Alpina Promise
First ecological cross country boot on market
STUDIO JURE MIKLAVC

• Professionals in the field of product design, visual communications, brands and consulting

• Our primary field is business / industry, some 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
Kind of design approach

Author design

Tactical design

Strategic design

Positioning, organizing, brand & product identity

(Peter Kersten, BNO)
Understanding design

- 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

<table>
<thead>
<tr>
<th>Subgroup</th>
<th>Value (millions of $)</th>
<th>As % of all creative industries</th>
<th>As % of total world exports (goods/services) (2)</th>
<th>Value (millions of $)</th>
<th>As % of all creative industries</th>
<th>As % of total world exports (goods/services) (2)</th>
<th>Growth rate</th>
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</thead>
<tbody>
<tr>
<td>All creative industries (3)</td>
<td>227,451</td>
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<td>100.00</td>
<td>424,427</td>
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<td>All creative goods (4)</td>
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<td>335,494</td>
<td>79.04</td>
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<td>All creative services (5)</td>
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<td>88,833</td>
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<td>Heritage</td>
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<td>-</td>
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<td>Arts and crafts goods</td>
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<td>Other cultural services</td>
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<td>-</td>
<td>22,149</td>
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<td>Visual arts goods</td>
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<td>0.19</td>
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<td>4.97</td>
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<td>Performing arts</td>
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<td>-</td>
<td>14,924</td>
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<td>13.5</td>
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<tr>
<td>Music goods</td>
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<td>14,924</td>
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<tr>
<td>Publishing &amp; printed media</td>
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<td>44,304</td>
<td>9.95</td>
<td>-</td>
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<tr>
<td>Publishing goods</td>
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<td>13.71</td>
<td>0.60</td>
<td>44,304</td>
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<td>Audiovisuals</td>
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<td>Media goods</td>
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<td>2.90</td>
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<td>12,035</td>
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<td>2.22</td>
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<td>Creative services</td>
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<td>Personal, cultural and recreational services</td>
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<td>0.76</td>
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<td>1.10</td>
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</tr>
</tbody>
</table>

(Vir: United nations, Creative Economy report 2008)
Alpina Promise project / Developing team

• 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

- 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

• is searching for healthier products
• is ecological aware
• is looking for indulgence
Alpina Promise project / Conceptual project
Alpina Promise project / Conceptual project
Alpina Promise project / Final product
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, cozy feeling.

**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.

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

**Recycled packaging**
Paper recycling reduces impact on the environment.
Thank you!