

Designed by
life

THE LEGRAND DESIGN EXPERIENCE



legrand

At Legrand,
design is part of
our DNA with
a long history
of success.

“

Our products are touched daily by people of all ages with different cultural backgrounds around the world. They are the silent everyday objects that are not protagonists of any situation, but that add quality to daily routines through functionality and a seamless user experience. Design is not only about aesthetics, it is about problem solving - that's why users and real life situations are at the heart of our process. We search to understand people's unmet needs and transform our findings into meaningful solutions that combine practicality with comfort.

Our unique approach that combines the strength of a global brand with flexible adaptation to local needs, creates differentiation in the market. We add a HUMAN touch to products that might otherwise seem industrial and technical, and combine the right level of technological innovation with clever and practical solutions.

The role of the design team is to build a full story, a seamless experience between product, digital, packaging and communication, in collaboration with our colleagues and in co-creation with users.

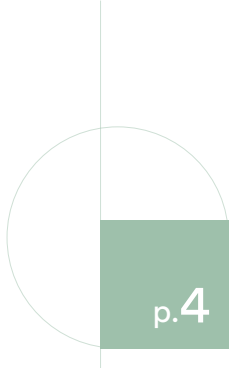
This book is a journey through our creative collaborative process and the deeply thought out strategy that lies behind our designs. We explain how the integration of brand values and the observation of our users influence our form language and choice of finishes. We show the connection between the physical and digital dimensions of our offers and invite the reader to explore possible futures.

”

Milka Egkola

LEGRAND GROUP ART
& DESIGN DIRECTOR

Summary



Our history	4
Our mission	5
Our team	5
Our design: inspired by life	6
Our creative process	6



Our values

Legrand values	8
Design DNA	9
Sustainability	10



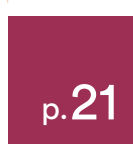
Design language

The framework	12
The spaces strategy	13
Applications	14

Colours, materials, finishes



CMF, from global to local	18
A CMF for everyone	19
Colour & ergonomics	19
CMF: exploration	20



Digital

From physical to digital	22
Consistency	23



Exploration

Societal trends	25
Technological trends	25
Concept work	26
Events	27
Co-creation	27

Our history

Design has always been an essential element of the Legrand DNA.

Drawing powerful shapes, producing pragmatic solutions to everyday needs... improving daily life through design: this is our foundation. Through history our product lines have been enriched as we have adapted to emerging needs and new habits.

Years

1930



TUMBLER

It all started in a porcelain tableware workshop in the heart of Limoges. For the sake of optimisation, parts for electrical devices were produced between stacks of plates. These first porcelain switches were called Tumblers.

1950



In August 1949, a fire at the factory triggers a change in the direction of production. According to Jean Verspieren and Edouard Decoster, "the French need light more than they need nice plates to eat from".

1960



AMBOISE

First range in Bakelite. The new thermoplastic material used to manufacture more refined shapes.

1970



1001 RAYMOND LOEWY

Design pioneer Raymond Loewy offers a new vision of ergonomics: a wide switch that covers almost the entire front surface.

1990



MOSAIC 45

Adapted to more standardised construction methods, Legrand launches a range that introduces modular functionality and the concept of multi gang. Mosaic's soft shape practically hugs the wall.



SAGANE

A creation by Italian designer Bertone, Sagane reflects a desire for sensual lines and exuberant curves, typical of the 1990s.

2000



CÉLIANE

This design breaks the codes and challenges the formal consensus around the switch. Céliane introduces the 'circle in a square' -concept and adds a sensitive touch to technology, an idea that will emerge as the new code in decoration.

