



Business Information  
Support Center

Агенція  
економічного розвитку  
PPV Knowledge Networks



EU4Business

# RESEARCH OF THE INDUSTRIAL DESIGN MARKET IN UKRAINE

Lviv, 2019





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The research has been conducted by the Business Information Support Center in Lviv, which is based on the economic development agency PPV Knowledge Networks with the support of the EBRD within the European Union's EU4Business initiative.

### **PPV Knowledge Networks**

The Economic Development Agency helping businesses grow and creating business support systems in the territories. We have been working in Lviv since 2008. We develop strategies and business models, generate project ideas and implement projects, prepare analytics and support investments. Our main partners are business, local governments, international institutions.

**Authors: Liliia Kryvetska, Marta Kobrynovych, Volodymyr Vorobei, Olesia Pliushcheva.**

# Summary

1. **The industrial design market in Ukraine is still in its infancy** but shows signs of growth. Market participants – both self-employed designers, core business managers, and manufacturers that employ design – understand its weight and added value.
2. **Finished projects are more eagerly sought in the industrial design market than unbundled services.** Similarly, the level of demand for industrial design finished projects is higher than in the Ukrainian design market overall.
3. **Targeted design agencies are developing most effectively**, they are also the most resistant ones to instability and negative market effects.
4. **Self-employed designers (freelancers) are the slowest to grow.** They also show a higher percentage of decline than hired designers in core and non-core businesses.
5. **Two thirds of survey respondents work in the domestic market only** and merely one in five deals with European customers.
6. **Manufacturers recognize the importance of design but only perceive it as a product development approach.** Instead, design as a way of organizing work or a separate business process is being ignored.
7. Designers' ideas often cannot be embodied in a new product through the **lack or complete absence of technical base.** This gives grounds for talking about the obsolescence of production technologies, the designers' lack of knowledge of the capabilities of new technologies, and their inability to spell out the terms of reference for manufacturers.
8. **Poor field-specific education is a major negative factor.** According to the survey respondents, it hinders the development of the Ukrainian industrial design market above all.
9. **The design support ecosystem is still weak.** Designers are often faced with a lack of funds for their work and prototyping. However, they rarely use tools to grow their business, such as attracting investments or grants from funds and other organizations.
10. **Increasing the number of customer orders and professional growth through high-quality specialized education are the main conditions for market development**, according to the survey respondents. The market at this stage should develop equally extensively (more designers) and intensively (more projects in existing designers).

# Methodology

Research of the industrial design market is based on a comparative approach – a comparison of the identified market trends in 2019 and the results of the research of the industrial design market in Ukraine conducted by the Business Information Support Center in Lviv.

The main hypothesis of this research was the statement that the Ukrainian industrial design market did not move to the next stage of development due to the lack of focused support policies at both the national and local levels, and also taking into account the overall economic growth rate.

The purpose of this study was not to systematically analyze the industrial design market in Ukraine, but rather to confirm or refute trends and identify points of growth or decline in the market since 2017.

Both are field studies based on a survey of different design market participants on the condition, issues and prospects of its development. This research method allows to obtain a considerable amount of structured data in a relatively short period of time.

The Research of 2019 aimed to compare the development trends in the industrial design market in Ukraine over two years (from the moment the first study was conducted). This study, in addition to small and medium-sized businesses, also includes the so-called micro-business. In a previous study, the authors found out that organizations of this size and institutional capacity constitute a large proportion of the industrial design market.

The report on the state of development of industrial design in Ukraine consists of two parts: 1) designers' opinions on the issues and prospects of development of the corresponding market; 2) the opinions of manufacturers who employ industrial design, regarding the development of the industrial design market.

Data collection was carried out during August-October, 2019<sup>1</sup>. **Field research of the industrial design market in Ukraine in 2019 consisted of:**

- a questionnaire survey of self-employed designers (freelancers); of full-time designers working in targeted agencies; executives (managers and owners) of targeted design agencies; full-time designers at non-core companies that have design departments within their structure.

In total, we received and processed 55 questionnaires. Only 5% of the total contained missing answers to some questions, so the data obtained can be considered representative.

- a questionnaire survey of 14 manufacturers who employ industrial design for their products. The survey was conducted to identify changes among manufacturers compared to the Research of 2017.

The basic limitation of the research are insufficient quantitative indicators due to the lack of platforms for companies that use industrial design, a small number of designers in general and the weakness of their network associations.

**The results of this study will be useful for market participants, design ecosystem participants, business in the field of design, local and central authorities, everyone who is interested in the condition and development of industrial design in Ukraine.**

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1. For the data provided for this study, we express our gratitude to the project «Monitoring the development of the design market in Ukraine» of the «UKM: Ukrainian Cultural Monitor» program, implemented with the support of the Ukrainian Cultural Foundation.

# Summary of the Research of 2017

In 2017, Business Information Support Center in Lviv conducted the first research of the industrial design market of Ukraine<sup>2</sup>.

## **Key findings of the Research of 2017:**

- The industrial design market in Ukraine is in its infancy.
- There is a positive tendency in the market to raise awareness and increase interest in the industrial design among manufacturers and a wide range of consumers.
- Design is employed only if it is necessary to create a visual image and form of the product, to improve its aesthetic characteristics (narrow interpretation of the design).
- Manufacturers-survey respondents most often satisfy their design needs with the help of the design department (as a structural unit of the organization) or full-time designers.
- Companies that have had experience of working with industrial designers note the positive results of such cooperation: for example, increased attention to their service or product and, consequently, improved brand recognition and increased sales.
- Positive trends in the industrial design market:
  - revitalization of small and medium production business;
  - the emergence of success stories among startups, cultural artistic and business projects;
  - signs of ecosystem formation;
  - the emergence of value chains;
  - increased demand for educational projects in the field of design;
  - participation of representatives of the Ukrainian design market in foreign targeted events and competitions.
- Key barriers to the development:
  - weak production base: lost enterprises and interrupted technology in industrial design;
  - lost skills in working with materials at the mass production level;
  - lack of educational opportunities in the field of industrial design that would meet the market requirements;
  - lack of funding for design projects and experimental facilities (including those for students)
  - the unwillingness of manufacturers to actively collaborate with design agencies;
  - the high cost of prototyping and conducting the necessary research;
  - low level of trust in the national producer;
  - low awareness of market participants and consumers about the value of industrial design;
  - lack of attention to the field of industrial design from other representatives of the ecosystem.

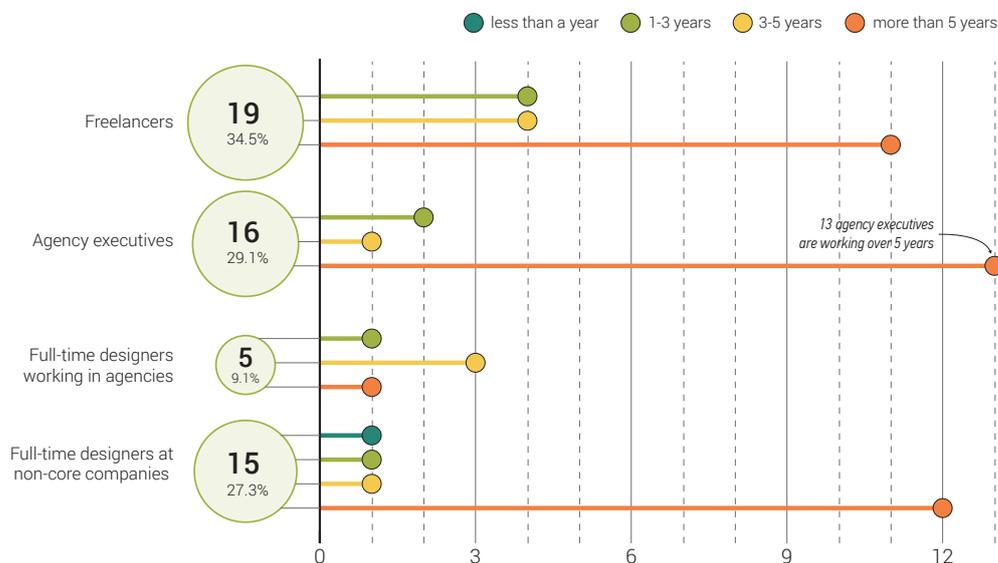
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2. The study was conducted by the Business Information Support Center in Lviv commissioned by the European Bank for Reconstruction and Development (within the EU4Business program).

# The research of 2019. Surveys of designers

The online survey of design workers was aimed at identifying market changes that have occurred since the previous study.

