

we are a  
design playground for  
transformation projects



our design playground operates  
on the basis of 6 principles

### matchmaking

We are a multisided platform providing access to the largest creative community in Madrid, as well as a converging place for different mindsets and disciplines. We actively seek the synergies between people and organisations who can imagine and build the future together.

### empowering

We take the lab outside the lab, and design outside the whiteboard. We make design meaningful by putting it into the hands of the people and businesses who need it the most. We believe design should work from the grassroots up, and enable everyone willing to join in to become designers of their own lives.

### playful

We encourage experimentation for the joy of experimentation. We see play as a fundamental part of innovation and we want to look at possibilities through the eyes of a child: creative, fun, messy exploration.

### unbound

We are an unresolved and self-organising place. We are on an open-ended mission, embracing the changing nature of the roles within this space, and allowing ourselves to be shaped by the personalities, relationships and ideas that inhabit it.

### humanistic

We were born in Italy, from a prestigious design heritage. Our cultural background provides us with a powerful sense of community, with empathy, and a holistic view of the individual and society. Through this approach we bring a new dimension to the global design discipline.

### formative

Our process of innovation translates into a new model of open education that legitimises curiosity and invites searching. Here everyone is a student. We work around each individual to help build their own ecosystems of multidisciplinary knowledge and develop new areas to apply their skills.

the kind  
of stuff we  
do here

commissioned  
explorational  
educational

the tools  
we provide

space  
community  
neighbourhood  
labs

our labs

Fab Lab  
Media Lab  
VR Lab  
Green Lab  
City Lab  
Bussines Lab