2010



DRIVIA

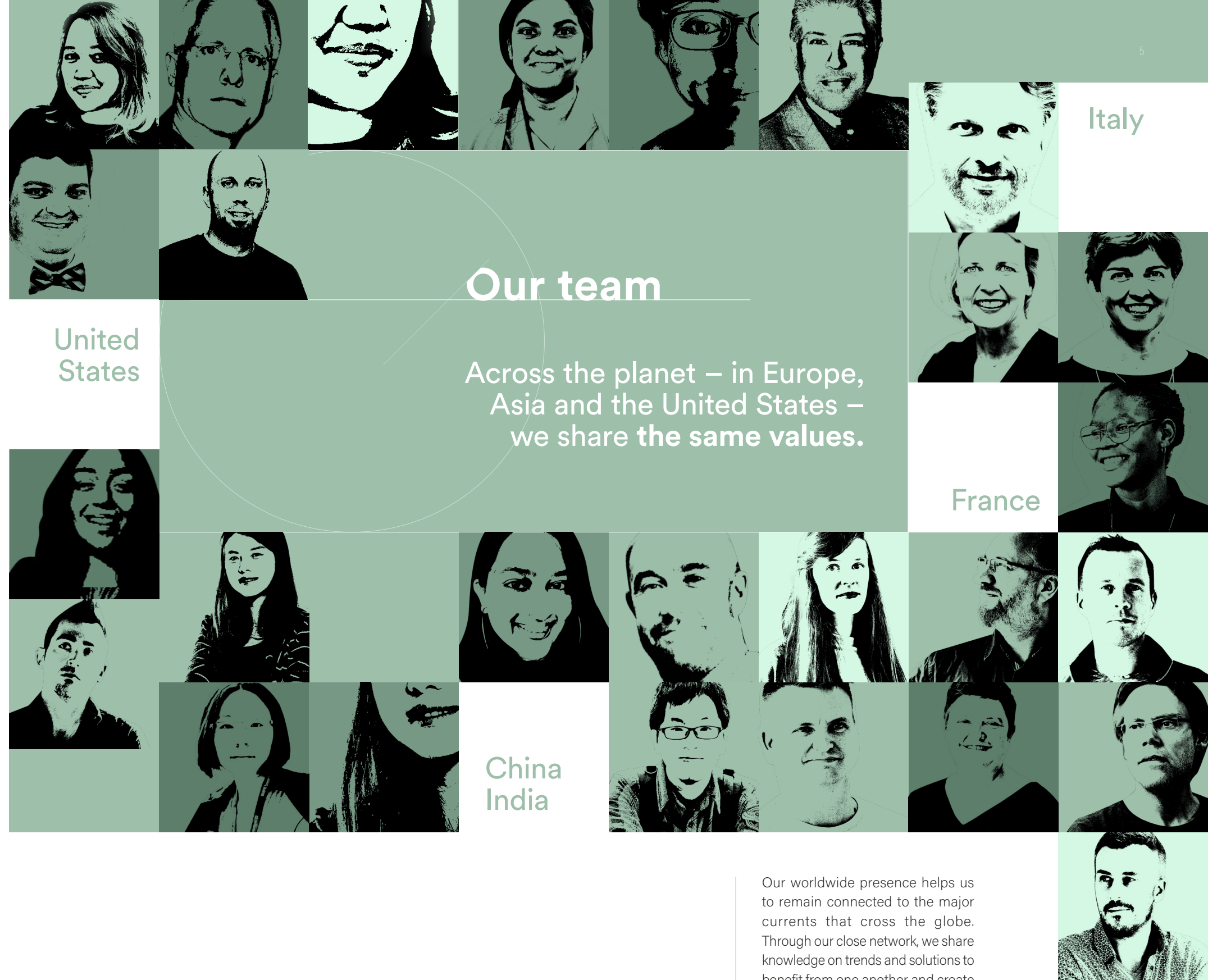
Previously considered as purely a technical product becomes an object with an identity of its own. Drivia is a perfect mix of aesthetic details and smart ergonomics that help the electrician's daily work.

Our mission

TO PRODUCE MEANINGFUL
SOLUTIONS THAT
IMPROVE
EVERYDAY LIFE.

We strive to build a coherent experience between products and digital tools. We are in constant contact with our end-users in order to build a strong link between their reality and our products. Our solutions are shaped on this knowledge and in tight collaboration with an extended cross-functional team.

This is how we create innovative, unique and always useful solutions.



Our team

Across the planet – in Europe,
Asia and the United States –
we share **the same values.**

Our worldwide presence helps us to remain connected to the major currents that cross the globe. Through our close network, we share knowledge on trends and solutions to benefit from one another and create a strong link for global alignment. We leverage both the global presence and local expertise in designing products that match each market's needs.

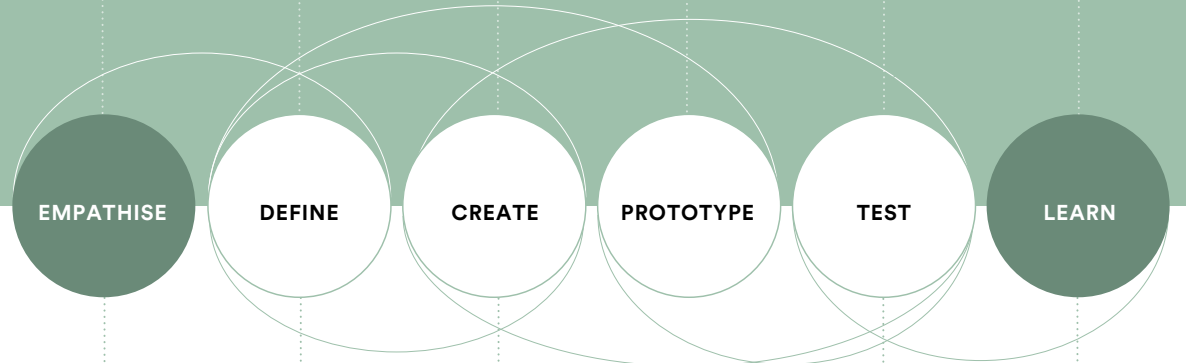
Our design: inspired by life

OBSERVING EVERYDAY LIFE.

We focus on **proactive Design Thinking** directly linked to real life. Our solutions are innovative, creative... but always firmly anchored in the real world to meet our user's unique needs.



Product Process



Our creative process

The essential element throughout the entire creation process is empathy.

We imagine, we experiment. We rework, we test, we redesign, and we test again. Our process is iterative with many improvement cycles before it reaches the end-user. The variety of people involved is impressive: users, marketing, development, communication, sales, and more. We know a solution is good when everyone is on board.