## Respondent structure and work experience



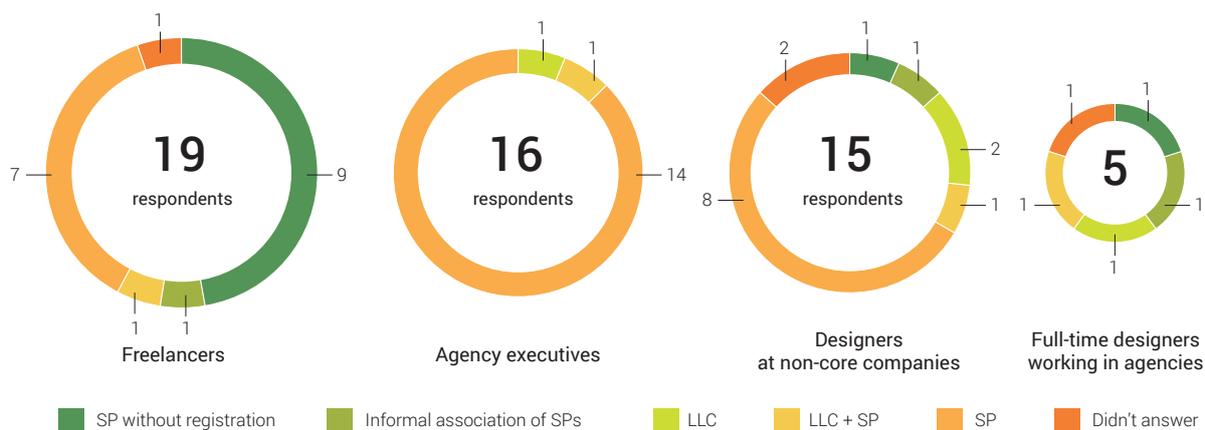
Source: online survey of industrial designers, the total number of responses – 55.

Most respondents have been working in the market for quite a long time (over 5 years), so that we can talk about the development of the market in the medium- and even long-term outlook.

### ► A self-employed individual (SP) is the most common form of doing business.

Designers often work as SPs. Formal and informal associations are not popular in the industrial design market.

## Form of doing their business



Source: online survey of industrial designers, the total number of responses – 51.

### ► In Ukraine, there are enough designers to shape and grow the market.

## The state of development of the design market

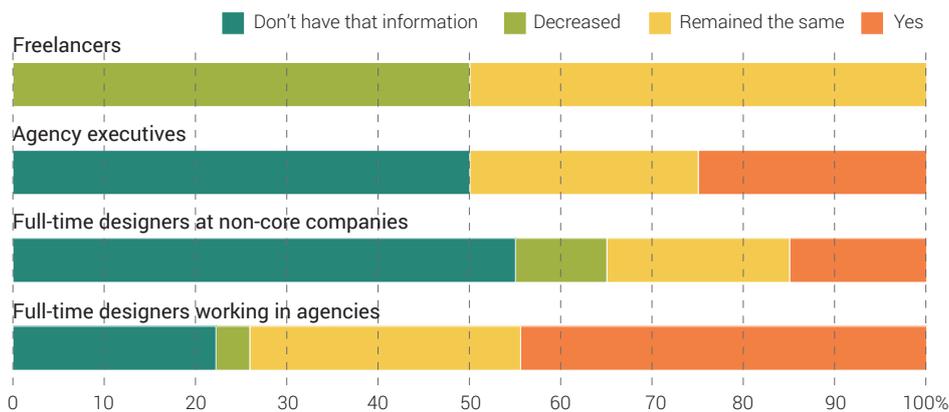
### ► The industrial design market has grown slightly over the last 3 years.

According to the majority of respondents, the industrial design market has either grown or remained at the same level. In the context of a small number of programs aimed at market support, this is a good indicator.

### ► Targeted design agencies are growing most intensively.

Survey data make it possible to assert that the most intensive growth is observed in targeted design agencies as institutionally powerful players than in individual freelancers. At the same time, according to the answers of the respondents, the intensity of business remained at the same level as 3 years ago, or even decreased.

#### Has the respondents' business grown over the last 3 years?



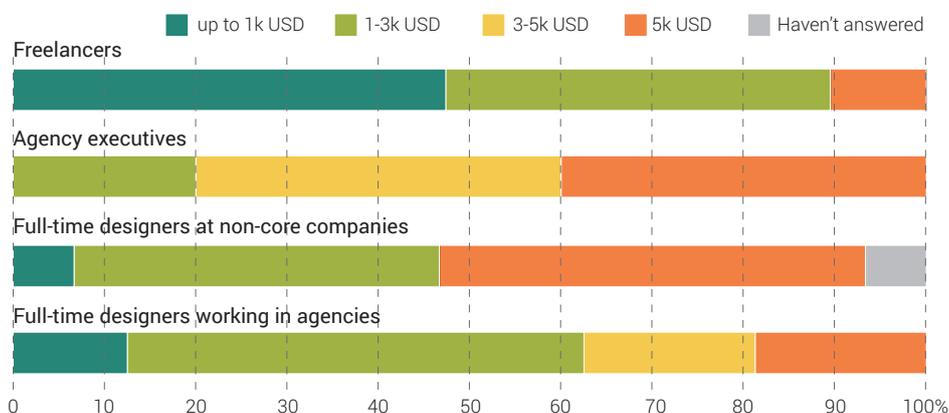
Source: online survey of industrial designers, the total number of responses – 55.

### ► Unlike freelancers, agencies receive expensive project orders.

The same situation is observed with the average cost of industrial design projects: in specialized design agencies this figure is higher compared to freelancers or individual full-time designers.

While freelancers in the industrial design market often work on projects, the cost of which does not exceed \$ 1,000, designers in both targeted and non-core companies work on larger and more expensive projects.

#### The average cost of projects



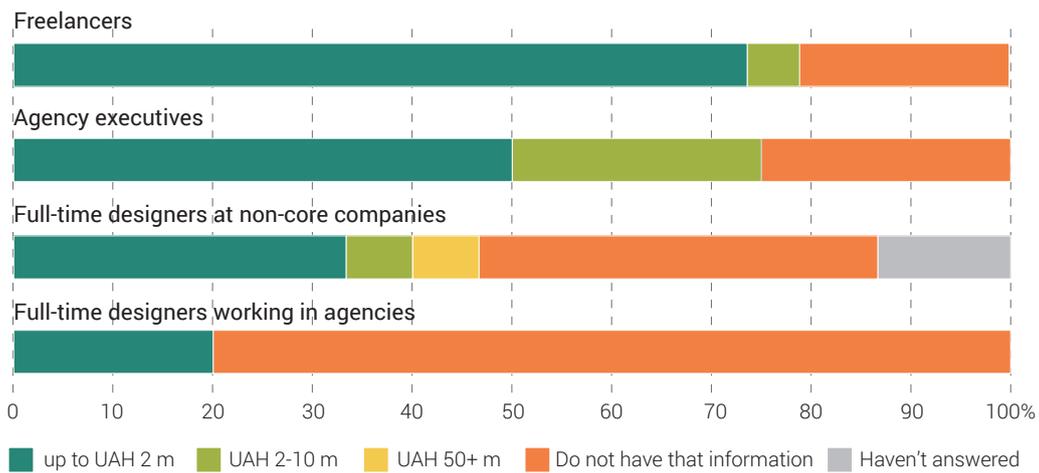
Source: online survey of industrial designers, the total number of responses – 54.

► **Industrial design is a micro-business market.**

There are no targeted agencies on the market with the turnover of more than 10 million UAH. However, there are manufacturing companies where designers with significantly higher turnovers are involved<sup>1</sup>.

The same trend is observed in the issue of annual turnovers of designers. Freelancers are less capable institutionally, while the quantity and quality of agency projects provides them with better economic performance.

**Average annual turnover**

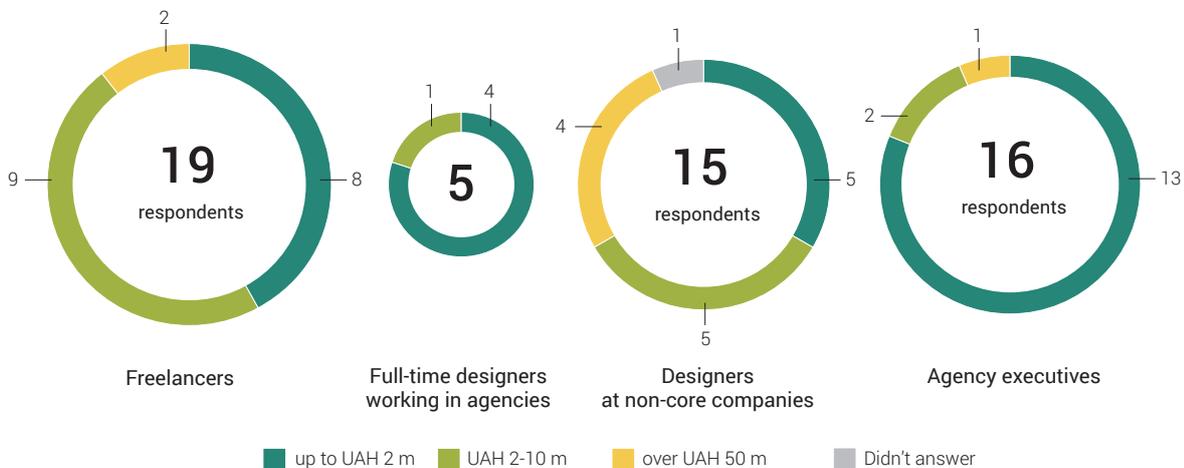


Source: online survey of industrial designers, the total number of responses – 53.

