



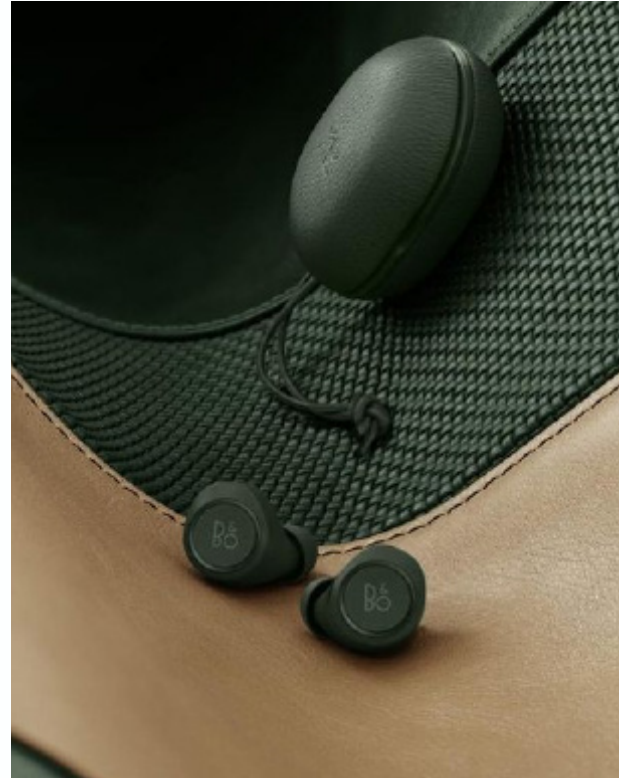
LUXE GAMING

Reinventing a **classic gaming wheel** to **adapt it to** adult gaming and give gaming a **cool “not-gamerish” style**.

Customer: Styrolution for Logitech
Date: 2018



[01]



[02]

UNIVERSE INSPIRATION

More than **68%** of the gamers in the world are people **between 28-38 years old**. The **millennials** who were initiated with the **Nintendo famicon (NES)**.

These people have a steady income and a more **adult taste with an inclination to high end materials**, more associated to fashion accesories.

[03]



[05]



[04]



1. BENTLEY // Car Interiors
2. RANGER // Carbon fiber finish
3. BANG & OLUFSEN // Speaker & earphones
4. JEEP // Leather Bag
5. SOLIDS // Terkel Skou (textured metal)



[01]

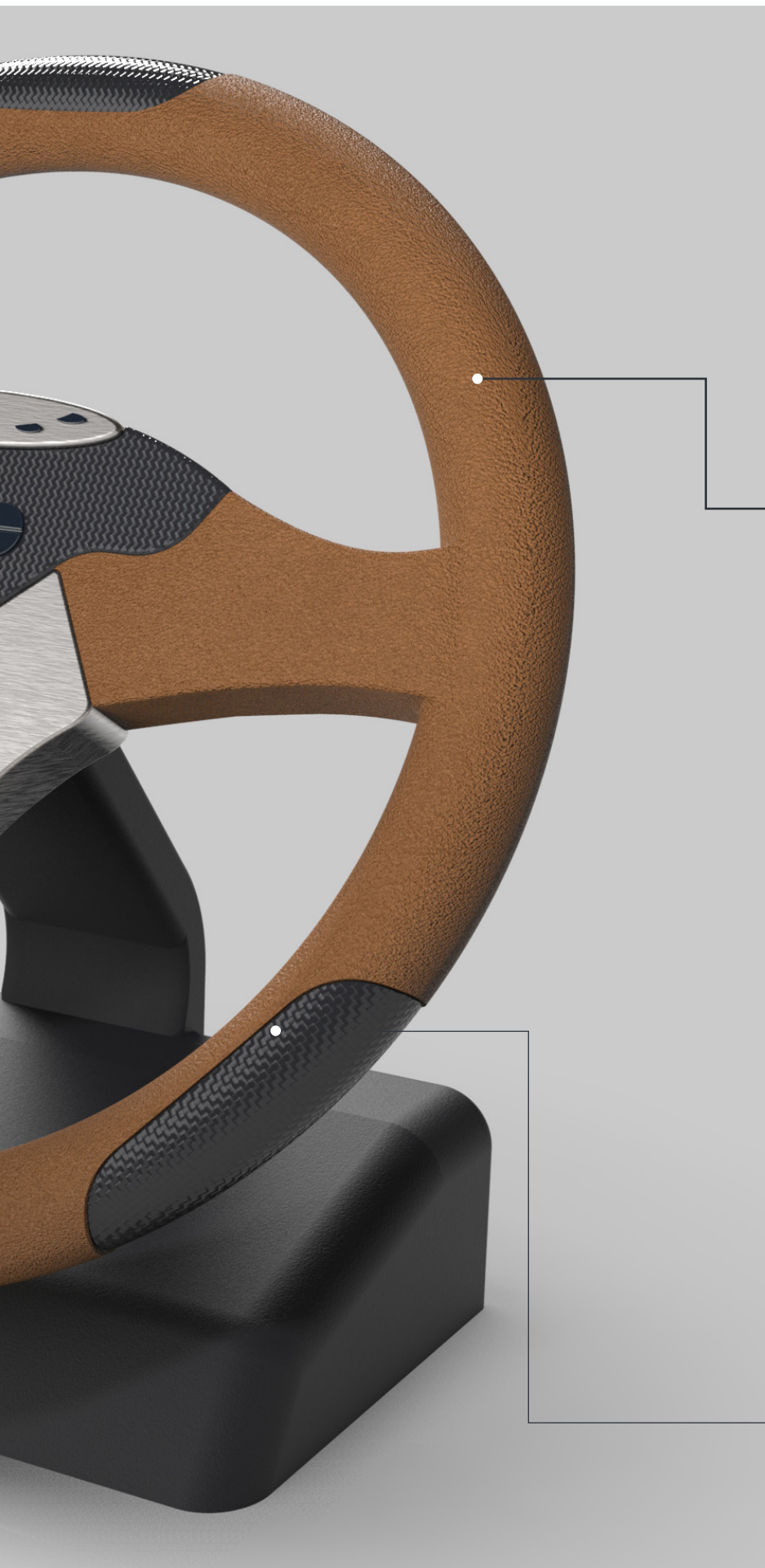
TEXTURED
PLASTIC,
DARK COLOR



[02]