UX process



Our values

**LEGRAND
VALUES**
P 8

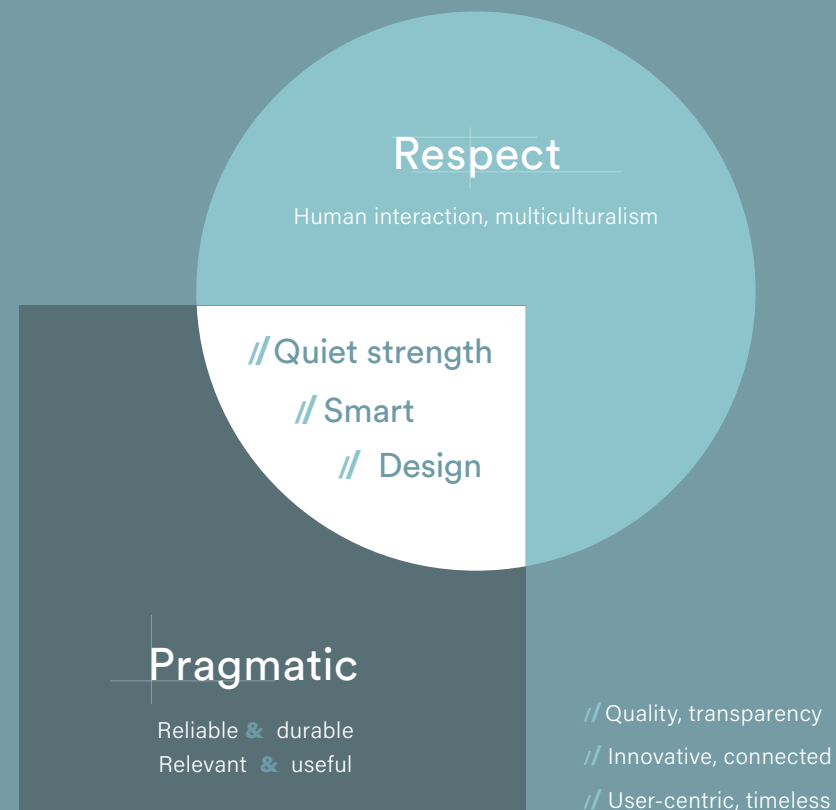
DESIGN DNA
P 9

SUSTAINABILITY
P 10

Innovation at our fingertips.

At the centre of our creativity: people,
and their daily lives. We design smart,
technically advanced solutions to
improve lives, day after day.

Legrand values



THE SQUARE, LINEAR, RELIABLE, TECHNICAL.
THE CIRCLE, ALIVE, HUMAN IN CONSTANT (R)EVOLUTION.

Square & Circle. Our primary shapes.

We aspire to create a timeless and human design. Our success is rooted in the quality of our products and the transparency of our processes. Open to the world and attentive to others, we are creating for a sustainable world guided by pragmatism.

IMAGINE THE FOUNDATIONS
OF OUR BRAND AS A SOLID
BASE, A SQUARE. ITS VITAL
IMPETUS, ITS RAISON D'ÊTRE,
IS THE CIRCLE. DYNAMIC,
IN MOTION, LIVELY.

Design DNA

Our brand values are at the core of everything we design. They are the pillars on which **our three design principles**, giving us a unique approach.

UNIVERSAL INNOVATION

We offer innovative products accessible to everyone. Solutions that you will find truly useful. But above all, that you simply enjoy.

CLEVER SOLUTIONS

Striving for simplicity is our ultimate goal. Every detail is meticulously designed to make you feel, "this product was designed for me!".

HUMAN DESIGN

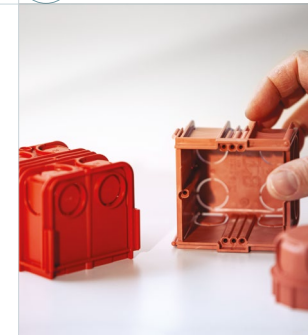
Our subject is you. Our ambition: to carefully develop our products that inspire in return. We add a human touch to even the most technical solution.



EVERYTHING,
DOWN TO THE
SMALLEST DETAIL,
CAN CONTRIBUTE
TO THE
SUSTAINABILITY
OF OUR
WORLD.

That is why, when launching new products, we also keep in mind the circularity of their life cycle. From manufacturing methods and materials to the use and recycling of our products - we strive to optimise all areas. But above all, we focus on quality. The best way to help the environment is to choose a product that lasts and can be repaired.

Our cosmopolitan teams of designers are committed to our planet every day.



MINIMUM IMPACT

We pay attention to detail, even on products with little aesthetic value. This will make a difference for tomorrow.



ETHICS & AESTHETICS

We design long-lasting products, where aesthetics and ethics are tightly linked. Materials and finishes play a key role.



PACKAGING

Packaging is a great opportunity for innovation and impact - balancing protection with reduced material use is key for success.



Design language

THE FRAMEWORK
P 12

**THE SPACES
STRATEGY**
P 13

APPLICATIONS
P 14

“
Form is
the substance
that rises to
the surface.
”

Victor Hugo

Designing a product means defining its purpose and giving it a language. Shapes, materials and details are the means for expressing its qualities.

The framework

BETWEEN GEOMETRIC
AND ORGANIC IS
OUR TERRITORY WHICH
WE REFER TO AS
"GEORGANIC".

