

## STRENG . FACT SHEET

Streng Design, LLC is an award winning design firm located in Chicago's Garfield Park. Streng is internationally recognized for its creativity and diversity of expertise while boasting fertile client relationships within the home appliances, furnishings, consumer goods and bath industries. Our emphasis is on clear opportunity driven initiatives that are aesthetically purposeful, user-centered, and research driven. At Streng the story is an important thread in our process and we strive to build lasting relationships with clients, brands, and our end consumers.

### WHAT WE DO

- As designers we strive to challenge and enhance the marketplace with objects and ideas that are rich in experience and serve a compelling customer story.
- Working to develop brands we conceive of language and narrative to build equity and opportunity for growth.
- Evaluating cultural perspectives allows us to gain informed insight into the user experience and when combined with methodological research becomes a foundation on which we build ideas.
- We've built a process of disruptive development, through which we work with creative individuals at companies to ignite potential opportunity.

### WHO WE ARE

Streng Design, LLC is a dynamic firm that works with a wide variety of clients from the largest names in industry with production in the billions to the smaller, more visually exclusive clients seeking museum quality concepts. By designing for a wide range of clients, we offer our clients a tangible test bed of broader values within which to gauge future success. From a design standpoint it is our duality constantly at play that drives us to be the best at what we do, at each stage and in every detail.

Our team of creative individuals have extensive experience with multiple awards and exhibitions to their credit. As a firm we've been honored with many recognitions from the Ten Avant Guard, Smithsonian Cooper-Hewitt's Design Triennial, the IDEA awards as well as numerous international engagements as jurors or speakers; lauding us as arbiters of contemporary culture. We strive towards excellence and an edge that sets us ahead of the competition.

### WHERE WE ARE

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