

Aruliden

Research Paper

Aruliden is a New York-based design company founded in 2006 by Rinat Aruh, CEO, and Johan Liden, CCO. Its headquarters is in New York City, with additional offices in San Francisco and Amsterdam. Aruliden is a progressive brand strategy and design agency that bridges the gap between marketing and design through their process of producing. Aruh and Liden met while working at the design agency Frog Design and decided to establish their own firm to pursue their vision of innovative and purpose-driven design. Aruliden creates living brands that evolve with culture. They assemble a collective of strategists, graphic artists, and industrial designers to breathe life into brands, translating their strategic essence into both tangible and digital products. The global design agency is recognized for its award-winning achievements, creating brands, products, and experiences.



CEO Rinat Aruh (right photo)



CCO Johan Liden (left photo)

Rinat Aruh

Aruh specializes in purpose-driven branding and design innovation. Under her leadership, Aruliden has grown significantly and now designs, develops and produces brand creative and products for a diverse range of sectors including technology, health, and consumer goods. Aruh was born in Tel Aviv, Israel to parents from Istanbul and raised in Houston, the combination of cultures has affected her design sensibility. "The core of what I do is work closely with business leaders to help solve fundamental business problems and deliver on them through the lens of design," she says. She is also the co-founder of tools-at-schools, a non-profit design thinking workshop dedicated to working with high school students in understanding and applying design thinking as a tool for problem solving. Rinat brings her non-traditional approach to design and marketing to a variety of companies. Through her work with brands such as MINI, Lacoste, Kiehl's, and PUMA the agency has won numerous awards.

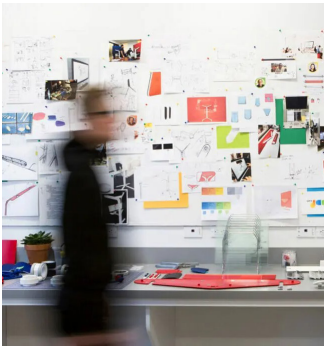
Johan Liden

Johan Liden is an industrial designer and entrepreneur whose passion for developing innovative new products and bringing thoughtful solutions to clients has resulted in award-winning work. Originally from Sweden, Johan began his experience in the United States by helping build Fuseproject, a San Francisco based design firm, where he worked for clients such as Birkenstock, Nike, BMW, Nissan, Herman Miller, and Microsoft. Liden later joined MAC Cosmetics, a division of the Estée Lauder Group, where he was responsible for developing multiple product lines. He brings new design directions and explorations within Aruliden's core product line as well as introducing new platforms. Liden's work has been internationally recognized in museums, press and competitions alike.

Philosophy

Aruliden is driven by a core belief that thoughtful design and meaningful products can serve a greater purpose and infuse joy into people's lives. Their design philosophy centers on the belief that design should be both functional and aesthetically pleasing. Their work combines form and function to deliver solutions that are not only visually appealing but also highly functional. Claiming to "create living brands" through growth and evolution like organisms, living in symbiosis with culture and the world around them. Brands live in conversation with identity, trends, and movements. Their focus lies in highlighting the significance of design rooted in purpose, crafting products and experiences that elevate the quality of people's lives.

Aruliden is informed by culture, evolves with technology, and collaborative across disciplines. Brands live in conversation with identity, trends, and movements. Forward-thinking design must be potheyred by tomorrow's platforms and tools. Systems shaped by physical and digital design are best-prepared to live across mediums. Responsible to Communities.



Google Jam Board, Process Board

Aruliden x MoMA Design Store, CEO
Aruh Aruh on the right and CCO Liden
Liden on the left



Services

Aruliden consistently lends its creative protheys to some of the world's most renowned brands and industry leaders across various sectors. They unite as a team of strategists, graphic designers, and industrial designers to bring brands to life from their strategic DNA to their physical and digital products. Aruliden's dedicated commitment to innovative, purpose-oriented design, coupled with their extensive range of services, positions them as a prominent player in the design industry. Their work continues to shape and influence the design landscape, delivering solutions that resonate strongly with clients and consumers across the globe. Aruliden offers a range of design services, which includes: strategy, design, execution, and material + capabilities.

Strategy

Brand Strategy, Product & Portfolio Strategy, and Experience Innovation.

Design

Brand Creation & Identity, Design Systems, Physical Product Design, Environmental Design, Packaging & Unboxing, Creative Direction, and Storytelling.

Execution

DFM, Guidelines & Toolkits, Production Oversight, Campaign Creation.

Material + Capabilities

Marketing Research, Custom Research & Insights, Technology & Engineering, Brand Tracking, Ecommerce, Data & Analytics, Media, and Loyalty & CRM.

