Kaiju studios

35 Arch St, Providence, RI 02907
USA

contact@kaijustudios.com
www.kaijustudios.com

t. 401.831.6500
f. 401.709.4470

Questions & Answers

Who is Kaiju Studios?
Kaiju Studios is a design firm focused on creating meaningful products and experiences through poetic simplicity, creative thinking and elegance in function and form. The studio was established in 2001 by designers and partners Ayako Takase and Cutter Hutton, and is located in Providence, Rhode Island.

What does Kaiju Studios do; what are your specialties?
We help organizations develop outstanding products and experiences. We specialize in design thinking, applying a creative methodology to our clients' challenges to deliver compelling and innovative results. We do not focus on specific markets; rather we provide value through a unique outlook and a broad perspective on design, industry and consumers. Our clients often look to us to investigate and design for new approaches and opportunities in their markets.

Who are your clients?
We work with a wide range of clients, from fortune 500 companies to startups and entrepreneurs, and with firms that are around the world and around the block. We have worked with Proctor & Gamble, Herman Miller, Samsonite, Toto Japan, LG Electronics and DuPont, to name a few. Large or small, our relationship with a client is paramount, and we often forge lasting partnerships with our customers.

How big is your organization?
Our firm is small by design; two founding directors and two lead designers. Our size affords responsiveness, consistency and value. Larger organizations are sometimes concerned with our size, however the quality of our results have consistently proven that good things can come in small packages. When necessary we augment our team with talented resources, and can bring in partner organizations if services outside our core focus of design are required.

How do you typically work with clients on a project?
Every project is unique in its scope, goals and process, however we can provide the 3 key factors we have found to translate to an effective project.

> *Design from the start. We find our studio provides the most value to our clients when they include design at the outset of a project. Design thinking can help an organization formulate strategy, envision opportunities and communicate goals.*

> *Don't compartmentalize design. Often an organization will start and end design resource involvement upon handoff of a set deliverable. We find that open dialog throughout the development process ensures that design intent and execution is carried through latter stages, as well as discovering unseen opportunities in the process and shaping the entire brand experience to complement the client's strategic vision.*

> *Maintain an open mind. Many of our clients are very successful in their respective markets. This success sometimes leads to a reliance on a narrow outlook, process or model. By being able to question these preconceptions, organizations can discover new concepts that can be brought back to existing products and services, or introduce something entirely innovative that expands their market.*

How does Kaiju Studios prefer to be compensated?
We work on fee, royalty and retainer agreements, depending on the needs and requirements of the client and project.

What if I have other questions?
Please email contact@kaijustudios with all inquiries or call our studio.