



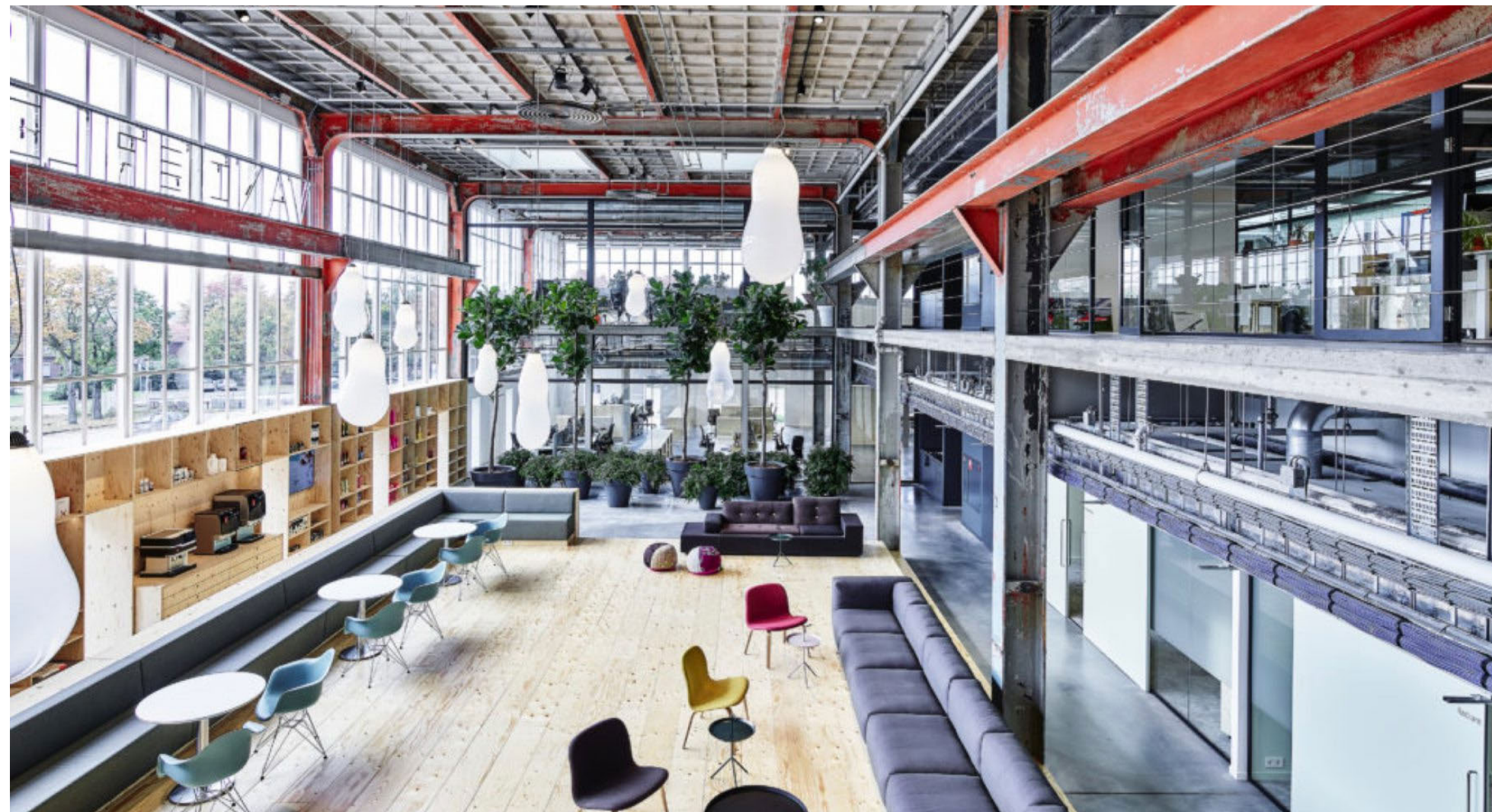
Eindhoven Industrial Design Center

■ The Netherlands

Accenture Industry X · Industrial Design

IGNITE YOUR CREATIVITY WITH OUR MULTIDISCIPLINARY INDUSTRIAL DESIGN TEAM

The playground to spark reimagination



Welcome to the Innovation Powerhouse.
[Headquarters to Industry X Industrial Design.](#)
Where we combine our expertise in data,
digital and physical product design and
help our clients reimagine their products to
create exceptional customer experiences
that drive growth and competitiveness.

