

# Alpina Promise

First ecological cross country boot on market

STUDIO JURE MIKLAVC

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- Professionals in the field of product design, visual communications, brands and consulting
- Our primary field is business / industry, some of our clients are from culture and public sector
- Most of our clients are R&D oriented and have hi-tech products
- All of our clients have their own brand
- Our biggest client is Alpina
- Design for Alpina nordic programme: 30% world market share
- Investment in our projects: around 1,5 mio EUR
- Around two patents / year

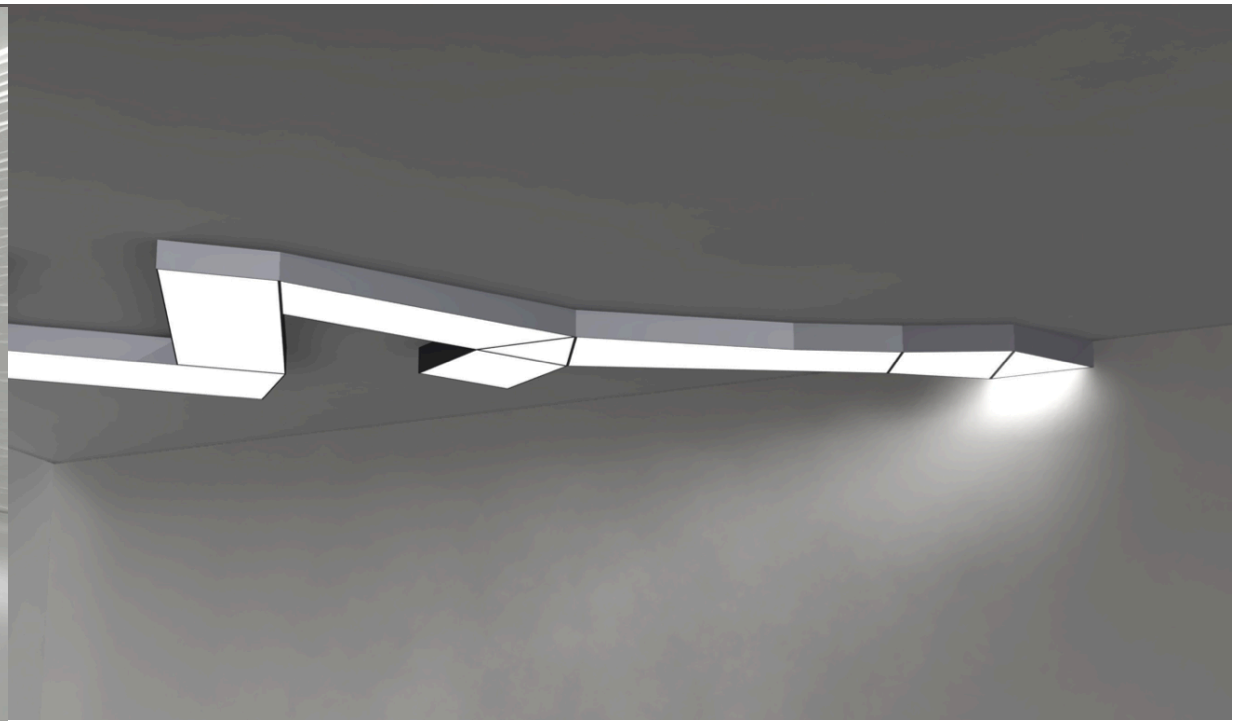
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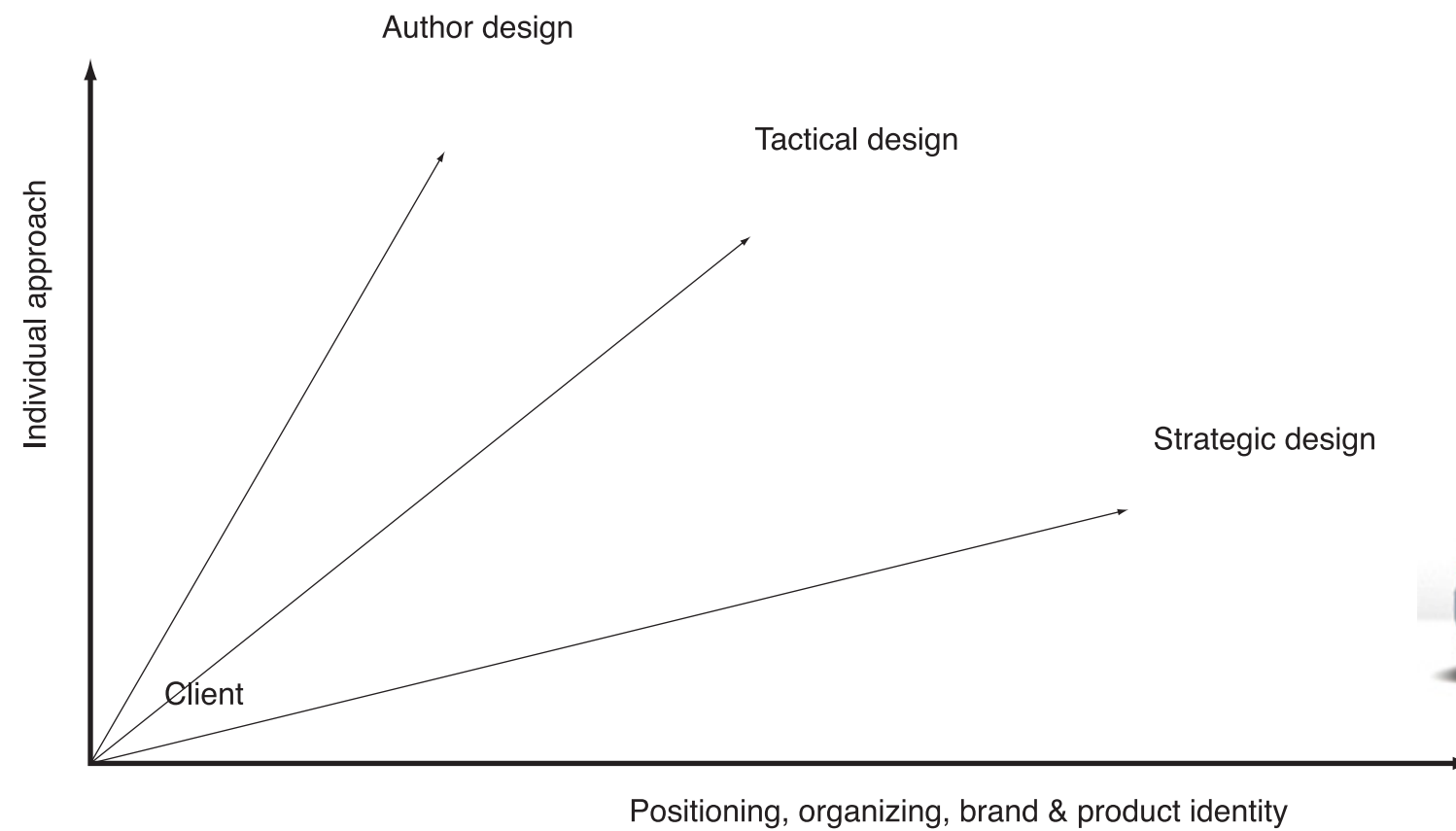