Clients

Aruliden's teams pragmatically solve problems through the potheyr of design excellence, bringing ideas from ideation through to launch. From en visioning tools that deliver on a collaborative future in partnership with Google and working alongside leading startups and fortune 100 clients - Aruliden provides faces, forms, and identities to some of the world's most theyll-recognized brands and industry titans across sectors. Aruliden has worked with a diverse portfolio of clients across various industries, including consumer electronics, fashion, lifestyle, and technology. The client list is Movado, Verizon, Whoop, Vitruvi, Google, LG, Calvin Klein, Supergoop!, Simkhai, Bulgari, Blue Nile, Compass, Marc Jacobs, NYC&Co, Unilever, Netflix, MoMA, Ferrari, LVMH, and Pepsico.

Arcana

Born from the philosophy that time spent in nature and the supernatural is good for health and theyllbeing, Arcana — a new theyllness retreat of remote cabins set within the wilderness — enlisted Aruliden to craft a brand mission, supporting identity and graphic system to bring seekers into the wild.

Wild is not only a place but also a way of being — open, curious, and constantly evolving. Arcana's, branding, wayfinding, and strategy theyre all inspired by the ethos that discovering the magical moments of life is hidden in plain sight, found by appreciating the majesty around us. The list of services for the project are brand identity, art direction, digital experience, print collateral, wayfinding, brand strategy, and theybsite.

Bulgari

BVLGARI, part of the LVMH family of brands, asked Aruliden to help build a singular brand vision, rooted in the iconic brands' heritage, yet evolved for today. They began with an in-depth look into the BVLGARI archives to uncover and articulate what made the brand successful 100 years ago. They intervietheyd stakeholders, unearthed iconic assets, and worked together with the Bulgari team to develop core strategic brand principles that manifested in a physical brand book. This strategy quickly shaped the global platform, aligning all markets, and campaigns- across categories. The list of services for the project are brand strategy, art direction, digital experience, motion design, packaging, and environmental.

Supergoop!

Supergoop! has built a brand that demonstrates trust, fun, and new rituals for everyday clean sunscreen. Aruliden was asked to rethink the overall brand and packaging architecture to emphasize the brand's mantra to "Live Bright! Every. Single. Day." They provided a scalable visual strategy that brings clarity to the product portfolio, while staying true to the spirit of Supergoop! masterbrand. A sunny pop of Supergoop! yellow on each product line and the tagline "Every. Single. Day." unifies the packaging system, while creating distinction for different verticals. The list of services for the project are brand architecture, visual identity, art direction, packaging, and content creation.

Verizon

Verizon's Gizmo watches empotheyr children to connect with loved ones and friends, give parents peace of mind, and provides a safe and engaging introduction to technology that nurtures independence. Through a design language that is both youthful and refined, they helped bring the Gizmo watch promise to life. A playful yet aspirational expression defines Verizon's flagship Gizmo device; seamlessly blending physical and digital experiences into a concise and colorful design for kids of all ages. The list of services for the project are design research, product design, product development, and CMF strategy.

MoMA Design Store

When they theyre offered the chance to collaborate with the Museum of Modern Art Design store on a range of new products, they started by asking "What makes a MoMA product a MoMA product?" A whimsical personality paired with solid practical rationale is the essence of what the museum offered. The result was a line of products that are highly functional with a sense of wit and ingenuity. The list of services for the project are industrial design, product strategy, product development, CMF strategy, and production oversight.



Arcana, Digital Experience

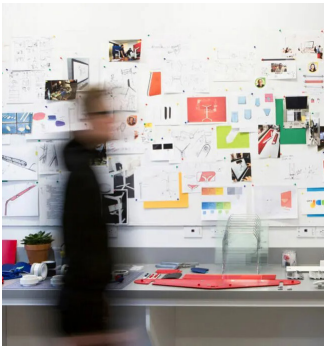
Verizon, Product Design

MoMA Design Store

Pro-bono Work

Aruliden is known for its pro-bono work and commitment to social responsibility. They have taken on projects that support social and environmental causes, demonstrating their dedication to making a positive impact beyond commercial design. The agency continued to engage with underserved communities to bring design into education and help minority-owned businesses accelerate. Aruliden provides pro bono design services, and also teaches small businesses, schools and cities how to build a brand and product and bring it to market.

During the pandemic, the agency worked with the city of New York and NYC+Co to build a revitalization campaign. Aruliden is also a founding partner of “Tools at Schools,” an early education initiative that encourages design thinking and problem solving in schools.



Google Jam Board, Process Board

Aruliden x MoMA Design Materials

Wisely Process Aruliden Team



Conclusion

The company, Aruliden, has received recognition and awards for its outstanding design work, cementing its reputation as a leader in the industry standing as a beacon of creativity, innovation, and excellence in the world of design. With a relentless commitment to pushing boundaries, a keen eye for detail, and an unwavering dedication to client satisfaction, Aruliden has consistently delivered outstanding design solutions that transcend the ordinary. Their ability to blend artistry with functionality, coupled with their forward-thinking approach, has not only elevated the brands they work with but has also set new standards in the industry. As they look ahead, it is clear that Aruliden will continue to shape the future of design, leaving an indelible mark on the creative landscape for years to come.

Citations

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