[click here to explore further](#)

Accenture Industry X • Industrial Design

What to expect

Get ready to be immersed in a world of inspiration and collaborative design at our Industrial Design Center. Together with our expert team, you'll embark on a journey to reimagine products, services, and experiences.

Discover a dynamic showcase of creativity through vibrant displays, interactive demos, and engaging events that will ignite your imagination. Our experienced guidance will empower you to co-design, unleashing your creativity and vision.

Equipped with an extensive array of cutting-edge tools and a diverse pool of creatives, you'll have the freedom to dive in instantly and begin transforming insights into impactful realities.



Shape the future by playing with it first

Smart and connected products

Sustainability

Servitization

WORKSHOPS/VISITS



EXPERT SESSIONS



DEMONSTRATORS



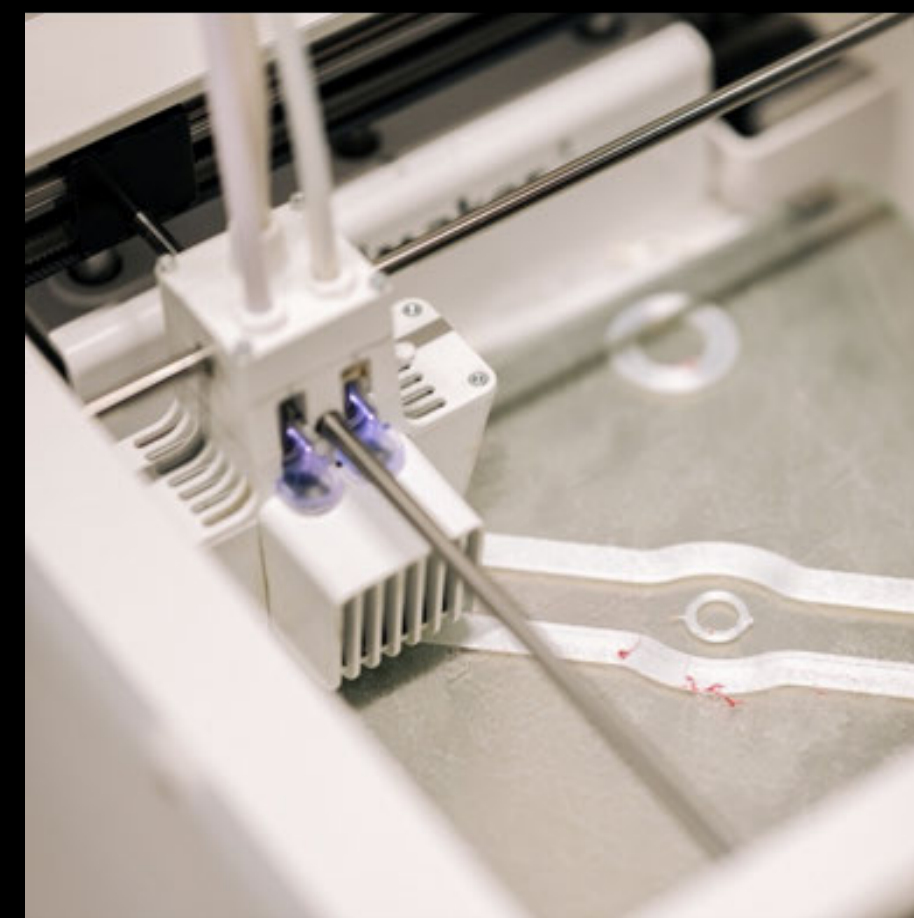
VR & AR SHOWCASES



PROOF OF CONCEPTING



CASE PRESENTATIONS



RAPID PROTOTYPING



EVENT HOSTING

THINGS DON'T BECOME REAL UNTIL THEY'RE EXPERIENCED

The power of making things tangible