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# Kind of design approach

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(Peter Kersten, BNO)

# Understanding design

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- Design is important business, social and development factor
- Design will be one of the last competitive resources of old continent over far east
- Ecology thinking is part of normal design process
- Design gives innovation and added value in way that is acceptable for market
- Soft or emotional added value is as much important as technical

# Creative industries / product design

Subgroup	Value (millions of \$)	As % of all creative industries	As % of total world exports (goods/ services) (2)	Value (millions of \$)	As % of all creative industries	As % of total world exports (goods/ services) (2)	Growth rate
	1996 (1)			2005 (1)			1996-2005
<b>All creative industries (3)</b>	<b>227,451</b>	<b>100.00</b>	-	<b>424,427</b>	<b>100.00</b>	-	<b>6.4</b>
All creative goods (4)	189,214	83.18	3.50	335,494	79.04	3.21	6.0
All creative services (5)	38,237	16.82	2.87	88,933	20.96	3.50	8.8
<b>Heritage</b>	<b>15,760</b>	<b>6.72</b>	-	<b>26,692</b>	<b>5.99</b>	-	<b>5.4</b>
Arts and crafts goods	14,738	6.28	0.27	23,244	5.22	0.22	4.3
Other cultural services	1,022	0.44	0.08	3,448	0.77	0.14	12.9
<b>Visual arts</b>	<b>10,331</b>	<b>4.40</b>	-	<b>22,149</b>	<b>4.97</b>	-	<b>7.9</b>
Visual arts goods	10,331	4.40	0.19	22,149	4.97	0.21	7.9
<b>Performing arts</b>	<b>5,100</b>	<b>2.17</b>	-	<b>14,924</b>	<b>3.35</b>	-	<b>13.5</b>
Music goods	5,100	2.17	0.09	14,924	3.35	0.14	13.5
<b>Publishing &amp; printed media</b>	<b>32,180</b>	<b>13.71</b>	-	<b>44,304</b>	<b>9.95</b>	-	<b>3.4</b>
Publishing goods	32,180	13.71	0.60	44,304	9.95	0.42	3.4
<b>Audiovisuals</b>	<b>6,682</b>	<b>2.84</b>	-	<b>18,182</b>	<b>4.08</b>	-	<b>10.5</b>
Audiovisual goods	355	0.15	0.01	664	0.15	0.01	7.6
Audiovisual and related services	6,327	2.69	0.48	17,518	3.93	0.70	10.7
<b>New media</b>	<b>6,804</b>	<b>2.90</b>	-	<b>12,035</b>	<b>2.70</b>	-	<b>6.5</b>
Media goods	6,804	2.90	0.13	12,035	2.70	0.12	6.5
<b>Design</b>	<b>119,706</b>	<b>50.98</b>	-	<b>218,173</b>	<b>49.00</b>	-	<b>6.2</b>
Design goods	119,706	50.98	2.22	218,173	49.00	2.09	6.2
<b>Creative services</b>	<b>38,236</b>	<b>16.29</b>	-	<b>88,779</b>	<b>19.95</b>	-	<b>8.7</b>
Architectural and related services	9,828	4.19	0.74	27,722	6.23	1.11	10.9
Advertising and related services	5,008	2.13	0.38	15,703	3.53	0.63	12.1
Research and development services	13,336	5.68	1.00	17,990	4.04	0.72	3.0
Personal, cultural and recreational services	10,064	4.29	0.76	27,364	6.15	1.10	10.5

(Vir: United nations, Creative Economy report 2008)



# Alpina Promise project / Developing team

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- Igor Zupan / Alpina - manager
- Janez Novak / Alpina - Product manager
- Robert Križnar / Alpina - Basic development
- Jože Carli, Jure Miklavc / Studio Jure Miklavc - Design
- Kabinet 01 - Sub brand

Industrial design without connection doesn't exist

# Alpina Promise project / Design goals

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- Product should be long lasting
- Less elements / quality elements
- Product must have all "classic" functions and offer more
  - good transformation of forces to skis
  - good fit
  - water repellent / breathability
  - easy entry
- Made in Europe (smaller carbon footprint)
- Acceptable price

# Alpina Promise project / User

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- is searching for healthier products
- is ecological aware
- is looking for indulgence

# Alpina Promise project / Conceptual project

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# Alpina Promise project / Conceptual project

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# Alpina Promise project / Final product

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# Alpina Promise project / Features

## Comfort wool collar

The boot collar hugs the ankle and wool feels warm.



## Waterproof, breathable and biodegradable membrane

Water vapour molecules move through the membrane from the inside to the outside.



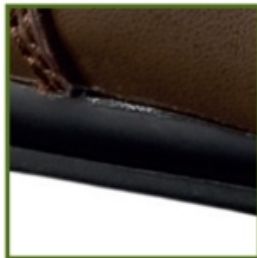
## Foam lining

A soft, cushioned foam lining has a really pleasant, cosy feeling.



## Insole

Made of chrome-free tanned leather to improve comfort and control the moisture and odour of the shoe.



## Laces

Made of cotton and linen, with a rough surface and thus less prone to coming undone.



## Natural leather

Tanned without chrome to reduce the environmental impact and use of polluting chemicals in the tanning process.



## Recycled midsole and thermoplastic sole

Reduce the waste of potentially useful materials, to reduce energy consumption, air and water pollution.



## Recycled packaging

Paper recycling reduces impact on the environment.



Thank you!