytical rigour, coherent argumentation and visual literacy is highly valued by senior management, marketing and design departments alike.

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„ *the shape of things to come* „

Film-makers, authors, futurists and pundits *guess* at what the future will look like, but the product and project designer, architect and developer *creates* the future. Everyday objects and projects, that we take for granted, usually take initial shape years before we see them in reality. To get the future right, you have to study people: what they want and how they want it. You have to understand that their emotional needs often eclipse or replace their physical ones.

And, most importantly, that they aren't *them*, they're us.

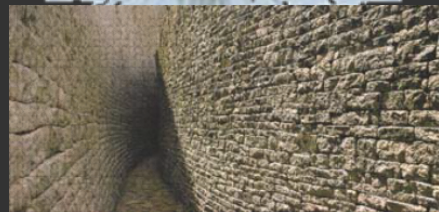
In the final balance, design isn't about technology, it's about people.

Design is about making things *better* for people.

And if it's not better.... Then it's not design.

emotional ergonomics
form is function
paradigm x factor
super humanism
view from the future

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„ the importance of the unimportant“

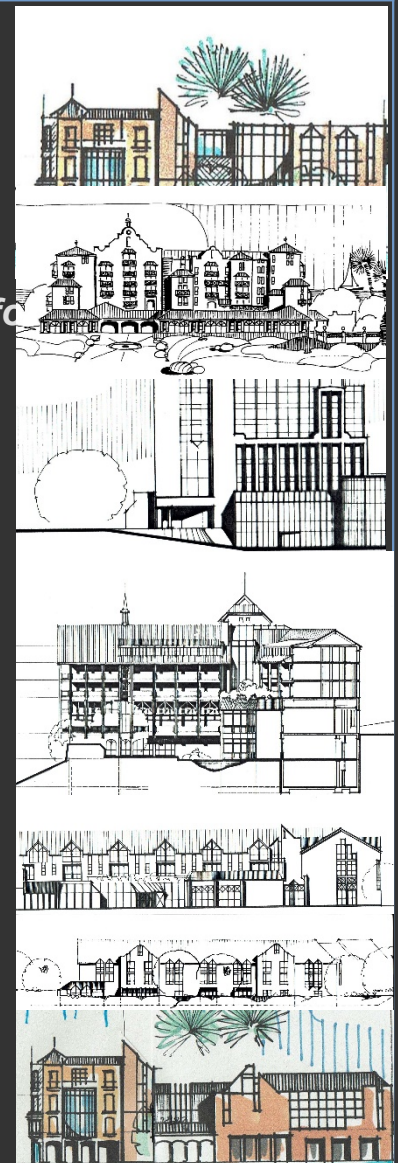
We humans are credited with the ability to *think* in a manner that puts us above other creatures. However, before we think anything, we *feel* it. How a product and project engages with us emotionally is at least as important as how well it performs mechanically, otherwise all our choices would be based strictly on price and functional efficiency, rather than emotional resonance and visceral appeal. We call this phenomenon Emotional Ergonomics. It's the cocktail of provenance, subconscious emotional cues, and tactile and material factors which sets the exquisite apart from the commonplace. It's why you prefer a Monte Blanc to a Biro. Because, in the final balance, what you *feel* is more important than what you *think* . . .

emotional ergonomics for
paradigm x factor or
super humanism
view from the future

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„ the unexpected but relevant solution “

It was Einstein who observed that a problem cannot be solved from within the context in which it was created. The same goes for design as it does for quantum physics. The most stubborn and intractable issues usually require a fundamental shift in viewpoint before they yield to an enquiring mind. Many products and projects stay essentially the same, because the framework in which they were created hasn't changed, even though the relevance to our actual needs may have done so. It is at this point that a paradigm shift can recalibrate the design approach, and provide the context for an unexpected, but relevant solution...

*paradigm x factor
super humanism
view from the future
emotional ergonomics form is function*

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„ like it, want it ... what is it? “

Watch yourself the next time you're in a shop. Watch how your eyes alight upon something and you are drawn towards it, long before your conscious brain has engaged in a logical appraisal. This is the domain of the first 65 nanoseconds, the perceptive psychology of precognition. If a product or project has 'X factor', it is broadcasting its appeal on a non-logical wavelength, you *feel* its attractiveness before you think it.

I like it. I want it. Now what is it? In that order.

x factor

super humanism

view from the future

*emotional ergonomics form is function
paradigm*

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„ *anthology before technology* “

Why can't you programme your VCR? Is it your fault, or the manufacturer's? Why can't your arthritic mother open the bottle of pills created to help her? If we've cracked the human genome, why do so many simple things remain unsatisfactory? Technology has a habit of driving innovation in a way that dislocates the object from the subject...you and me. Much of this problem is due to a tendency for companies to 'push' technology, rather than 'pull' it towards real, human needs. Anthropology comes before Technology in the dictionary...as *well* as in the realities of new product and project development.

super humanism

view from the future

emotional ergonomics form is function

paradigm x factor

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„starting at the end“

The classical model for incremental change is to get behind a technology and push it forwards, in much the same manner you would push a boulder... but it's hard to see where you are going until you've got there. Working out what something should be, and then *pulling* the technology towards that goal, invariably yields a better result. By standing in the future and looking *backwards* into the present, we benefit from a clearer perspective, and avoid merely finding an alternative way to do the wrong thing.

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emotional ergonomics form is function
paradigm x factor
super humanism

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Thank you very much.

Kuessnacht am Rigi/ Immensee



detail
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vision
Idea

Our Team together 1969- 2018



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