

Addictlab gives Diesel wings

Addictlab fulfilled its status as pioneer in the creative industry. The brand department of Addictlab captured the „brand essence“ of the new Diesel collection and selected innovative work from Swedish Labmember Malin Lundmark for the Diesel concept stores.

Successful exercise

The new 2007 Diesel collection is based on aviation and neon lights.

With that information in mind, Addictlab's brand researchers took a leap in their constantly growing database of concepts and ideas.

The result? The production of a number of obstinate lighting objects, invented by a Swedish Labmember and destined for the Diesel concept stores in Amsterdam, Brussels and Antwerp.

Paperplane Lights

The Paperplane Lights are now being produced in Sweden and will be exhibited in the different stores mid April. The Paperplane Lights look like little paper planes, but are made of aluminium and are actually lighting objects.

Labmember Malin Lundmark (Sweden)

Malin Lundmark mainly works with functional design, where a poetic value is added. Her creations tell always a story. More information can be found on Malin Lundmark on her Labfile on Addictlab.com.

Quote Jan Van Mol (brand researcher at Addictlab)

“This really shows how Addictlab works. First Malin became a Labmember after she met us in Milan. Further, we selected her work in our publication, Ad!dict #27 with the theme Gaming. And now we are making the link with the industry, and thus creating a win-win situation for Malin Lundmark as a designer, Diesel as a brand, and Addictlab as a facilitator”.

Whoever wants to admire the creations of Malin Lundmark will have to go to the Diesel stores.



About Addictlab

Addictlab is founded by creative entrepreneur Jan Van Mol, and is a pioneer in the creative industry. It is an international springboard for creative talent and a source of inspiration and innovation for organisations and companies.

The concept has risen out of the idea that there is still not enough cross-pollination between the different creative branches. The whole purpose is to unite the talents and ideas of creatives from different branches, ranging from fashion over architecture to packaging, to come to innovating concepts.

Addictlab already exists 10 years, but it is not until now that the industry starts finding alignment with the lab, that does projects (brand strategy, communication, product design, etc.) for big companies as well as for SME's.

In the case of Diesel it is particularly the proactive character of Addictlab which is shown. The idea is already present before the client's brief arrives. This has a clear impact on budget and timing of delivery.