

we are pragmatic

driven by creativity

*by Pixartidea*



we are a **design studio** based in Braga,  
Portugal. we believe in the **power of creativity**  
to build **a better world** for our society.

**strong ideas boost meaningful experiences,**  
impacting our **future positively.** our **expertise** on  
**graphic design, webdesign and product design**  
brings a complete experience for our **partners.**

**we inspired by:**

## **nature**

ecodesign  
biomimicry

## **experience**

user experience  
interface experience

## **social**

inclusive design

we work very **closely** with our clients to understand their values and identity.  
we want to create **meaningful experiences** through **design**.

clients

Latino group

AUXDEFENSE 2022  
3<sup>rd</sup> WORLD CONFERENCE ON ADVANCED MATERIALS FOR DEFENSE

Incomef  
Engineering

FIBRAUTO

CIMPA  
Centro de Inovação em Materiais e Produtos Avançados

Universidade do Minho

LAMEIRINHÃO

Fibrenamics

IMPETUS

SCIENCENTRIS

playvest  
NEXTIL SPORT

TUC  
TECHNOLOGY

MIRPURI FOUNDATION  
FOR A BETTER WORLD

GRUPO Simoldes

ERT innovation  
effect

beyond composite

kūski

GreenWaste

POLEVA

FREZITE

sonix  
Textile Professionals  
since 1966

enel

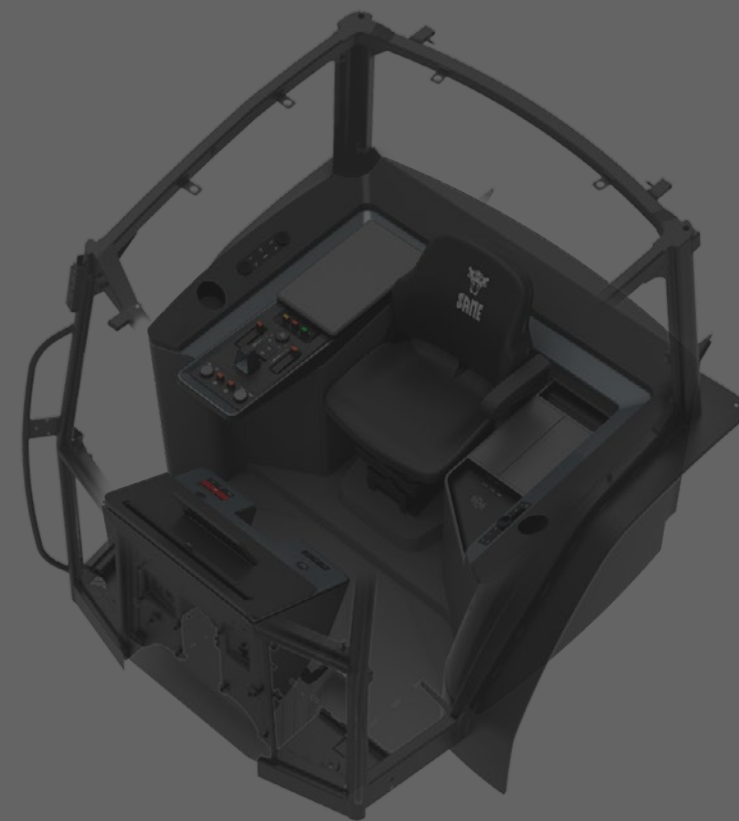
clusters

MOBINOV

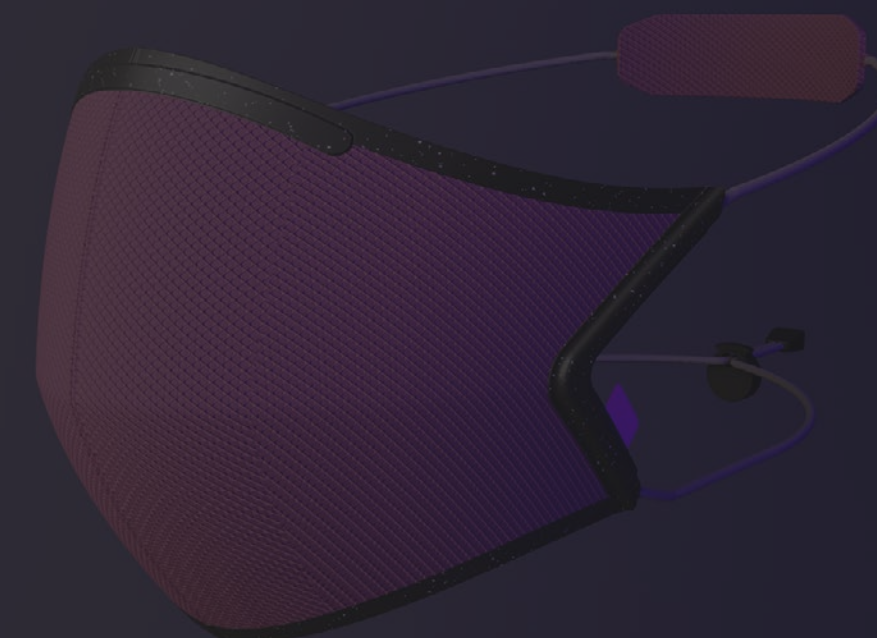
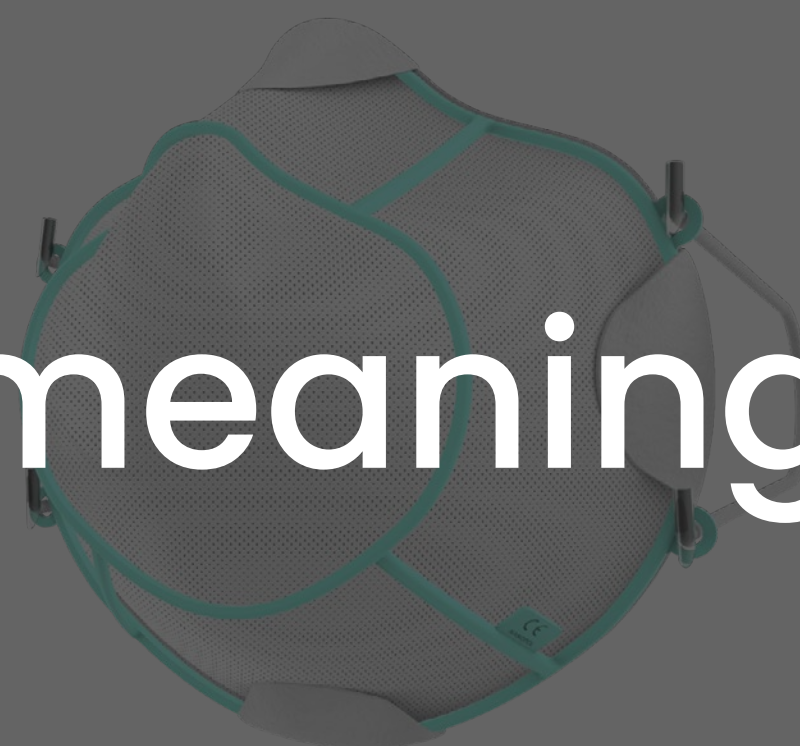
AED PORTUGAL  
AERONAUTICS, SPACE AND DEFENCE CLUSTER

think  
pragmatic.