For all Legrand brands, for each project we find the right expression between geometric pragmatism and organic sensibility, never to extremes. We create harmony between form and function for all our products, no matter their brand. We create a strong creative identity. The "georganic" identity.

Georganic

Geometric

PRIMARY SHAPES,
CREATED BY HUMANS,
STRICT, CARTESIAN,
RIGID, BOLD.

Organic

INSPIRED SHAPES LIVELY,
FREE, SENSITIVE, SOFT,
VERSATILE, NATURAL.



Yiyuan



Révolution



Mosaic
2020



ELU NG



Forix



Practibox



Adorne



UPS



Hypra

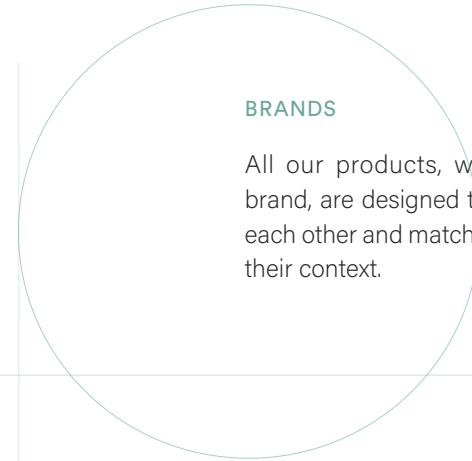


Céliane



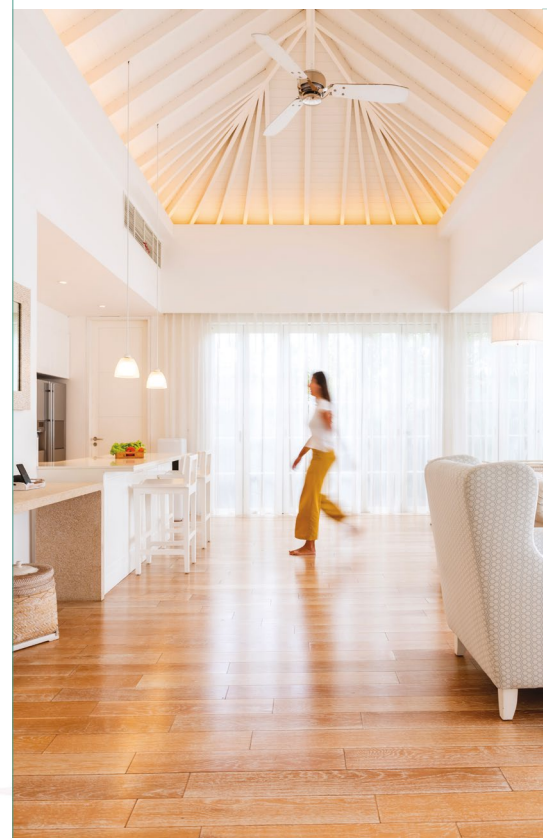
Ceiling sensors

The spaces strategy



Inspired by life, designed by and for our living spaces.

Each space has its specificities. To streamline their use in everyday life, we design each of our products to be consistent with the requirements of its environment.



LIVING SPACES

Protected, safe, secure... For the home, we think simplicity, warmth, attention to detail and intuitive use.



WORKSPACES

Reliability, efficiency, safety... For businesses, although ergonomics must remain a priority, we also place an emphasis on the unification of products, their safety and their connectivity.



DIGITAL SPACES

Technical requirements, high performance, installation and maintenance... Our design makes using our products both accessible and intuitive.



Living spaces

SHAPES, COLOURS,
FINISHES, PATTERNS,
DETAILS... EVERY
PRODUCT IS CRAFTED
ACCORDING TO YOUR
NEEDS AND THE TYPE
OF SPACE.



THE CIRCULAR SHAPE

It has become a signature on many of our home products. This shape evokes the enveloping notion of protection. The circle symbolises the shelter or refuge, and offers smooth ergonomics coupled with a pleasant touch.

THE “DIAMOND” PATTERN

It illustrates connection, like a physical translation of digital as a concept. A single form presenting a multitude of facets, a single object offering a large number of connections and possibilities.



Workspaces

WE SPEND A SIGNIFICANT PART OF OUR LIVES IN OUR WORKPLACES.

Thinking about the elements that make up these spaces is a priority. Safety, occupancy, hygiene and resistance to wear... all regulated by precise standards. This is the starting point for all workspace related projects.



For absolute fluidity of use: simplicity and perfect ergonomics.

Duotone and contrast promote immediate readability. To help guide the hand, we design subtle geometric shapes with smooth details.

Digital spaces

Ergonomics make functions accessible by adapting to the user's specific aptitudes and habits.

For data centres and data storage products, security, reliability and maintenance speed are an absolute necessity—even with a pared-down team.



One example of clear readability is our UPS, whose status bar allows the user to understand the status of the product immediately.

We used colour to divide the two areas on the product - black for the technological part and white for the user interface.



The fiber enclosures and rack systems from North America bridge the design languages between regions. The dark tones and design details unite, with a flair of local flavor.



The hexagonal pattern symbolises the digital connections between various elements and functions. It also talks about modularity.



Colours materials finishes

**CMF, FROM
GLOBAL TO LOCAL**
P 18

**A CMF
FOR EVERYONE**
P 19

**COLOUR &
ERGONOMICS**
P 19

**CMF:
EXPLORATION**
P 20

“
One hue alone
is only a colour.
Two hues, that's
an arrangement,
it's life.”