TEXTURED
PLASTIC,
DARK COLOR





[03]

TEXTURED
LEATHER



[04]

CARBON
FIBER



[01]



[02]

UNIVERSE INSPIRATION

Other consumers of videogame accessories are the GEN Z. They love cool looking guys and are followers of the gender neutral movement.

This universe, inspires from deep colors and tones, with dark metal finish to increase the visual aesthetic and give more character to the product.



[03]



[04]

1. DECEMBER TABLE // New Tendency
2. LEAN MIRROR // Christoph Hauf
3. ELAC MICRAPHON 20 // Terkel Skou (textured metal)
4. LEATHER JACKET // Miu Miu

[UNIVERSE 2] DEEP BLUE



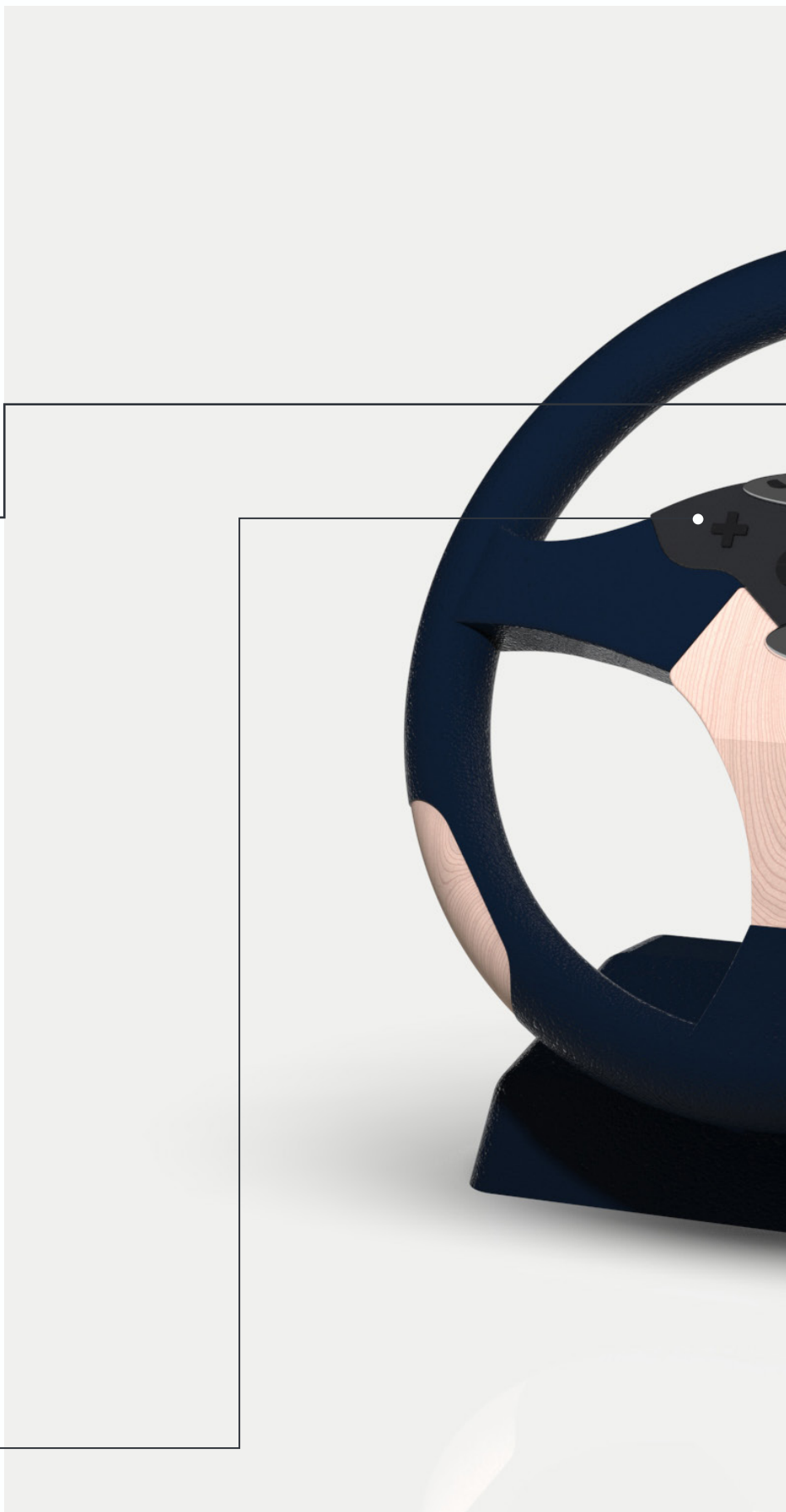
[01]

TEXTURED
METAL



[02]

COLORED
METAL





[03]

THIN WOOD/
WOOD LEATHER
(THERMOFORMED)



[04]

DARK BLUE
TEXTURED
LEATHER