

real products  
for real people

Ochoa  
Díaz Llanos<sup>y</sup>

diseño / industrial / estratégico / producto



Preamplificador Pre1. Wadax

# the firm

Ochoa y Díaz-Llanos was created in 2002 with the aim of becoming much more than just another design studio. The goal was to create functional, practical, yet aesthetically pleasing products.

The firm soon positioned itself as a benchmark in the vanguard of successful industrial, strategic and product design supported by the fundamental pillars of quality, rigor, commitment and innovation.

Coupled with personalized project oversight, the firm's methodology has earned it high standing in the market for its focus on innovative production processes to arouse client interest and its philosophy that simplicity and utility need not clash with a quality finish, aesthetic perfection and environmental awareness.

Ochoa y Díaz-Llanos has spent more than a decade creating articles that are at once extraordinarily useful, attractive, practical, exclusive and unique. In each project the firm seeks the ideal object for the customer's needs.

Combined in this way, industrial design and art materialize in the form of office furniture, shelving, counters, waste paper baskets, high fidelity loudspeakers and amplifiers and much more...Product Design and Packaging... Any kind of product for any kind of design from the talented hands of Ochoa y Díaz-Llanos. There is no limit beyond the bounds of imagination.

On the strength of this approach, the creations of Ochoa y Díaz-Llanos have been shortlisted for various domestic and international awards and prizes and have been presented at trade fairs and conferences. They have also attracted the attention of specialist periodicals and journals, which have published extensive reports on a number of the firm's designs.





**Penta Umbrella. TreeHugger Competition.**  
Finalist. International TreeHugger / ID Magazine Umbrella Design Competition

# the concept

## Real products for real people

Analysis and careful study of emerging trends and technologies, new materials and integrated services are key to the creation of innovative products and experiences.

The challenge for Ochoa y Díaz-Llanos is therefore to create designs that connect functionally, practically and emotionally with users, making their lives easier and more comfortable. This is a question of assimilating the needs of each community and tailoring solutions to match, at the same time drawing attention to the brand in order to differentiate the vendor from the standard market.

## Global design for global markets

Design is not only about the creation of aesthetically pleasing or functionally satisfactory objects; it is also a powerful tool for research and innovation.

In today's global market the search for new opportunities and routes into new markets has become key to gaining the lead and anticipating competitors. In this context, design functions as an "interpreter" mediating between people's needs, technological innovation and new services.





Packaging Pastelería Díaz  
Bronze in Canarias de Diseño Awards 2014. Packaging Design

# concepto

## Design / Strategy / Innovation / Development

An attractive aesthetic, ease of use and personalization are the keys to a product's success. Even so, other internal factors aside from the design concept also influence market viability, such as the right choice of materials, processes that optimize production and distribution costs, respect for the environment in all phases of the project, and an appropriate methodology that takes into account the results of prototype trials, standards certification and regulatory compliance. These concepts are the stuff of day-to-day work at Ochoa y Díaz-Llanos and the studio's badge of identity.





R3 Counter Program. Novoforma Sistemas  
Shortlisted finalist AEPD 06 Awards

## trade fairs

Participation in International  
Trade Fairs

**Orgatec 2002** / Cologne / Germany  
**Ofitec 2004** / Madrid / Spain  
**Salone Internazionale del Mobile de Milano 2006**  
/ Milan / Italy  
**Ofitec 2006** / Madrid / Spain  
**Orgatec 2008** / Cologne / Germany  
**Ofitec 2008** / Madrid / Spain  
**OEX 2009** / Dubai / United Arab Emirates  
**High End 2009** / Munich / Germany  
**High End 2010** / Munich / Germany  
**CES 2012** / Las Vegas / EE. UU.  
**High End 2011**/ Munich / Germany  
**High End 2012** / Munich / Germany  
**High End 2013** / Munich / Alemania  
**High End 2014**/ Munich / Alemania  
**CES 2012** / Las Vegas / EE. UU.  
**CES 2015** / Las Vegas / EE. UU.  
**High End 2015**/ Munich / Alemania

## prizes

Some awards  
and nominations

- **Shortlisted Finalist AEPD 04 Awards.**  
Iven Office.
- **Shortlisted Finalist AEPD 05 Awards.**  
Waste paper basket V.
- **Shortlisted Finalist AEPD 05 Awards.**  
Rafaelus Vase.
- **Shortlisted Finalist AEPD 05 Awards.**  
Objetus Packaging Line.
- **Shortlisted Finalist AEPD 06 Awards.**  
R3 Counter Program.
- **Finalist. TreeHugger / ID Magazine  
International Design Competition. 2006.**  
Penta Umbrella.
- **Shortlisted Finalist AEPD 06 Awards.**  
Penta Umbrella.
- **Finalist. XIII AEPD Awards.**  
2009 / Speak 1 Loudspeakers.
- **Canarias de Diseño Awards 2012.**  
Product Category: Gold; Móvil Archipiélago.
- **Canarias de Diseño Awards 2014.**  
• **Packaging Category: Gold;** collaboration with  
Alejandro González Pack Woolies for Txulas.  
• **Packaging Category: Bronze;** Packaging Govinolas  
for Pastelería Díaz.  
• **Serial Productions: Bronze;** Aria para Digibit.



Founding partners

**Ana Díaz-Llanos** / 1978 San Cristobal de La Laguna

European School, Brussels  
BA Fine Arts, Specialization in Design  
Universidad Complutense de Madrid  
MA in Museology and Cultural Management  
Universidad de La Laguna. Tenerife

**Alberto Ochoa** / 1976 Santander

Furniture Design  
CEV, Madrid  
Industrial Design  
Instituto Europeo de Design (IED), Madrid  
Applied Arts and Design  
Escuela de Arte La Palma. Madrid



GRACIAS  
Thanks

# Ochoa Díaz Llanos<sup>y</sup>

diseño / industrial / estratégico / producto

miembros de / members of



Asociación de Profesionales y  
Empresas de Diseño de Canarias

tlf. 00 34 922 029 333 móvil 00 34 629 72 70 49  
email. [oyd@ochoaydiazllanos.com](mailto:oyd@ochoaydiazllanos.com)  
[www.ochoaydiazllanos.com](http://www.ochoaydiazllanos.com)