Henri Matisse

As Henri Matisse well described –
shape, colour, material and finish:
everything is important, and it is the
whole that creates consistency.

CMF, from global to local

SUSTAINABILITY
MATERIALS

ECO-DESIGN

ARCHITECTURE

LIFESTYLE



TECHNOLOGY

INTERIOR
FASHION

WHEN DESIGNING A PRODUCT,
WE CONSIDER THE THREE
ESSENTIAL ELEMENTS
OF ITS APPEARANCE:

COLOUR,

MATERIAL,

FINISH.

Knowledge of industrial processes and aesthetic research is our strength. While palettes are determined based on the cultural environment, we draw our inspiration from a wide range of universes, including electronics, fashion, and transport. This approach produces functional products with contemporary style that endures the test of time.

FROM GLOBAL TO LOCAL,
THE FINISHES THAT
MAKE UP OUR RANGES
ARE DIVIDED INTO THREE
CATEGORIES.

The first group is the **neutrals**. Essential universal finishes (white, aluminium, black, brushed stainless steel, etc.). The second, focused on **local styles** (pearl, gold, etc.) depending on the global region. Finally, the third, with a strong identity more in line with **the trends**, even tailor-made for high-end markets.

Global

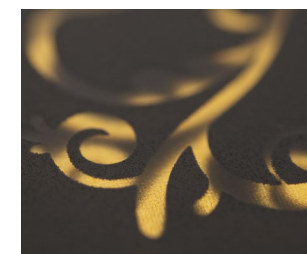
Local



Neutrals

Identity

GROUP STANDARDS



Regional
collections

Identity

MARKET



Trends,
tailor-made

Identity

RANGE

A CMF for everyone

Our customers are characterised by an infinite variety of lifestyles, age groups, and available means. To meet this multitude of demands as accurately as possible, we implement a wide range of technologies.

BEING ABLE TO OFFER MULTIPLE FINISHES THAT SATISFY EVERYONE'S TASTES AND NEEDS IS A PRIORITY FOR US.

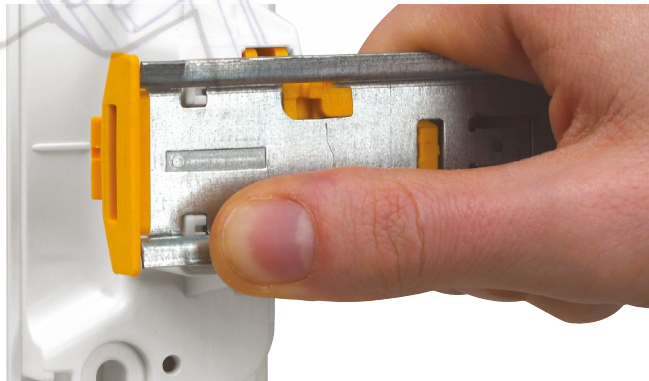


This example illustrates our wood finish translated to all range levels. The common theme: attention to detail and quality, the signature of the brand.

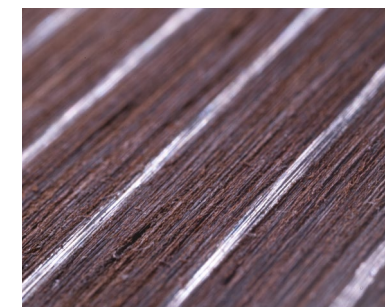
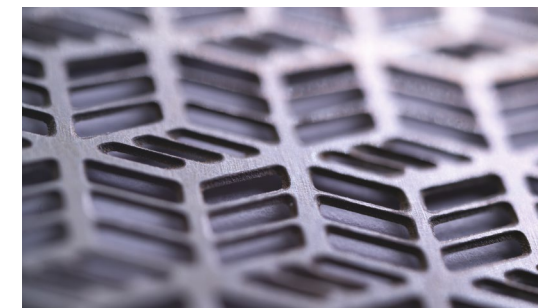
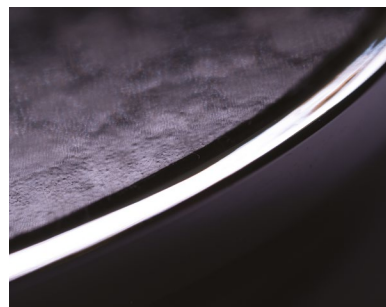
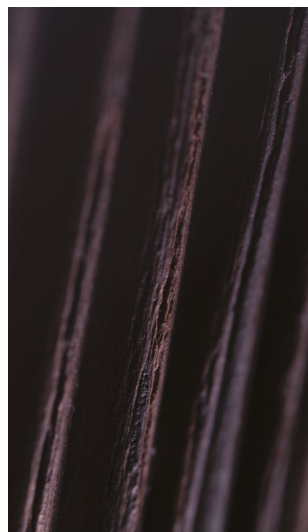
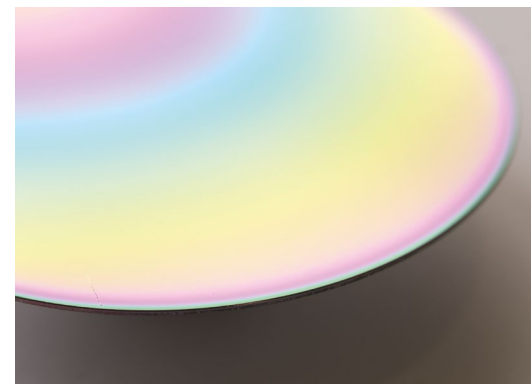
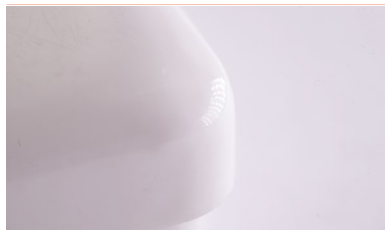
Colour & ergonomics

Colours have meaning.