► **There are more full-fledged projects on the industrial design market than unbundled services.**

Customers perceive design as an approach to product development and market penetration, not as an approach to work organization or even as a separate business process. The development of design as an approach and the sale of ready-made solutions is a small fraction of the work of both individual designers and agencies. Interestingly, industrial designers have more orders for full-fledged projects compared to the design market as a whole.

**Primary source of income**



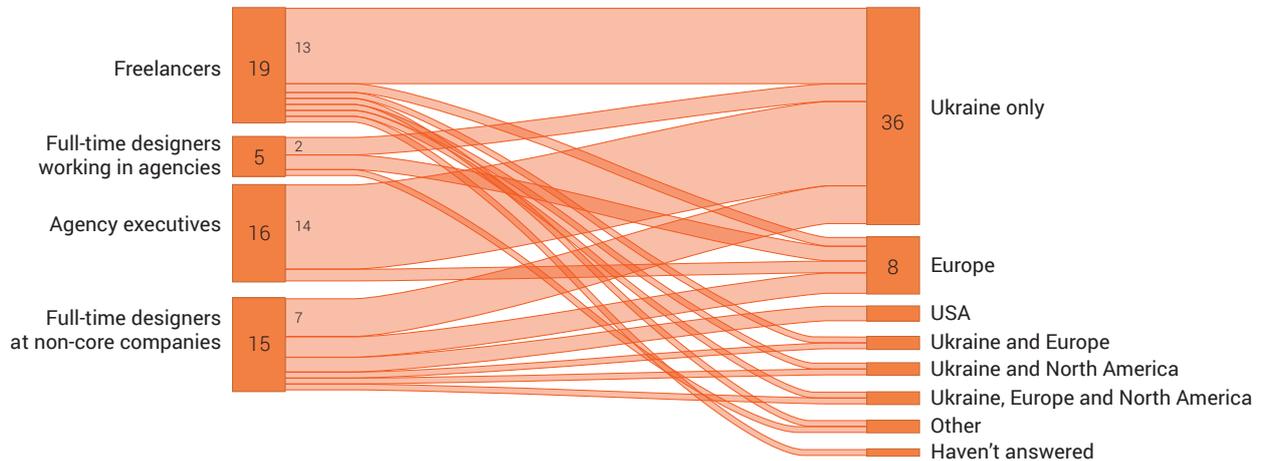
Source: online survey of industrial designers, the total number of responses – 54.

1. Source: [http://www.ppv.net.ua/uploads/work\\_attachments/Ukrainian\\_Design\\_Monitoring\\_PPV\\_2019\\_UA.pdf](http://www.ppv.net.ua/uploads/work_attachments/Ukrainian_Design_Monitoring_PPV_2019_UA.pdf)

► **Designers primarily develop the Ukrainian market.**

Entering foreign markets is much easier with a powerful domestic market. Respondents indicated the geographical proximity to Western Europe and the ability to adopt foreign experience as major factors driving the development of the industrial design market in Ukraine. Simultaneously, most of them work only in the Ukrainian market segment (65%), and only 18% of respondents cooperate with European clients.

**What market do you work in?**



Source: online survey of industrial designers, the total number of responses – 54.

**Development prospects**

The growth in demand for services and products of industrial designers is one of the main drivers of the development of this market in Ukraine. According to the opinion of the surveyed designers and executives, since 2017 the demand for their services has grown. But managers and owners of the design agencies noted that the market was stagnant.

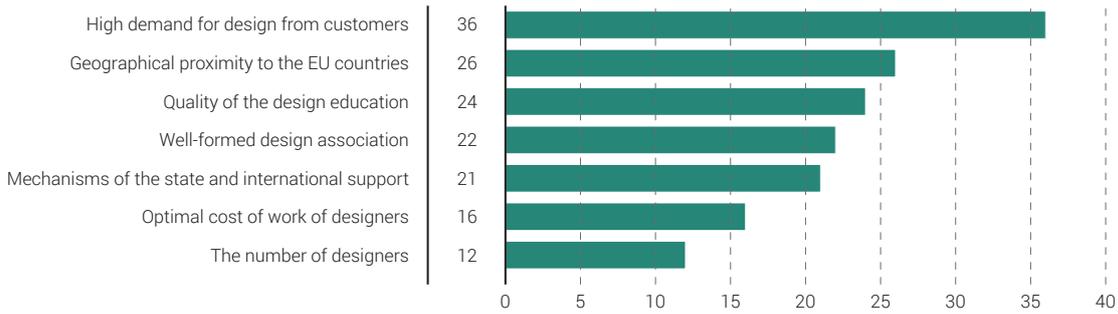
**Has the demand for design increased in recent years?**



Source: online survey of industrial designers, the total number of responses – 55.

According to the respondents, it is precisely the increasing demand for industrial design from clients and customers that is the most important factor that can contribute to the qualitative and quantitative development of the market. Respondents also noted that it is important to increase the level of competencies of designers (through borrowing best foreign practices) and improve the quality of specialized education. The mere quantitative growth of the market or its state regulation/state support are considered as less influential factors in the development of the industrial design market in Ukraine.

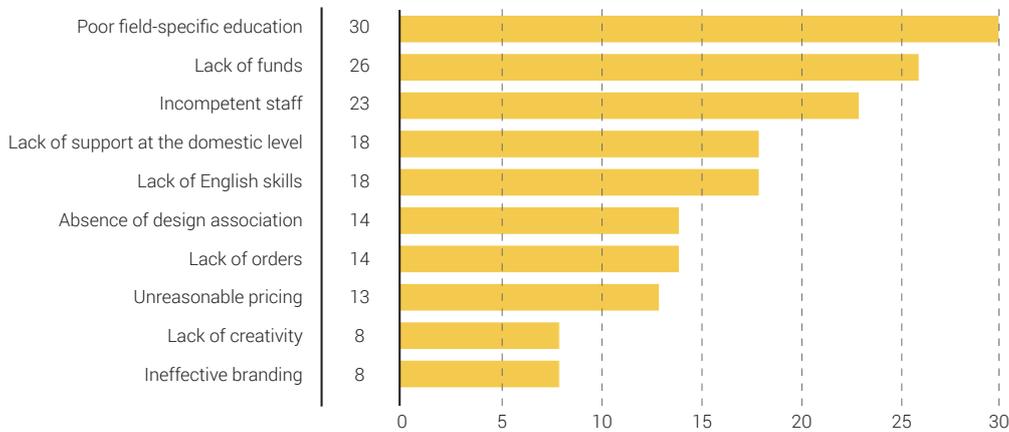
### What is driving the development of the Ukrainian industrial design market?



Source: online survey of industrial designers, respondents could choose several options.

Despite this, the poor field-specific education and, as a result, the lack of skilled workers, according to respondents, is a major negative factor holding back the development of the industrial design market. Other important factors include poor financial viability and lack of support at the domestic level.

### What slows down the development of the Ukrainian design market the most?

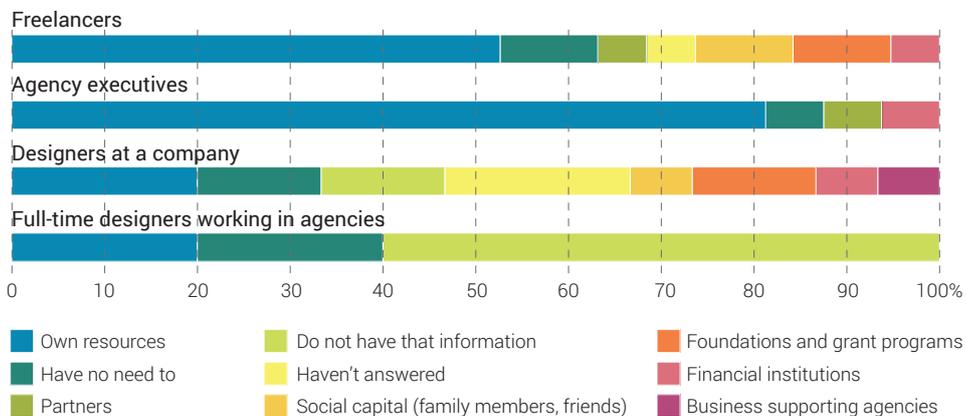


Source: online survey of industrial designers, respondents could choose several options.

### ► Lack of funding ecosystem and external financing practice.

Despite the acknowledged need for investment, respondents mainly address the need for financing with their own resources. Less than 10% of respondents received the support from organizations, foundations, and grant programs.