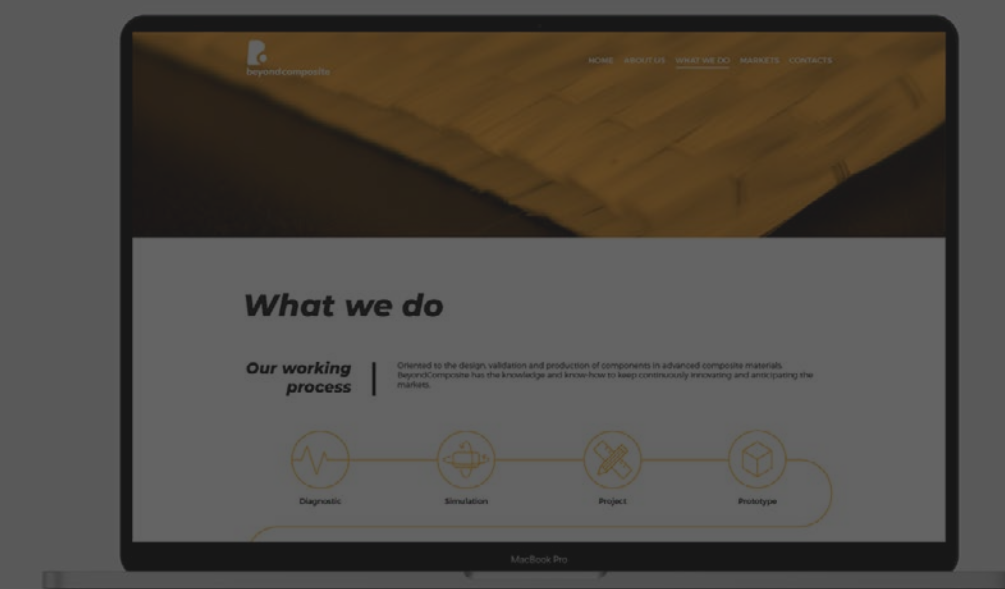
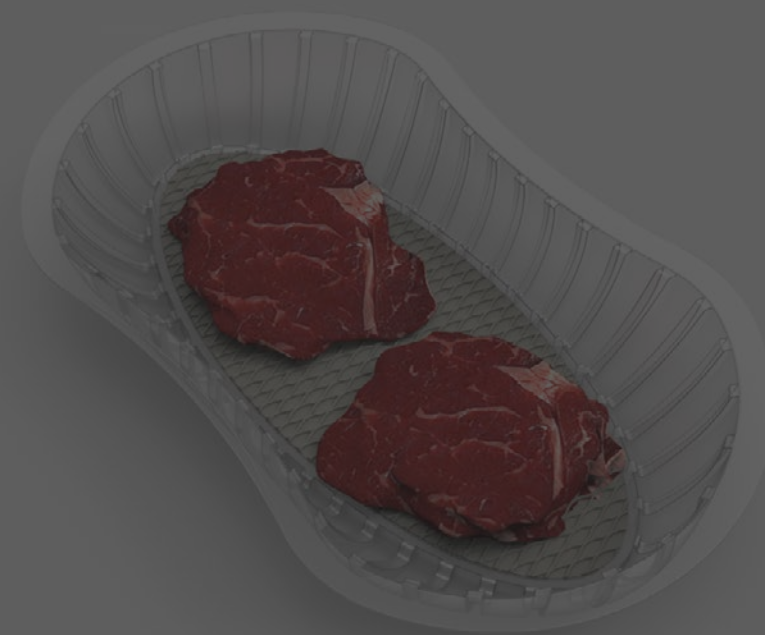


b4logic  
biocompounding for tomorrow



we design meaningful experiences.

milk  
fibre





we are:

product design.



# Aux Ballistic Helmet

2018

AuxDefense, founded by the Nacional Defense Ministry, aims to develop advanced personal protective equipment with high performance on impact, cut, puncture and resistance, and military equipment components (composites) with excellent impact resistance. We developed the new ballistic helmet for the Portuguese Army.



**Keywords:**  
Industrial Design  
Graphic Design  
Prototype  
Materials Research  
3D





# The Good Bottle

2020

The Mirpuri Foundation built a research and development program that created an alternative to alter the way plastic packaging is mass-produced. We investigated and designed “The Good Bootle” solution.



**Keywords:**

Industrial Design  
Material Research  
3D  
Prototype





# TUC.Technology

2020

The MOP-UP arises under reflection of the pandemic global context, Covid-19, and the way it affected the mobility sector.

We have developed equipment capable of responding to health and well-being requirements, in order to make the user responsible as a public health agent, and to combat the spread of biological agents.



**Keywords:**  
Industrial Design  
3D Concept





we are:

graphic design.

# AuxSeamless

2022

The Aux-seamless is the new Sports Division fabric breakthrough from Playvest by Nextil. They are using innovative technologies such as polymeric materials, auxetic fibrous structures, and nanomaterials to develop a new generation of seamless clothing for protection against low-speed impact with a high level of safety and comfort.

This product includes an active reinforcement to maximize impact resistance in selected areas and energy absorption. It also has ergonomic characteristics that provide comfort and flexibility to the user.



**Keywords:**  
Event Design  
Branding  
Visual Design





# Ballistic Composite Panel

2022

The Ballistic Composite Panel is a project that was made by Fibrauto and Association Fibrenamics – Universidade do Minho. The main goal of the project was to make lighter ballistic panels with a level of protection of III of the NIJ 0108.01 standard. These panels would be used in buses, especially in the lining of the driver’s cabin.

**Keywords:**  
Event Design  
Branding  
Visual Design





# Workshop Têxteis Médicos

2022

The first workshop about medical textiles happened at the Centro de Ciência e Tecnologia Têxtil (2C2T).

The main goal of this Workshop, which was organized by 2C2T, is to show how the Center has been working on innovative fibrous materials, such as personal protective equipment, wound care systems, tissue engineering and medical devices and fibrous materials smart.



**Keywords:**  
Event Design  
Branding  
Visual Design





we are:

web design.