For us, they also provide readability. For optimal ergonomics, we use colour-coding to highlight important touch points. Thus, the daily use of our products is all the more fluid and efficient.



CMF: exploration



We exchange
views across the
different regions of
the world, using their
constant evolution
as inspiration.

The variety of ideas are concretized with samples and constant exchange is made with our material lab to test their potential in manufacturing. Sensitive to global movements, we make take pride in supporting the transition of production towards greater environmental awareness.



Digital

**FROM PHYSICAL
TO DIGITAL**

P 22

CONSISTENCY

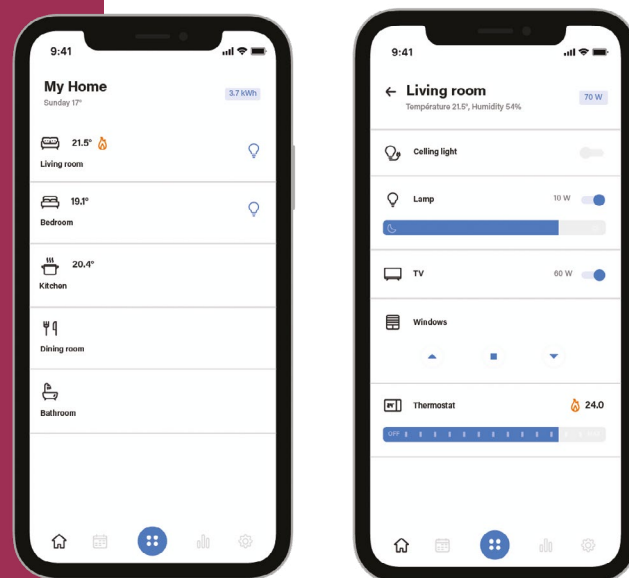
P 23

Multiple uses, flexibility of use...
While digital opens up almost
infinite possibilities, our objective is
to guarantee a seamless experience
between the physical object and its
digital extension.

From physical to digital

Simplicity is our watchword.

Creating an application associated with a product allows us to make it more inclusive, in addition to expanding its possibilities. More features and greater accessibility, for an improved daily life.



NETATMO

By switch, voice, automation... Interact with our products however you wish. We optimise the experience according to each modality and guarantee a simple interaction both physically and digitally.



DRIVIA

In homes and businesses, near and far, we help improve the energy performance of buildings. Enjoy a peace of mind while reducing your carbon footprint.

EMERGENCY LIGHTING UNITS

We ensure the accessibility and safety of our devices. Through digital tools, we improve the efficiency of professional users during installation, monitoring and maintenance. Everything is designed for an optimal cycle of use.