### How do you solve the need for funding?



Source: online survey of industrial designers, the total number of answers – 55

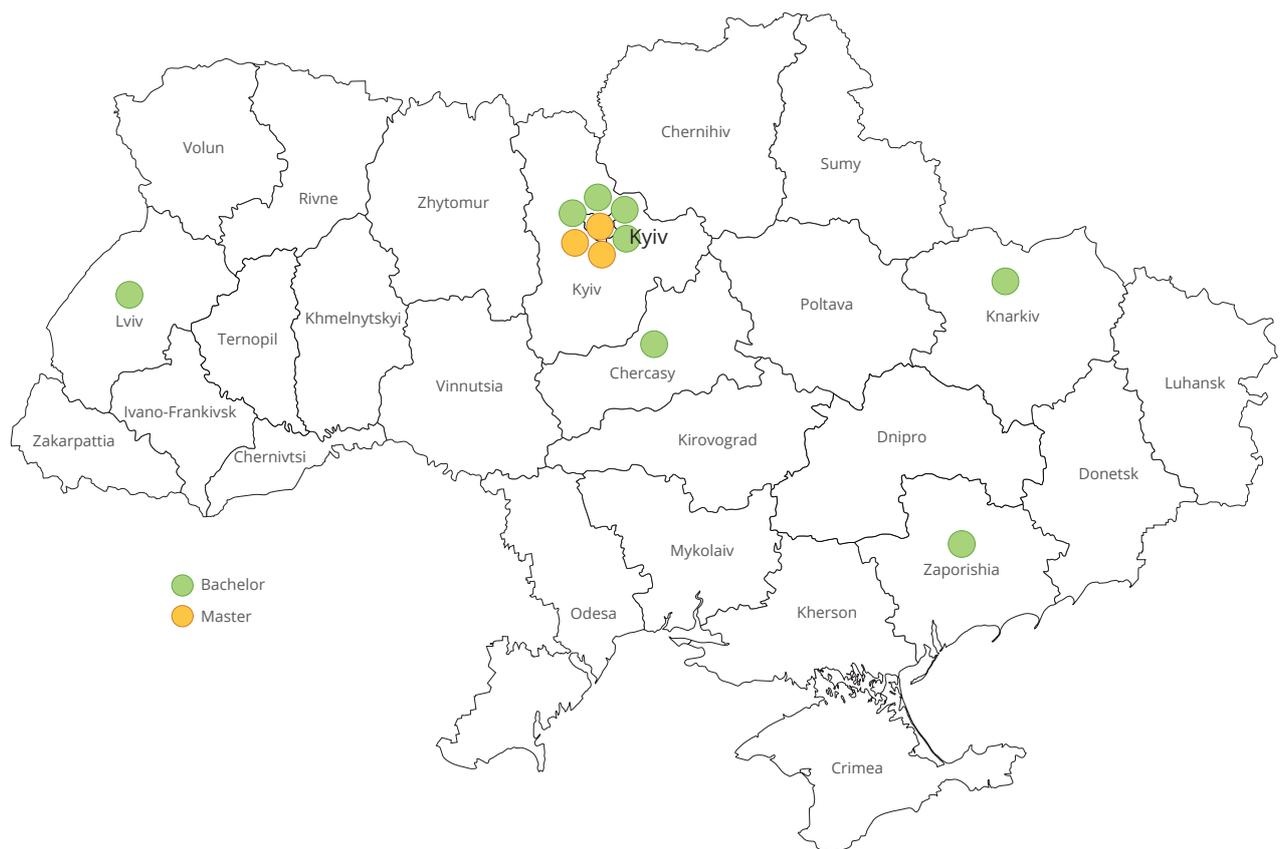
# Higher education in industrial design<sup>1</sup>

## Bachelor degree

Kyiv State Institute of Decorative and Applied Art and Design named after Mykhailo Boychuk.  
Ukrainian National Forestry University (Lviv).  
Kharkiv State Academy of Design and Arts.  
National Transport University (Kyiv).  
Kyiv National University of Construction and Architecture.  
Kyiv National University of Technologies and Design.  
National University «Zaporizhzhya Polytechnic».  
Cherkasy State Technological University.

## Master degree

Kyiv State Institute of Decorative and Applied Art and Design named after Mykhailo Boychuk.  
Kyiv National University of Construction and Architecture.  
National Transport University (Kyiv).



1. Source: Unified State Electronic Database on Education. <https://info.edbo.gov.ua/>

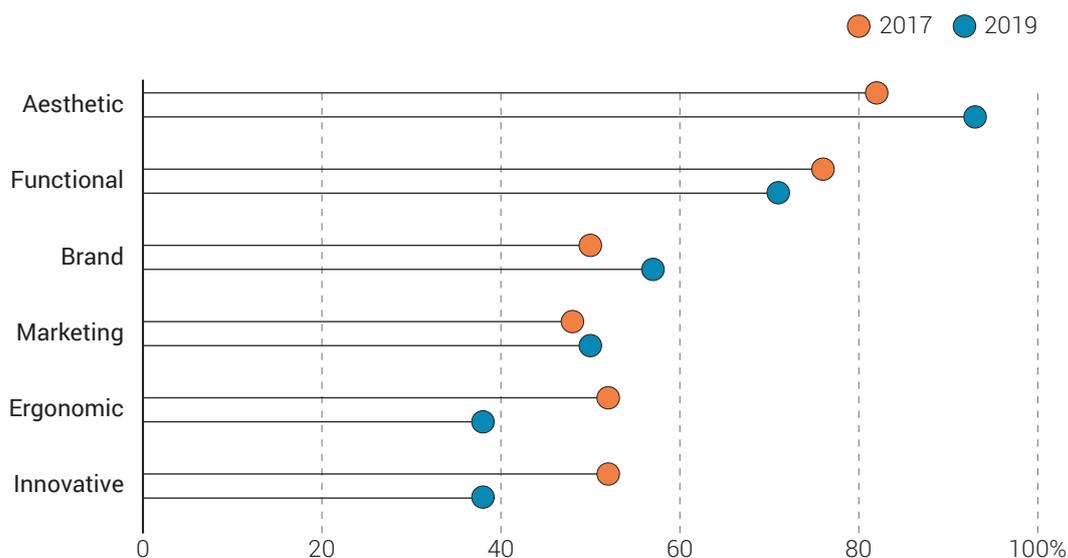
# Survey of manufacturers who employ industrial design

Surveys of manufacturers who employ industrial design is important for understanding the problems of market development, since they are the main customers of design services. The survey was conducted to understand market trends compared to the Research of 2017. The survey does not claim to be representative.

## ► Design employment has significant added value for the business of 70% the of surveyed manufacturers.

All the manufacturers surveyed noted that design brings added value to their products and increases demand for it. Such results were shown by the Research of 2017. It is important to note that none of the manufacturers surveyed answered negatively to the question of whether design is important for their work and whether it adds value to their products. However, manufacturers take into account the added value of design mainly from the standpoint of a purely aesthetic component. Manufacturers do not take into account the innovative function of the design, which could potentially bring the highest added value, which negatively affects the market development.

### What is the key purpose of design for your business (comparison 2019 – 2017)?

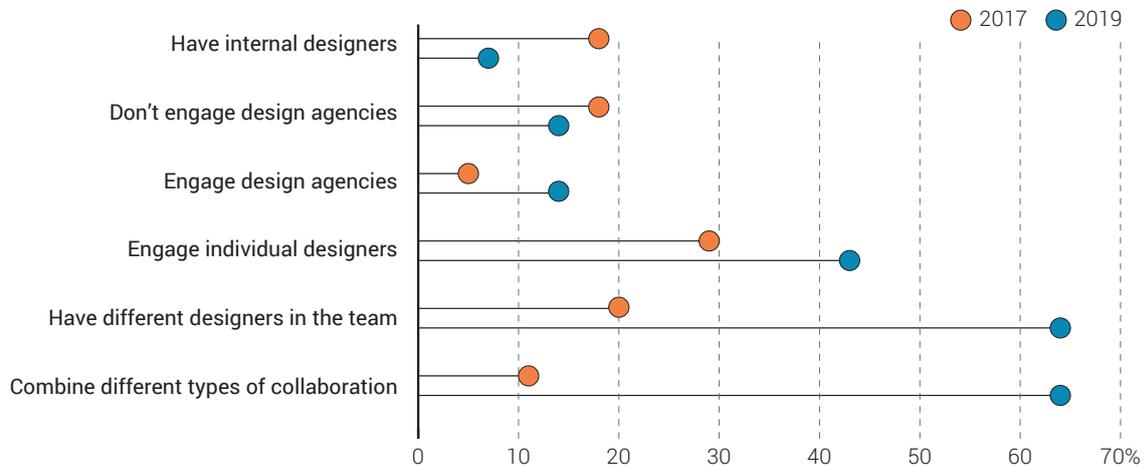


Source: online survey of manufacturers in 2017 and 2019, respondents could choose several options.

## ► Most often, manufacturers have full-time designers or combine various types of collaboration: hire external experts or occasionally work with freelancers.

All the manufacturers surveyed noted that they received offers of collaboration from designers, which allows us to talk about the proactive position of designers in the industrial design market. At the same time, the market is dominated by internal designers. It can be assumed that companies have insufficient competence in work with external design agencies, do not understand the way to evaluate the cost of working with designers (perceive full-time designers as a more profitable solution than working with a contractor).