In the ever-evolving digital age, where virtual realms reign supreme, the essence of tangibility in the design process for physical products remains irreplaceable. At our Industrial Design Center, we celebrate the fusion of the digital and physical, recognizing that both dimensions play pivotal roles in crafting exceptional products for the modern era. Touch, feel, and sensory engagement breathe life into innovation. Tactile experiences empower us to refine aesthetics, assess functionality, and foster collaboration, bridging the gap between design vision and user experience throughout a wide variety of industries.

Consumer Goods & Services

Industrial

Automotive

Mobility

Utilities

Health & Life Sciences

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CLEVER MINDS AND DIRTY HANDS

40+ years experience

We are equipped with an ever-growing range of experiences which blend physical and digital design, and you are invited to touch and interact with them all.





Design for repairability



Virtual & Augmented experiences



Sustainable Packaging

Design for Repair

Smart Connected Product Design & Development

Design for critical situations (cockpits)

Digital Transformation & Service Design

Circular product design

Customizable Car Demonstrator

Machine learning and data driven design

Sustainable Packaging

Virtual Factory

Virtual & Augmented Experiences (Metaverse)

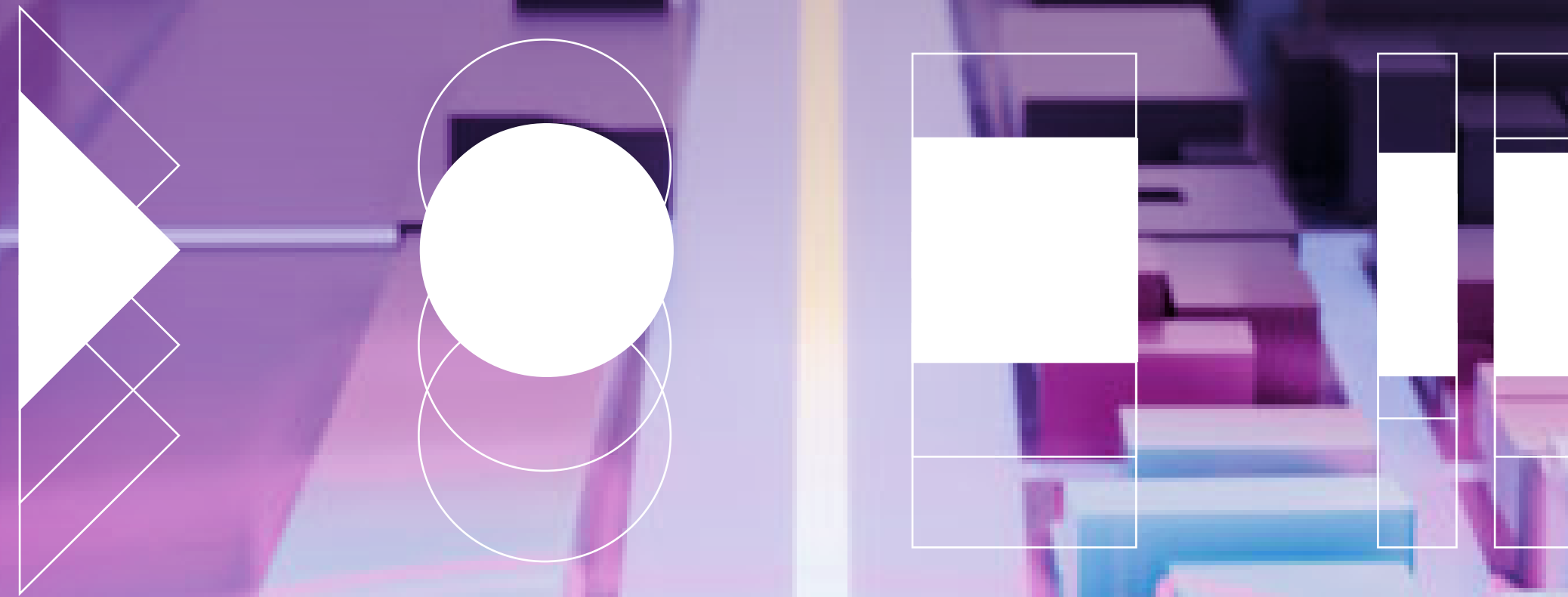
Iterative product development & physical prototyping

And many more...