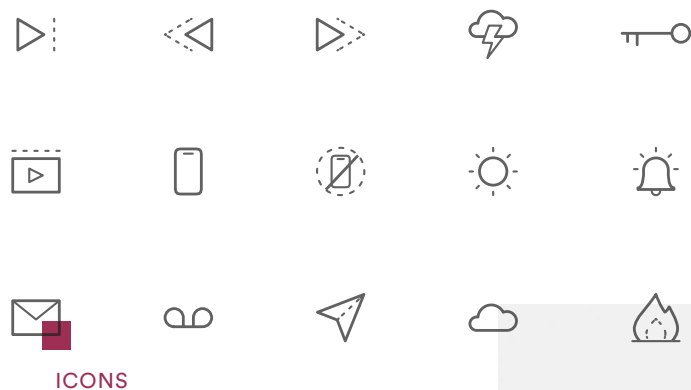


NUVO

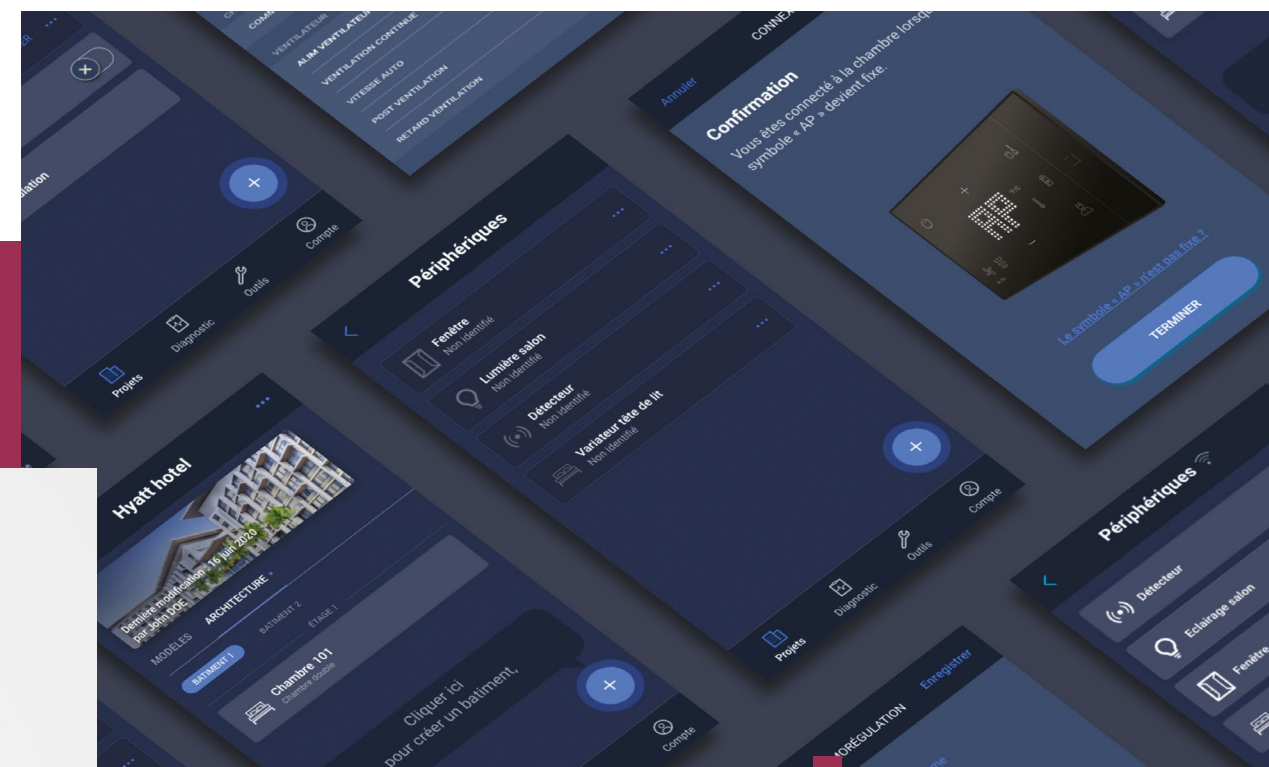
Partnership is key to a flawless connected experience, our products extend their capabilities through third-parties, like:

— Amazon — Spotify
— Google — ...

Consistency



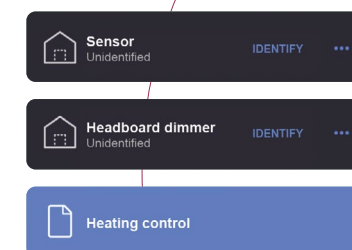
COLOURS



Graphic consistency across all media for an improved experience.

From apps, web and commissioning tools, coherence is created through graphic elements and colour palettes. What matters is the context and clear navigation with the support of a consistent graphic language.

NAVIGATION





Exploration

**SOCIETAL
TRENDS**

P 25

**TECHNOLOGICAL
TRENDS**

P 25

**CONCEPT
WORK**

P 26

EVENTS

P 27

CO-CREATION

P 27

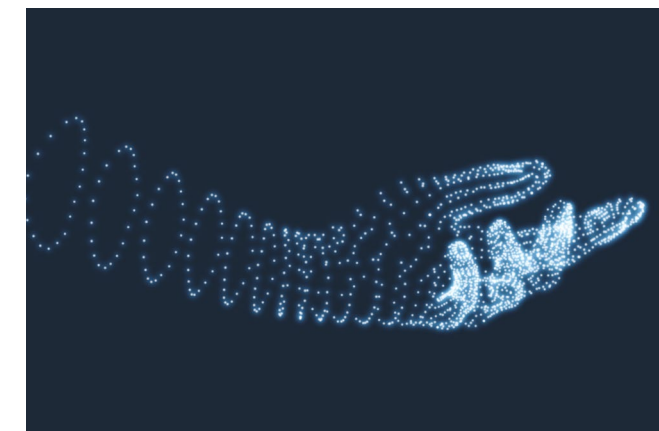
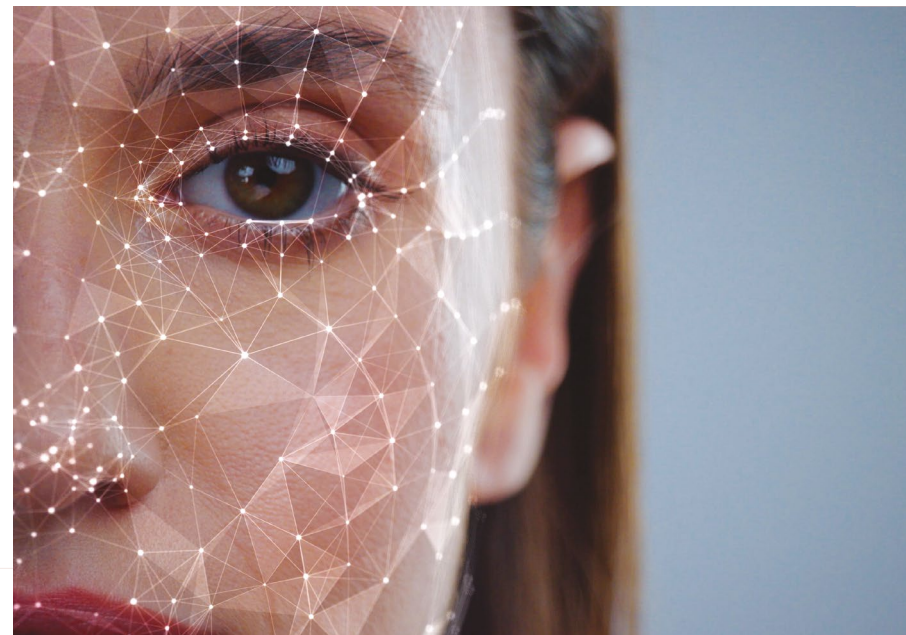
Societal trends