**How do you address the need for design in work (comparison 2019 – 2017)?**

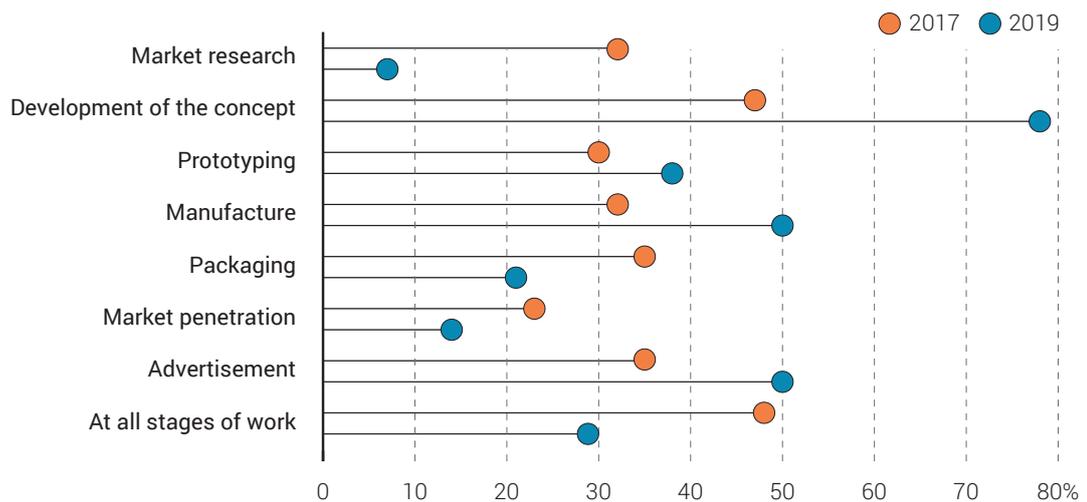


Source: online survey of manufacturers in 2017 and 2019, respondents could choose several options.

**► Most often, manufacturers apply design at the stage of development of the product concept.**

Half of the manufacturers surveyed continue to employ design at the production stage. Only 35% of manufacturers apply design at all stages of work. Many design ideas do not move to the next stages of product manufacturing due to the mismatch of production technologies with ideas, inability to draw up a clear technical task and the high cost of prototyping.

**At what stage of the work do you employ design (comparison 2019 – 2017)?**



Source: online survey of manufacturers in 2017 and 2019, respondents could choose several options.

# Ukrainian industrial design projects that received the Red Dot Design Award<sup>1</sup>

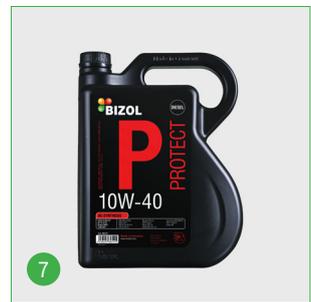
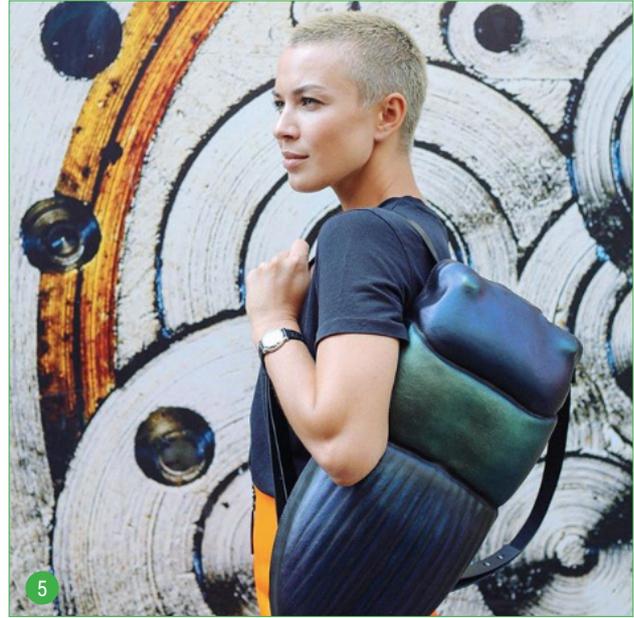


**Red Dot Design Award** is an annual international design award presented by the Design Centre of North Rhine-Westphalia (Essen, Germany). Designers and manufacturers receive it for the special quality and achievements in the design of everyday items.

- 2019**
1. **Eternal stationery, Nuka, Concept Design.**  
Stationery that will never end.
  2. **ASH, ZEGEN, Product Design.**  
Compact and almost weightless ASH desk-bureau by designer Pavel Vetrov. The tabletop is made of oak veneer with a stylish pad, covered with fabric, legs of wood.
  3. **Mickey, Tom i Zaya, Interia, Product Design.**  
A series of beds for little superheroes.
  4. **Whooshi, Whooshi, Product Design.**  
Whooshi hi-fi amplifier that equips wired headphones with Bluetooth technology, thus enabling wireless high-quality transmission from your smartphone, tablet or laptop.
  5. **kofta SS18 IMAGO, Kofta, Product Design (honourable mention).**  
A series of bags and backpacks in the shape of beetles.
- 2015**
6. **Ridna Marka, Gutsulyak.Studio, Packaging Design.**  
The package which was intended not only to recreate the romance of Soviet groceries, but to evoke nostalgic memories of childhood among older people and interest young people who know about that period only from the memories of their parents. At the same time, there was no references to the ideological component of that era.
- 2014**
7. **Bizol Motor Oil, FEDORIV, Packaging Design.**  
A canister that repeated with its shape a capital Latin letter B to emphasize the integrity of the brand.
- 2013**
8. **Mono Sink, Mukomelov Studio, Concept Design.**  
The design of the sink, develops a philosophy of emotional minimalism in the kitchen.
- 2012**
9. **PocketBook A10, Obreey Products, Product Design.**  
An innovative e-book model with advanced user development features.
- 2010**
10. **OAED, Mukomelov Studio, Concept Design.**  
An effective simulator for eyesight recovery, an optical acomodotrainer.
  11. **Infinity Bath, Mukomelov Studio, Concept Design.**  
A bath that can affect four types of perception: vision, smell, touch and hearing.
- 2009**
12. **Water Symphony, Mukomelov Studio, Concept Design.**  
Innovative mixer with contactless interaction.
  13. **Magic Stone, Mukomelov Studio, Concept Design.**  
Phone concept with a hologram and a custom shape for the client.

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1. The sample was formed on the basis of functional purpose, and not the category in which the project competed.



# Key players in the ecosystem of industrial design and research respondents

The list is not exhaustive. If you want to add an organization or company to the list, please send this information to [info@ppv.net.ua](mailto:info@ppv.net.ua)

Б О А Г □ А □ Ж

## Baggage

*Organization of non-formal education, Kharkiv*

School of Marketing and Communications. Founded in 2009 by communications practitioners – the creative agency Arriba! The mission is to develop the creative industry in Ukraine and to form a community of professionals in marketing and communications.

[www.baggage.school](http://www.baggage.school) | [baggage@arriba.com.ua](mailto:baggage@arriba.com.ua)  
+38 (093) 411-87-62



## European Design School (EDS)

*Organization of non-formal education, Kyiv*

The educational institution aims to grow a new generation of people of creative professions who will be able not only to contribute to the cultural and professional creative development in Ukraine, but also to decently represent the country on the world market. The main task of EDS is to form the most comfortable environment for the comprehensive development of creative personalities.

[www.eds.ua](http://www.eds.ua) | [info@eds.ua](mailto:info@eds.ua) | +38 (044) 331-37-00 | +38 (044) 331-37-08



## Komeks

*Furniture store, Ivano-Frankivsk*

The store offers only high-quality furniture for home and business solely from the best Ukrainian and foreign manufacturers.

[www.komeks.ua](http://www.komeks.ua) | [komeks.office@ukr.net](mailto:komeks.office@ukr.net) | +38 (097) 600-13-55



## Mebelok

*Furniture store, Kyiv*

Shop of upholstered and cabinet furniture, goods for home and interior. The catalog of goods on the Mebelok website is constantly updated and amounts to over 70,000 units; our partners are popular Ukrainian and European brands and manufacturers of quality furniture.

[www.mebelok.com](http://www.mebelok.com) | [info@mebelok.com](mailto:info@mebelok.com) | +38 (044) 222-56-11



## Ukrainian Association of Furniture Manufacturers

*Business associations of Ukrainian furniture makers*

The mission is to create a synergistic field for communication of regional business owners in solving common issues, for co-development; establish cooperation between them and to be the voice of the Ukrainian furniture industry in the world.

[www.uafm.com.ua](http://www.uafm.com.ua) | [info@uafm.com.ua](mailto:info@uafm.com.ua) | +38 (063) 235-02-03



### **ArsievichStudio**

*Design studio and furniture manufacturer, Dnipro*

Studio of author's furniture. For over 10 years, have they been manufacturing cabinet furniture. The ARSIEVICH brand is based on the family values of Volodymyr and Svitlana Arsiieviych, on traditions and a creative approach. The ARSIEVICH author's furniture represents a complete cycle of furniture production.

**[www.arsievich.com.ua](http://www.arsievich.com.ua)**

**+38 (096) 485-16-49**



### **Article Design Atelier**

*Design agency, Cherkasy*

An independent workshop of functional home decor.