We believe that true innovation often emerges from the unexpected intersections of seemingly unrelated disciplines. That's why we encourage our visitors to explore and embrace the beauty of cross-pollination. In our Industrial Design Center, you'll find that the fusion of ideas from different industries can spark new perspectives and lead to breakthrough innovations.

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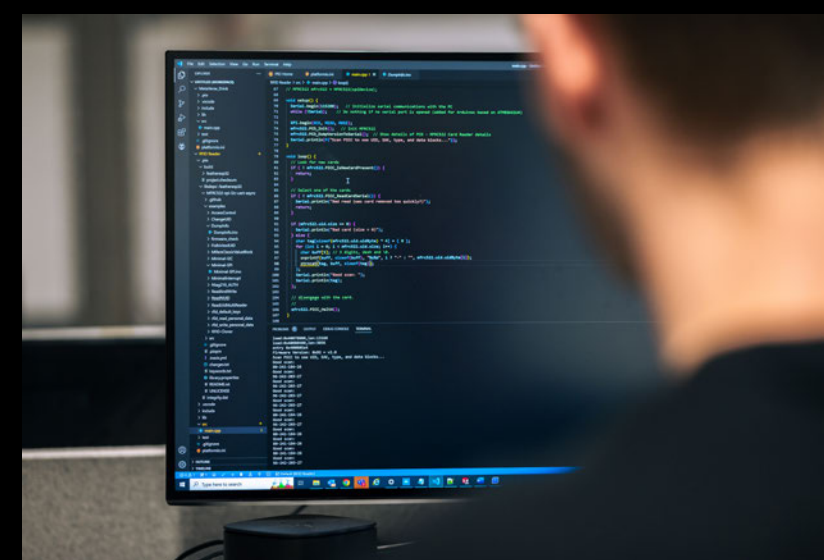
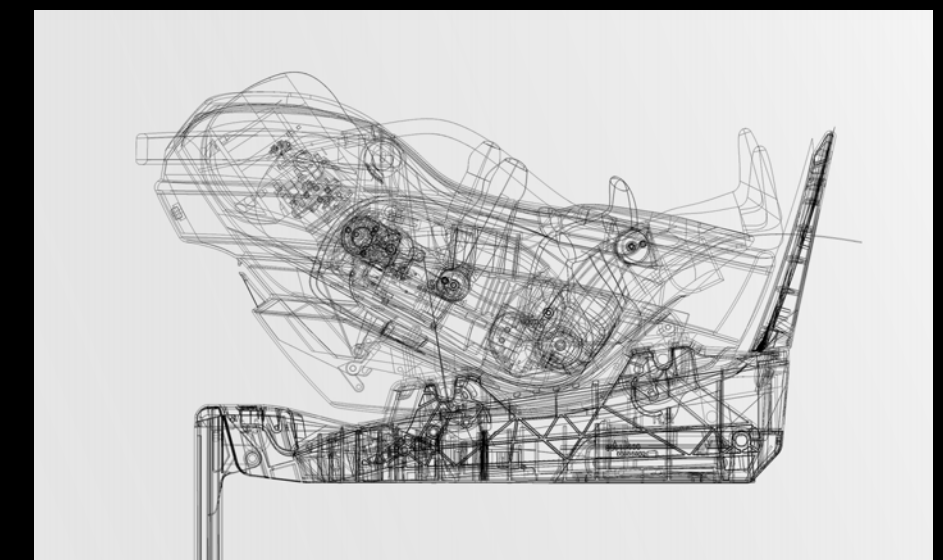
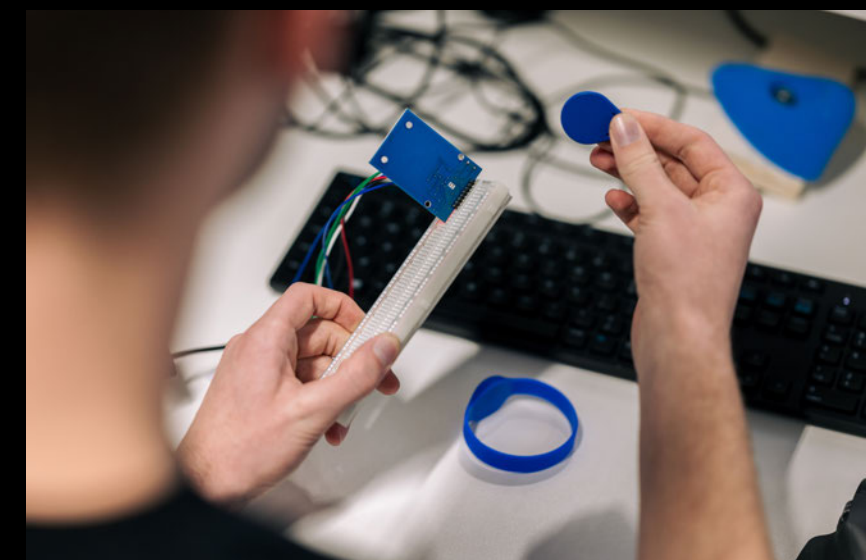
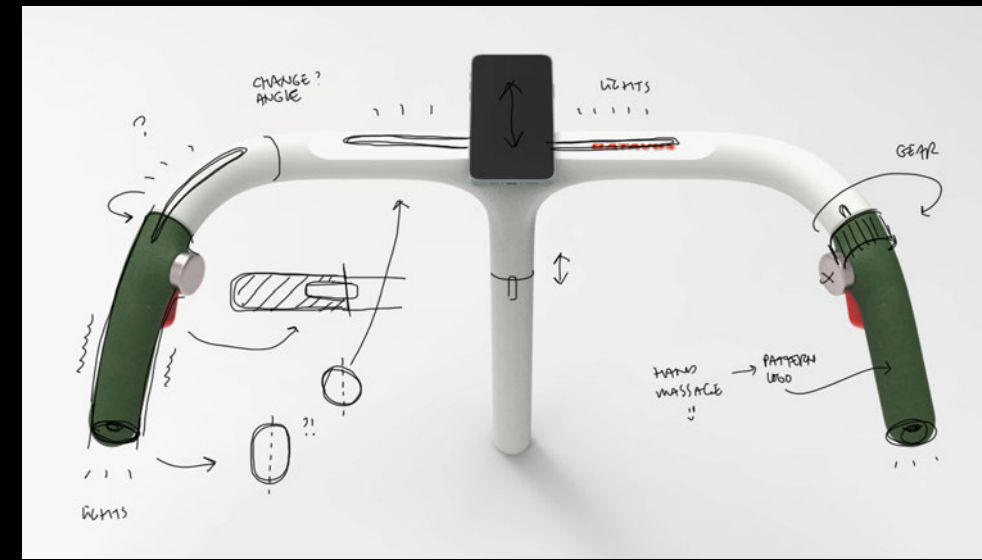
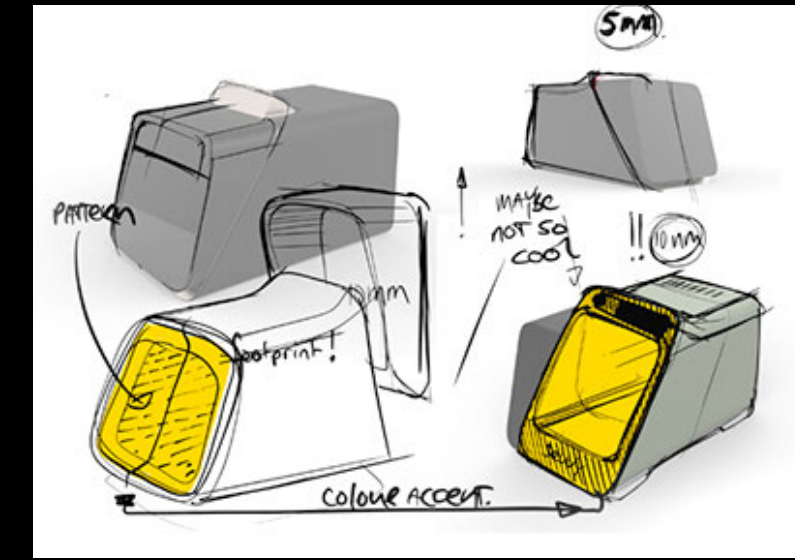
**We do, wonder
& play together**

