

Beauty: A Design Journey to Fluid Transformation

Beauty isn't just what we see, it's what transforms us over time.

Tomas Ortiz Ferrer: The Laboratory of Design – A Life of Exploration and Business Evolution

Introduction: A Working Explorer in Design, Business, and Human Evolution

Tomas Ortiz Ferrer is a relentless explorer of design, constantly navigating the intersection of aesthetics, strategy, and human transformation. For him, design is not about static solutions but about continuous movement—an evolving force that reshapes industries, experiences, and businesses.

His career has taken him across the globe, from Argentina to Italy, the Netherlands to China, collaborating with some of the world's most forward-thinking brands—**Philips, Gucci, Bosch, Zumtobel, and Huawei**. His work has received international recognition, earning accolades such as the **Red Dot Award**, the **IF Design Award**, and **Wallpaper Magazine's Best Design Award**. His contributions to research and innovation were further recognized with **ESOMAR's Best Paper Award**, underscoring his ability to bridge **design, human insight, and business intelligence**.

But Tomas is not driven by accolades. His curiosity has led him to found **four companies**, each serving as a platform to push the boundaries of design. From **Design Narratives Ltd.**, where he helps brands articulate and redefine their future, to **Jibbing Ltd.**, a venture focused on human-centric innovation, his businesses are testaments to his belief that companies must evolve dynamically to stay relevant in an ever-changing world.

At **Philips**, he played a pivotal role in establishing a **cohesive LED identity across 900+ SKUs**, transforming how products communicate a unified brand language. With **Sound Artworks**, he reimagined high-end audio by merging **technical precision with aesthetic craftsmanship**. His work embodies the understanding that **beauty is not a final destination—it is a fluid transformation, continuously redefining itself through time, culture, and purpose**.

For Tomas, design is not about predicting the future—it is about **actively shaping its possibilities**. His approach is one of constant adaptation, collaboration, and discovery, ensuring that design remains a force that moves forward, never standing still.

Chapter 1: The Design Laboratory – A Life of Exploration

Design is not static. It is a force of transformation that reshapes businesses, markets, and human experiences. Throughout my career, I have treated design as a **living laboratory**—an ongoing process of discovery, experimentation, and adaptation.

The first moment I realized design was more than aesthetics or function was in 1997 when I was conceptualizing a nebulizer. With my eyes closed, I imagined being **a thousand different people at once**, understanding how they would use it, what they would feel, and how it would integrate into their lives. That was the first time I understood that **design is an act of deep empathy**—not just shaping objects, but imagining solutions that resonate with many perspectives.

Every project has been a new experiment. Whether refining a chair's feet by **3mm for months** in Italy, structuring product identities across **900+ SKUs at Philips**, or creating **Sound Artworks** to redefine home audio, each experience added **a new dimension** to my understanding of design. Through it all, beauty was not just an aesthetic outcome but an evolving force—defined by fluidity and transformation.

Chapter 2: From Form to Meaning – How Aesthetics Became Strategy

My foundation in design started with **proportion, materiality, and aesthetics**. Working in Milan with **George Sowden**, I refined my understanding of **product identity and storytelling**.

3D printing became an **early experimental field**, revealing that **manufacturing constraints no longer had to dictate creativity**. We showcased these innovations in Milan's **Industreal** exhibitions, pushing boundaries in how objects could be designed and experienced.

Yet, my real shift came when I realized that design wasn't just about **crafting beautiful things**—it was about **shaping meaning, business strategy, and cultural narratives**. Beauty, I learned, is not static—it is shaped by fluidity in the past, but it must now evolve through transformation, constantly redefining itself in new contexts and challenges.

Chapter 3: Rewriting the Rules – Designing Business Systems & Identities

The move from form to **systems thinking** was a defining shift in my career. At **Philips**, I led the **LED Identity Program**, structuring a massive portfolio of over **900 SKUs** into a cohesive, strategic framework. This was more than just organizing products—it was about creating a **holistic design system** that connected **technology, market positioning, and user experience**.

Similarly, my work with luxury brands like **Gucci and Zumtobel** taught me that **design must go beyond function—it must tell a story, evoke emotion, and guide business strategy.**

Co-creation became **a method, and evolution the philosophy—fluidity shaped past transformations, but evolution defines the future.**

Chapter 4: The Human Side of Business – How Design Reveals Unseen Value

Businesses often struggle to see their **human side**. Many focus on efficiency and profit margins but overlook that **the most successful companies deeply understand human behavior, emotions, and desires.**

I founded **Jibbing Ltd.** as a way to explore this. I didn't want just another design studio—I wanted a **research-driven space that helps businesses use design as a strategic advantage.**

Through **digital tools, AI in its later stages, and user insights**, I've worked with brands like **Bosch, Huawei, and Zumtobel** to uncover **hidden demand spaces and unspoken consumer needs**. Co-creation became **a method, and transformation the philosophy—a tool to understand how human transformation drives business evolution, shaping new forms of beauty and experience.**

Chapter 5: Making Business Adaptable – Designing for Evolution, Not Trends

The challenge today is no longer about designing better products—it is about **designing for business adaptability**. The companies that thrive are not those who follow trends, but those who understand how to evolve.

With the rise of **AI, digital fabrication, and sustainability**, industries are shifting at an unprecedented pace. My work today focuses on **helping companies future-proof their business models**, not just by predicting trends but by **identifying new opportunities before they emerge.**

Chapter 6: What Comes Next – The Call to Design a Smarter Future

Beauty is a force that has evolved. Once defined by fluidity, it must now embrace transformation and evolution—moving beyond aesthetics to become an integral part of how industries, experiences, and identities continuously reshape themselves.

This is the challenge that lies ahead: to not only create, but to **embrace fluid transformation as the accelerating force that propels us toward an unknown that feels strangely familiar. We must move fast, adapting with precision and intention, crafting systems that evolve with us, rather than for us. Fasten your seatbelts—design is no longer a destination, but the velocity at which we reinvent our future.**