**[www.atelierarticle.com](http://www.atelierarticle.com) | [info@atelierarticle.com](mailto:info@atelierarticle.com)**

**+38 (067) 473-69-22**



### **ARTKB**

*Design bureau, Kyiv*

ARTKB is a full-cycle hardware product development bureau: from idea to mass production, from design to certification and logistics to anywhere in the world. ARTKB was founded in 2009. It specializes in the development of consumer electronics, household appliances, wearables, home goods, wireless devices, gadgets and basic household products. Works with the most famous startups and companies from Europe, America and Asia. Has its own fleet of equipment for the needs of developers: milling, turning, drilling, engraving, polishing and grinding machines, band saw, soldering station, two 3D printers, assembly plan. An office in China allows to quickly address production and logistics issues.

**[www.artkb.net](http://www.artkb.net) | [info@artkb.net](mailto:info@artkb.net)**

**+38 (044) 384-00-97**



### **Baranovska&Menkiv Inc.**

*Design studio, Dnipro, New York*

Studio owners, Olena Baranovska and Toli Menkiv, are experienced graphic designers with 14 years of experience. They help their customers achieve goals through effective graphic design. Olena and Toli are extremely involved in their work and have won many awards. They are entrepreneurial, positive and passionate about what they do. They are looking for innovative solutions to different challenges.

**[www.baranovska-menkiv.com](http://www.baranovska-menkiv.com) | [box@baranovska.com](mailto:box@baranovska.com)**



**Nikita Bukoros**



### **[Bru:ht]**

*Design studio, Kyiv*

Ukrainian brand of industrial design. The concept of the brand is to create minimalistic decor items made of eco-friendly materials.

[www.tviybruht.wixsite.com](http://www.tviybruht.wixsite.com) | [tvij.bruht@gmail.com](mailto:tvij.bruht@gmail.com)

+38 (095) 493-93-82

### **Bukoros.Design**

*Design studio, Kyiv*

The studio is engaged in product design. It provides a complete cycle of industrial design services, from consultations to design, from concept development to prototyping and manufacturing.

[www.nikitabukoros.com](http://www.nikitabukoros.com) | [nikita.bukoros@gmail.com](mailto:nikita.bukoros@gmail.com)

### **Buro150**

*Furniture workshop, Kyiv*

Buro150 is a furniture workshop based in Kyiv. It was founded in early 2013. In recent years, we have completed dozens of individual projects. The Buro 150 currently presents a series of furniture that are available to promise and are created in the workshop. In their construction, we are inspired by the simplicity and elegance of the clean lines of the modernist era. We truly believe that form depends primarily on function. We aim to create convenient and functional things while maintaining the individuality of each product.

[www.buro150.com](http://www.buro150.com) | [hello@buro150.com](mailto:hello@buro150.com)

+38 (063) 870-06-85

### **Cegla Design**

*Design studio, Kyiv*

Ukrainian brand in the field of industrial design, develops and implements the ideas of its founder, Yurii Cegla. Engaged in the manufacture and design of interior items: furniture, lighting, decor, fiberglass work, etc.

[www.behance.net/cegla](http://www.behance.net/cegla)

+38 (098) 980-88-88

### **Cube44**

*Furniture workshop, Kyiv*

The workshop of designer furniture from Ukraine Cube44 is a young, but already experienced team. At Cube44 we focus on smart furniture solutions for modern life, for home and public spaces. Our style is simple, functional and full of character. Our strength is a combination of beautiful design, balanced solutions and a holistic approach to quality – from the production process to after-sales service.

[www.cube44.com.ua](http://www.cube44.com.ua) | [manager@cube44.com.ua](mailto:manager@cube44.com.ua)

+38 (067) 878-94-44

## DECIDO

FURNITURE • HORECA



## DOROGAYA



### DECIDO

*Furniture manufacturer for the HoReCa sphere, Odesa*

Ukrainian manufacturer of professional furniture for restaurants and hotels. The mission is to create professional furniture for restaurants and hotels, to find and introduce new solutions for the comfort of guests.

[www.decido.com.ua](http://www.decido.com.ua) | [contact@decido.com](mailto:contact@decido.com)

+38 (067) 007-11-80

### Design4Ukraine

*Nonprofit organization, Kyiv*

Public Association, founded in 2018. The mission is to create an ecosystem for the effective interaction of design community, to promote the culture of design and improve life with design.

[www.design4ukraine.com](http://www.design4ukraine.com) | [info@design4ukraine.com](mailto:info@design4ukraine.com)

### Dis/ORDER

*Design studio, Kyiv*

Dis/ORDER is an art group and Design studio based in Kyiv, led by Liuba Malikova and Maksym Poberezhskiy. We are multidisciplinary and deal with a wide range of problems solving techniques. We are engaged in the creation of contemporary art and conceptual jewelry.

[www.disorder.com.ua](http://www.disorder.com.ua) | [dis.order.group@gmail.com](mailto:dis.order.group@gmail.com)

+38 (098) 809-81-76

### DOROGAYA

*Design studio, Kyiv*

The industrial design studio has been around since 2007 and specializes in extraordinary solutions in the field of industrial design: interior items, lighting, electronics, accessories and jewelry. Winners of 2 RedDot Awards. We actively cooperate with companies from the USA, Germany and China.

[www.dorogaya.com](http://www.dorogaya.com) | [igor@dorogaya.com](mailto:igor@dorogaya.com)

+38 (066) 298-97-86

### Drommel Furniture

*Furniture manufacturer, Kyiv*

The Drommel brand has its own standardized production of Scandinavian furniture. Specializes in ready-made and intelligible interior solutions in the Scandinavian style for home and any other premises. Over the three years of its existence, the company has taken its place in the market and is actively scaling its facilities.

[www.drommel.com.ua](http://www.drommel.com.ua) | [info@drommel.com.ua](mailto:info@drommel.com.ua)

+38 (063) 268-55-74



## Frop

*Furniture manufacturer, v. Pidgirya, Ivano-Frankivsk region*

Frop is a Ukrainian manufacturer that specializes in the production of furniture, interior items, wooden structures and joinery according to the design projects. Frop is a full-cycle enterprise. A closed production cycle guarantees the quality control of objects at all stages of the production process.

[www.frop.com.ua](http://www.frop.com.ua) | [frop.office@gmail.com](mailto:frop.office@gmail.com) | +38 (093) 389-35-19



## Goloob Design Bureau

*Design studio, Kyiv*

Ukrainian company creating a modern and sophisticated design, opening up new expressive opportunities for traditional materials – faience, porcelain and wood. The brand adheres to the concept of Slow Design and emphasizes the beauty and importance of everyday things. Goloob Design Bureau not only creates objects, but also fills every item with emotional meaning. One can feel it by touching the rough surface of the round lamp, picking up a mirror or clicking a ceramic switch several times. Goloob items are a sensual experience interacting with the world.

[www.goloob.com](http://www.goloob.com) | [info@goloob.com](mailto:info@goloob.com) | +38 (050) 241-40-54

Gutsulyak.Studio

## Gutsulyak.Studio

*Design Agency, Kyiv, New York, Toronto*

Graphic Design studio by Yurko Gutsulyak is a design agency that has received many professional awards. The main activity of the studio is the development of identity and packaging, and also the design of objects.

[www.gutsulyak.studio](http://www.gutsulyak.studio) | [kyiv@gutsulyak.studio](mailto:kyiv@gutsulyak.studio) | +38 (067) 664-88-24



## HIS

*Online platform, Kyiv*

HIS.UA online platform is the country's first marketplace of Ukrainian designer furniture and an online magazine about design in all its manifestations.

[www.his.ua](http://www.his.ua) | [hi@his.ua](mailto:hi@his.ua) | +38 (068) 490-22-77



## Hochu rayu design buro

*Design Bureau, Lviv*

We work in two directions: spatial design and communication elements, as well as industrial design.

[www.hochurayu.com](http://www.hochurayu.com) | [hochurayu@gmail.com](mailto:hochurayu@gmail.com)

+38 (098) 954-79-29 | +38 (097) 618-80-54 | +38 (097) 712-89-47



## in.Lab

*Design platform, Kyiv*

in.Lab is a research and development architectural platform. in.Lab architects is an architectural studio engaged in the development of unique design solutions based on parametric optimization methods.

[www.inlab-architects.com](http://www.inlab-architects.com) | [inlabarchitects@gmail.com](mailto:inlabarchitects@gmail.com)

+38 (097) 135-62-00



## Interia

*Furniture Manufacturer, Kyiv, Chernihiv*

Interia is a Ukrainian manufacturing company founded in 2012. The main focus is the production of upholstered furniture, namely sofas (including armchairs, pouffes) and beds. The company also offers coffee tables, consoles, paintings, chairs, mattresses, etc.

[www.interia.com.ua](http://www.interia.com.ua) | [5875855@interia.com.ua](mailto:5875855@interia.com.ua) | +38 (044) 587-58-55



## Kich

*Design studio, Kyiv*

The Design studio that creates minimalist and simple style works so that the product satisfies all the needs of customers, without paying attention to unnecessary details. The studio works in the areas of industrial design, design concepts, product branding.

[www.kich.me](http://www.kich.me) | [hello@kich.me](mailto:hello@kich.me)



## Kofta

*Design studio, Kyiv*

Kofta is an independent couture studio specializing in the art of leather crafts using futuristic technology. Based in Ukraine since 2010, the studio implements unique projects and makes seasonal collections from beginning to the end, which allows them to design, develop and produce at home.