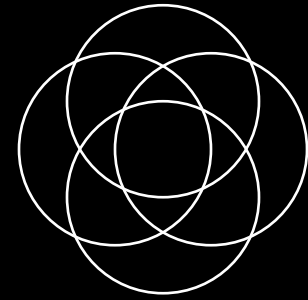


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How we work

Our multidisciplinary approach is human centric with sustainability embedded, to ensure that every aspect of the product is carefully considered - from its design and engineering to its sourcing, manufacturing, and servicing. Design can play a critical role in addressing the pressing sustainability and inclusivity challenges we face today, and the fusion of physical and digital design can be a powerful tool in this effort.

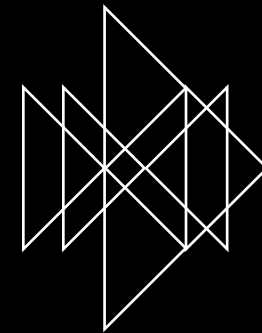




WE DISCOVER

Insights in people, technology and business.

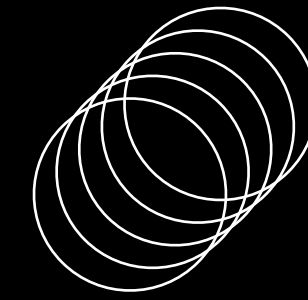
We delve deep into the intersection of desirable, feasible, and viable to uncover insights that shape the way we design and develop solutions. We gain a comprehensive understanding of the needs and challenges of our clients and their customers to reinvent customer value and drive actionable innovation.



WE DESIGN

Physical products for the digital age.

Our multidisciplinary and iterative approach to design is holistic and inclusive, considering both the physical and digital aspects of the experiences we design. We aim to create truly innovative solutions that seamlessly integrate both the physical and digital worlds.



WE DEVELOP

Proof of concepts for confidence and scalability.

Through prototyping, we enable ourselves to iterate and refine our ideas until we arrive at a scalable solution that inspires confidence in decision-making. Mechanical design engineering and full stack software development result in reference designs or minimal viable prototypes (MVP) that are ready for scaling.

WHERE CREATIVITY IS EMPOWERED AND IDEAS TAKE FLIGHT

Our playgrounds





Playful spaces, spark powerful ideas

Let your imagination soar to new heights

Physical spaces can have a profound influence on the way we think, create and collaborate. That's precisely why our Industrial Design Center has been meticulously designed from the ground up to be a catalyst for those who step inside. The same principles extend to our satellite office in Ypenburg (the Hague), ensuring an inspiring and transformative experience for all.

Easily accessible

Our Industrial Design Center is conveniently situated with a train station right at our doorstep, offering seamless access. Additionally, an airport is just around the corner, and our location provides easy access to the highway.

Eindhoven Industrial Design Center

Zwaanstraat 31A,
5651 CA Eindhoven,
Netherlands

[VIEW IN GOOGLE MAPS](#)

The Eindhoven Industrial Design Center is part of a global network of Accenture Industry X Innovation Centers.

Curiosity is a good habit



Contacts

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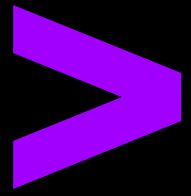
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Explore the Power of Play

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