Challenging paradigms

BY OBSERVING CHANGES
IN LIFESTYLES, CONSUMER
TRENDS AND IN THE FLOW
OF IDEAS AROUND THE WORLD,
WE CONSTANTLY QUESTION
HABITS.

Technological trends



By working with the top experts in trend forecasting—such as WSGN, Future Concept Lab and Eclectic Trends—we keep an eye on the most innovative technological offerings. We draw on new ideas as well as on pure tech to design cutting-edge, qualitative solutions to the problems of tomorrow.

Concept work



We explore
to imagine
even better.

We share our new concepts internally and externally with the general public in order to test our ideas, collect opinions and observe reactions. We test our own innovations to ultimately produce the most relevant solutions.



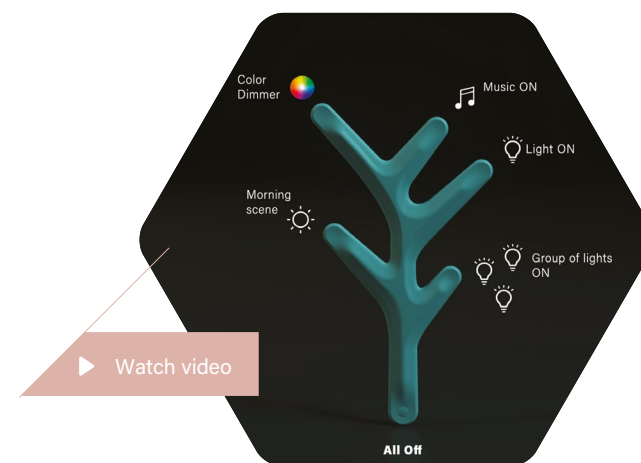
FLOCOON PIXEL

Light, modular mobile products are now an integral part of our ranges.



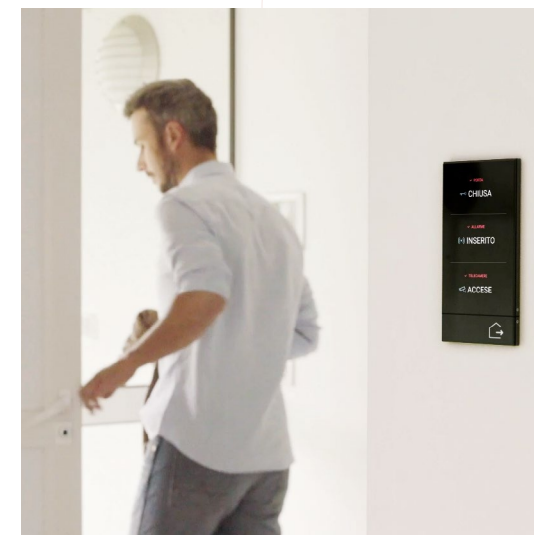
FLEX DISPLAY

The flexible screen is an example of inspiring technical innovation that will carry on in our future offerings.



FLOCOON

"All on / all off": a functionality born as a concept and tested with users has become one of the most appreciated features of our connected offers.



ENTRÉE

The Entrée concept inspired a simplified and customisable interface which is featured in the "Hometouch" product.

Events



Product-concepts tested and improved by real users.

Flocoon Pixel, a concept based on user observation, was presented in various public events. The reactions and feedback collected from the public, was translated into features for future products.

Co-creation

WE ORGANISE
DESIGN SPRINTS
REGULARLY TO ENSURE
CROSS-DISCIPLINARY
COLLABORATION ACROSS ALL
TEAMS AT THE COMPANY.

We involve real users early on in our projects, since we value their honest reactions. This feedback, combined with professional knowledge is the basis on which meaningful solutions are born. Our process is a continuous cycle of testing and feedback, that guarantees the best result.



PHOTO CREDITS

©Pierre Magnol (www.bphoton.com/work)
©stock.adobe.com
©fr.123rf.com
©Legrand

DIRECTOR OF PUBLICATION

Milka Eskola - milka.eskola@legrand.fr

EDITORIAL PRODUCTION

Agence Bespoke | Legrand

GRAPHIC DESIGN

Agence Bespoke

Digital publication: June 2021
Regular updates

A special thanks to Legrand's Global Design team and the Group External Communication team.

Our products are an integral part of your lives. We would love for this book to be a part of your life as well. Use it and share it!
Inspired by you, we create to inspire you in return.

Designed by life



[legrand.com](https://www.legrand.com)

Digital publication : june 2021