[info@koftastudio.com](mailto:info@koftastudio.com) | [www.koftastudio.com](http://www.koftastudio.com)



## Kononenko ID

*Design studio, Kyiv*

The studio was founded in 2012 by Yuliia Kononenko and artem Kravchenko. Having opened a branch in Poland in 2015, the studio expanded its creative activity, established cooperation with companies from Europe and other continents. Currently, the company operates in five areas: product design, furniture design, lighting design, illustrations, Interior Design.

[www.kononenkoid.com](http://www.kononenkoid.com) | [design@kononenkoid.com](mailto:design@kononenkoid.com)

+38 (099) 097-07-74



## KRASKA furniture bureau

*Design studio, Vinnytsia*

Furniture bureau KRASKA – is a Scandinavian style, minimalism, industrialism: in these styles the company produces chairs, tables and other furniture.

[www.loftfurniture.net](http://www.loftfurniture.net) | [gennady.krasnokutsky@gmail.com](mailto:gennady.krasnokutsky@gmail.com)

+38 (099) 920-33-92



## Leo D'uk Design

*Design agency, Kyiv*

We develop architectural solutions, interior design (restaurants, hotels, cafes, offices, cottages, apartments, shops, etc.), as well as industrial design (furniture, decor, lighting).

[www.leoduk.com.ua](http://www.leoduk.com.ua) | [leoduk.design@gmail.com](mailto:leoduk.design@gmail.com) | +38 (068) 202-17-58



## Levantin design

*Furniture manufacturer, Kharkiv*

Ukrainian furniture brand that creates original products in a modern, original design. It was founded in Kharkiv in 2012. The collections consist of furniture, lighting and accessories for the home and public spaces. Levantin works have been featured in numerous design contests and festivals. Levantin Design has a network of dealers throughout Ukraine. Since 2017, it also works for export.

[www.levantindesign.com](http://www.levantindesign.com) | [lvov.alex.s@gmail.com](mailto:lvov.alex.s@gmail.com)

[levantindesign@gmail.com](mailto:levantindesign@gmail.com) | +38 (093) 744-92-56

# lislis

## lislis toys

*Toy Bureau, Lviv*

We create simple yet creative toys. It is simplicity that gives impetus to the imagination of a baby. This principle is key in creating design and selecting materials. We do not use dyes or coloring, because we are convinced that the natural texture of wood has its own personality, it is genuine and emits heat. Each new collection and toy has its own story and becomes an addition to the previous ones.

[www.lislis.toys](http://www.lislis.toys) | [info@lislis.toys](mailto:info@lislis.toys) | +38 (067) 670-24-48



## Lustra Agency

*Design agency, Kyiv*

After carefully studying and testing the principles of design thinking, we chose this technique as the basis for the company's work. To form concepts, creative ideas, marketing and communication strategies, we use market trends, business opportunities, client needs and customer values. The Lustra team has gained expertise in developing value propositions for any business need.

[www.lustra.agency](http://www.lustra.agency) | [hello@lustra.agency](mailto:hello@lustra.agency) | +38 (095) 889-65-91

# maass

## Maass

*Design studio, Kyiv*

We seek the uniqueness of the object in the exceptional experience of the client, his values, in the request of the user and the context. By designing processes, we create a space that complements a person. A space without visual spam and stylistic fuss. An environment that is a natural, private home, a friendly public space, an inspired creation for business. Regardless of the scale, each project is built around a data model that describes the life scenarios of an object for all categories of users. From a casual passer-by – to the owner. From an employee of the company – to the operations department. Our role is to see the maximum, remove the excess, shape the vision and ensure the feasibility of the project.

[www.maass.ua](http://www.maass.ua) | [hello@maass.ua](mailto:hello@maass.ua) | +38 (044) 499-35-00



## Maino Design Ukraine

*Nonprofit organization, Kyiv*

Organization exploring the Ukrainian field of design; keeps track of world events and trends; initiates, supports and organizes Ukrainian and international art projects and industrial exhibitions; creates international cultural and economic ties. Maino Design Ukraine is the organizer and media coordinator of a number of international projects related to the participation of Ukrainian designers in industrial exhibitions, design weeks, art projects and other collaborations.

[www.maino-design.com.ua](http://www.maino-design.com.ua) | [expodesign.ua@gmail.com](mailto:expodesign.ua@gmail.com)



## miracle2people

*Design studio, Kyiv*

An author's studio of furniture design with an emphasis on minimalism. Provides comprehensive services: from development to implementation and installation.

[www.miracle2people.com.ua](http://www.miracle2people.com.ua) | [miracle2people.studio@gmail.com](mailto:miracle2people.studio@gmail.com)  
+38 (073) 043-36-00

## MUKOMELØV

### Mukomelov

*Design studio, Kyiv*

Mukomelov Studio is a new blood and energy. Intelligence that penetrates all aspects of life. An understanding of objects, architecture and technology. The philosophy "Everything is important: from the spoon, to urban architecture" is the only chance to understand the meaning of things and their interaction. Work in such different directions: furniture, home accessories, development of medical equipment, packaging, architecture and interiors, find a place in the objects of a harmonious concept of interaction.

[www.mukomelov.com](http://www.mukomelov.com) | [mail@mukomelov.com](mailto:mail@mukomelov.com) | +38 (095) 664-43-53



### MZPA

*Design studio, Kyiv*

Ukrainian furniture brand, which began with the creation of individual pieces of furniture, and now develops full-fledged collections in collaboration with designers and architects. Most items from the new furniture collection will be presented for the first time at the Maison&Objet in Paris in January 2019.

[www.mzpa.co](http://www.mzpa.co) | [mzpa.project@gmail.com](mailto:mzpa.project@gmail.com) | +38 (050) 238-69-57



## Next Level Lighting (designed by Artem Koliuka)

*Design studio, Uzhhorod*

The lighting company Next Level Lighting (NLL) in western Ukraine, continues the tradition of high-quality wood processing for the manufacture of unique luminaires. For four years, the studio, founded by Artem Kolyuka and Mykola Savin, has been specializing in chandeliers and wooden decor of the premium segment.

[www.nl-ds.com](http://www.nl-ds.com) | [bushko.nlds@gmail.com](mailto:bushko.nlds@gmail.com) | +38 (093) 200-84-74

# nuka

## nuka

*Startup, Kyiv*

The startup was founded by 17-year-old Kateryna Mykhalko and Mykyta Vladykyn, an also 20-year-old Yevhen Shylo. They had been preparing to launch the campaign for two years, and the start itself was postponed 9 times for various reasons.

[www.nuka.me](http://www.nuka.me) | [mail@nuka.me](mailto:mail@nuka.me)

# Object №

## Object №

*Design studio, Kyiv*

In 2013, we founded the Object № design manufactory to share our vision of the human environment “object – interior – home – city”, which are based on the principles of honesty, simplicity, functionality – the principles by which we live and work every day.

[www.objectno.com](http://www.objectno.com) | [sales@objectno.com](mailto:sales@objectno.com) | +38 (050) 380-36-54

# obreey

## OBREEY PRODUCTS

*IT company, Kyiv*

Obreey Products is one of the most prestigious and unique companies of IT products in Ukraine and the CIS, which specializes in the supply and management of new products throughout the whole life cycle, from the concept/design of the product to software and hardware. The consumer receives quality, affordable and modern goods, for daily use. Obreey Products is the sole developer of PocketBook eReaders and Android tablet lines, and several applications are published on the Google Play Market.

[www.obreey-products.com](http://www.obreey-products.com) | [info@obreey-products.com](mailto:info@obreey-products.com)



## ODESD2

*Design studio, Kyiv*

As a design bureau, we offer various solutions in object and interior design. From a simple arrangement of furniture to interior design with visualization and drawings. Our task is to provide high quality service. The same level as our products.

[www.odesd2.com.ua](http://www.odesd2.com.ua) | [odesd2@odesd2.com](mailto:odesd2@odesd2.com)



## Projector

*Platform, Kyiv, Odesa*

Projector – education, coworking, community. Vibrant hands-on training in design, development and marketing. Projector School is a platform that helps professionals of various levels and specializations develop system and point skills in interface design, graphic design, development, front-end, project management, Internet marketing, etc. (In English). The main capital of the school is people. We value human relationships above money, plans and ambitions. Choosing between theory and practice, we choose practice. Choosing between thinking and doing, we choose both to think and do.

[www.prjctr.com.ua](http://www.prjctr.com.ua) | [hello@prjctr.com.ua](mailto:hello@prjctr.com.ua) | +38 (097) 015-92-72

## PROSTIR 86

### Prostir 86

*Design platform, Kyiv*

We are a design platform representing selected Ukrainian design products all over the world. Our curators elect the best pieces of furniture, clothes, accessories and create a strong design community of talented people, quality brands and happy customers of our online store. We are honored to represent national expositions at the high-profile events of Paris Design Week, Dutch Design Week and Milan Design Week. Our dream is to see Ukrainian brands and designers among international industry leaders, and most importantly – to share our findings with everyone.

[www.prostir86.com](http://www.prostir86.com) | [office.prostir86@gmail.com](mailto:office.prostir86@gmail.com) | +38 (063) 623-80-87

## PUZUR BUREAU

### Puzur Bureau

*Design studio, Kharkiv*

Production of hangers, benches, furniture, designer services.

[www.puzur.com](http://www.puzur.com) | [puzur.vik@gmail.com](mailto:puzur.vik@gmail.com) | +38 (096) 827-44-44



### QUALITA

*Design studio, Kharkiv*

The main activities of QUALITA are the manufacture of furniture, doors, windows, stairs, other elements of the interior and exterior. Variability and flexibility of solutions allows customers to implement complex, non-standard projects within one company. Additionally, it greatly facilitates the process of harmonization and integration of all products in a residential area.

The company's own production allows you to realize the most daring ideas, filling the house with unique interior details. Only certified materials and components are used in furniture production, which guarantees the safety and environmental friendliness of the final product. This is especially important for families with young children and generally all people who value a high standard of living.

[www.qualita.com.ua](http://www.qualita.com.ua) | [info@qualita.com.ua](mailto:info@qualita.com.ua) | +38 (067) 579-11-72

## Redesign

### ReDesign

*Design studio, Kyiv*

Redesign is a studio of interior and architectural design. The studio has been operating since 2004. Considerable experience in the design and implementation of private and public interiors. Conceptual architectural design.

[www.redesign.ua](http://www.redesign.ua) | [studio@redesign.ua](mailto:studio@redesign.ua) | +38 (068) 351-11-72

## Reynolds & Reyner

### Reynolds and Reyner

*Design agency, Kyiv*

To date, we have created 142 projects for companies all around the world. We cooperate with offices from 27 countries. At Reynolds and Reyner, we really can do quality design. 80% of our customers are foreign companies, our market is the whole world, and the competition in it is much higher than within one country. Specialization – logos and identity, packaging and labels, branding strategy.

[www.reynoldsandreyner.com](http://www.reynoldsandreyner.com) | +38 (068) 381-20-39



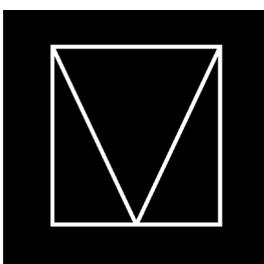
## Ryntovt design studio

*Design agency, Kharkiv*

One of the first industrial Design studios in Ukraine, which has been specializing in eco-design for almost 25 years, to which Yuriy Ryntovt, the bureau founder, strives.

The material for objects is most often a solid wood – demanding, unpredictable. It creates all the magic: a natural pattern on severing cut of the tree for each subject composition is selected and compiled so as to obtain peculiar visual streams that slowly “fall” along the surface. “Work as if you are whispering” is the credo of Yuriy Ryntovt, a contemporary classic in Ukrainian design. Ryntovt Design materializes ideas that are thought out to the smallest detail, on its own production, where each stage of the process is closely monitored.

[www.ryntovt.com](http://www.ryntovt.com) | [ryntovt@gmail.com](mailto:ryntovt@gmail.com) | +38 (067) 571-03-51



## SERGEY MAKHNO ARCHITECTS

*Design workshop, Kyiv*

“WE ART THE WORLD!” – this is the slogan of the well-known modern Ukrainian design and architecture workshop SERGEY MAKHNO ARCHITECTS, which successfully works in three areas: interior design, architecture, industrial design. Over 15 years, the studio has implemented nearly 600 projects in 16 countries SERGEY MAKHNO ARCHITECTS has an expressive and recognizable style that its founder, architect Sergey Makhno, calls Ukrainian Contemporary, masterfully combining minimalism, art, Ukrainian traditions and Japanese Wabi-Sabi philosophy. Last year, the studio opened its own ceramic production and now constantly surprises with new features and materials in unexpected directions of design thinking. Also, Sergey Makhno founded the first Ukrainian industrial design gallery Sergey Makhno Gallery.

[www.mahno.com.ua](http://www.mahno.com.ua) | [office@mahno.com.ua](mailto:office@mahno.com.ua) | +38 (067) 829-60-22



## Sitwell

*Furniture manufacturer, Kharkiv*

The company produces custom-made furniture. Corporate identity is characterized by a clear geometry of lines, minimalism, ergonomics of structures. A mandatory attribute of all models is metal elements.

[www.sitwell.com.ua](http://www.sitwell.com.ua) | [sitwell17@gmail.com](mailto:sitwell17@gmail.com) | +38 (095) 850-81-68



## Studio LLIWELL

*Design studio, Kyiv*

Our job is to create values, meanings, emotions and convey them through visual language. Our philosophy is that design should be primarily functional, but the aesthetic aspect is equally important. Its emotionality and the feelings it evokes play a significant role in design, because design is not only appearance, design is the essence of things. Based on this, we have developed our own work style – emotional functionalism.

[www.lliwell.com](http://www.lliwell.com) | [well@lliwell.com](mailto:well@lliwell.com) | +38 (066) 441-08-55

SO  
KO  
LO  
VQ  
DESIGN

**SUZDALEV**  
DESIGN STUDIO



## SOKOLOVA Design

*Design studio, Kyiv*

The design team works in different areas of industrial design: furniture, lighting, electronics.

[www.sokolova-design.com](http://www.sokolova-design.com) | [sokolova.kateryna@gmail.com](mailto:sokolova.kateryna@gmail.com)

+38 (050) 303-61-42

## Suzdalev Design Studio

*Design studio, Kyiv*

Suzdalev Design studio specializes in industrial design – the creation of luminaires, interior and exterior doors, decor elements, furniture, etc.

[www.suzdalevdesign.com](http://www.suzdalevdesign.com) | [info@suzdalevdesign.com](mailto:info@suzdalevdesign.com)

+38 (095) 200-09-18

## SV & Partners

*Design studio, Kyiv*

A studio that aims to create a product for manufacturers of all types of furniture, as well as items that interest you. The main services in the furniture sector are: marketing, product design, sale of content, training of high-class specialists. The studio also produces three-dimensional graphics or hand-made sketches to order from customers, drawings of furniture products in an agreed format.

[www.svdesign.com.ua](http://www.svdesign.com.ua) | [studio.sukhytskyi@gmail.com](mailto:studio.sukhytskyi@gmail.com)

+38 (098) 767-15-94

## TS/D Agency

*Design agency, Kyiv*

We strive to invent solutions no matter how complex the tasks are. It's like stepping outside the horizon to see a little future. And then bring it here.

[www.toughslatedesign.com](http://www.toughslatedesign.com) | [info@tsd.agency](mailto:info@tsd.agency)

+38 (044) 229-87-41

## YUDIN Design

*Design studio, Kyiv*

YUDIN Design studio was opened in 2000. Since then, we have helped update the interiors of bars, restaurants, boutiques, and other HoReCa institutions, making them unique and attractive to visitors, for which they are actually open!

[www.yudin.design](http://www.yudin.design) | [yudinmanagement@gmail.com](mailto:yudinmanagement@gmail.com)

+38 (044) 331-53-15

**WOODWERK**

furniture & homestyle

## Woodwerk

*Furniture manufacturer, Kyiv*

The company produces furniture in a modern European design from natural wood and metal. It has been operating since 2013 and has two production complexes: in Kyiv and Lviv with approximately 60 employees.

**[www.woodwerk.com](http://www.woodwerk.com) | [info@woodwerk.com](mailto:info@woodwerk.com)**

**+38 (098) 777-67-67**



## Whooshi

*Startup, Kyiv*

The company's mission is to adapt the sound to the individual hearing level of each person. At the same time, Whooshi understands that the future belongs to wireless audio transmission technologies, so the company's first product combines personalized sound with a wireless amplifier.

**[www.whooshi.me](http://www.whooshi.me) | [info@whooshi.me](mailto:info@whooshi.me)**



## Yalanzhi Objects

*Design studio, Odesa*

Original lamps of Ukrainian production. Designer luminaires from the Ukrainian artist Yuliia Yalanzhi. Created based on the «Cell Practice» project. A unique combination of paper shade, wood, metal and stone cut.

**[objects.yalanzhi.com](http://objects.yalanzhi.com) | [yalanzhi.info@gmail.com](mailto:yalanzhi.info@gmail.com)**

**+38 (093) 682-99-33**

**ZEGEN®**

## ZEGEN

*Furniture Manufacturer, Cherkasy*

ZEGEN specializes in the manufacture of modern furniture. The emphasis in the products is made on flat and perfectly even surfaces lined with natural veneer. The furniture industry uses environmentally friendly and modern materials that meet all the requirements of our time.

**[www.zegen.ua](http://www.zegen.ua) | [zegenmebel@gmail.com](mailto:zegenmebel@gmail.com)**

**+38 (067) 518-99-18**





Business Information  
Support Center

Агенція  
економічного розвитку  
PPV Knowledge Networks



EU4Business



Business Hub, Rustaveli 12, 79005, Lviv, Ukraine

[www.bisc.org.ua](http://www.bisc.org.ua)

[lviv@bisc.org.ua](mailto:lviv@bisc.org.ua)