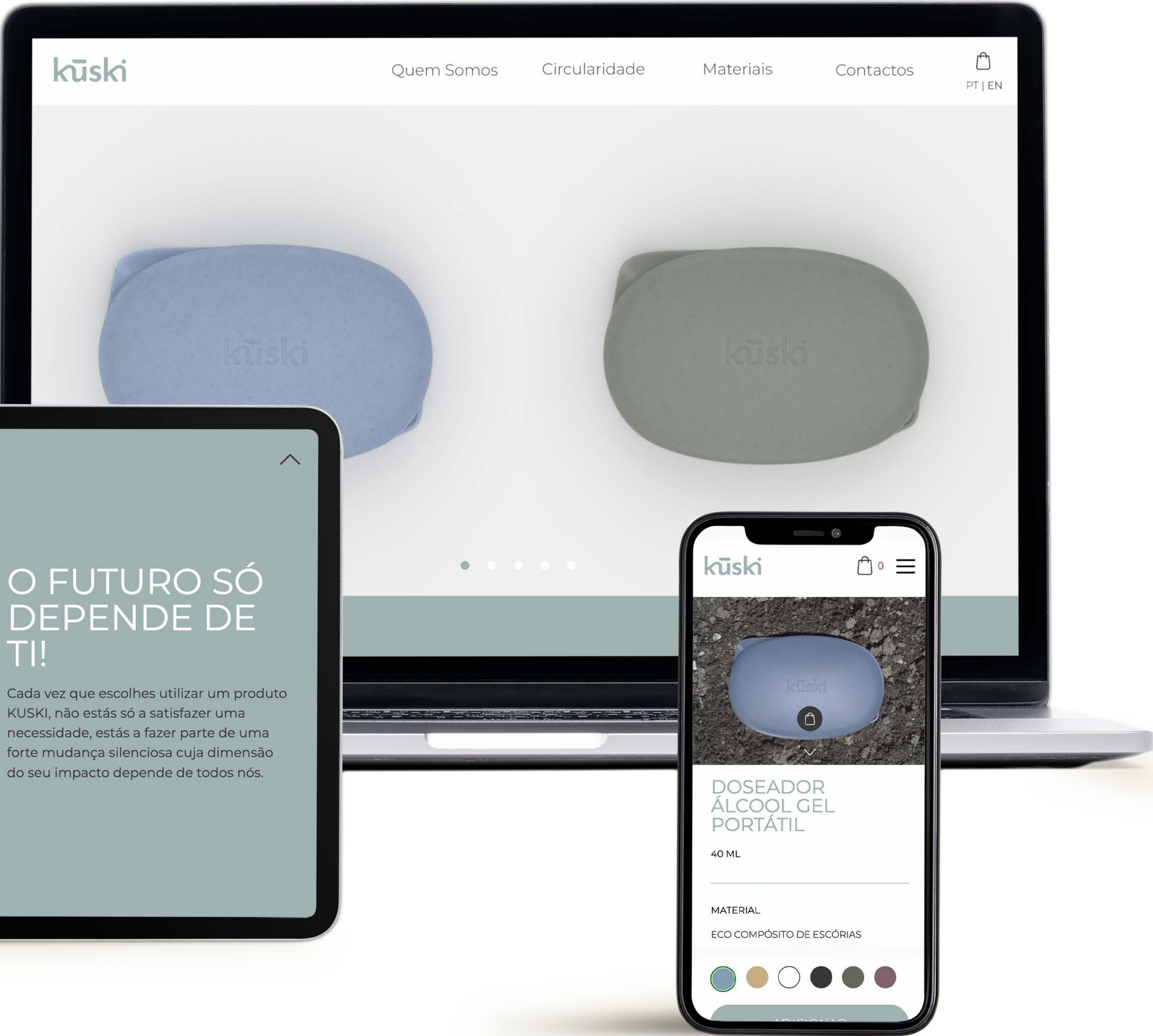
# Kuski

2021

Kuski is a brand of Givaware that believes that good design helps you build a more conscious and environmentally friendly lifestyle. They intend to be part of a new generation that aims to define a better future for the planet and humanity.

Visit at: [www.kuski.store](http://www.kuski.store)

**Keywords:**  
Branding  
Packaging Design  
Webdesign  
Visual Design





# GreenWaste

2021

GreenWaste project aims to create a platform for different types of agents with a view to the recovery and recovery of waste (rubber, plastic, among others) with the potential to be converted into new value added products for applications in various sectors.

Visit at: [www.greenwaste.pt](http://www.greenwaste.pt)

Sobre

Resíduos

Modelos Demonstradores

Parcerias

Concursos

Notícias

Contactos



**Keywords:**  
Branding  
Webdesign  
Visual Design

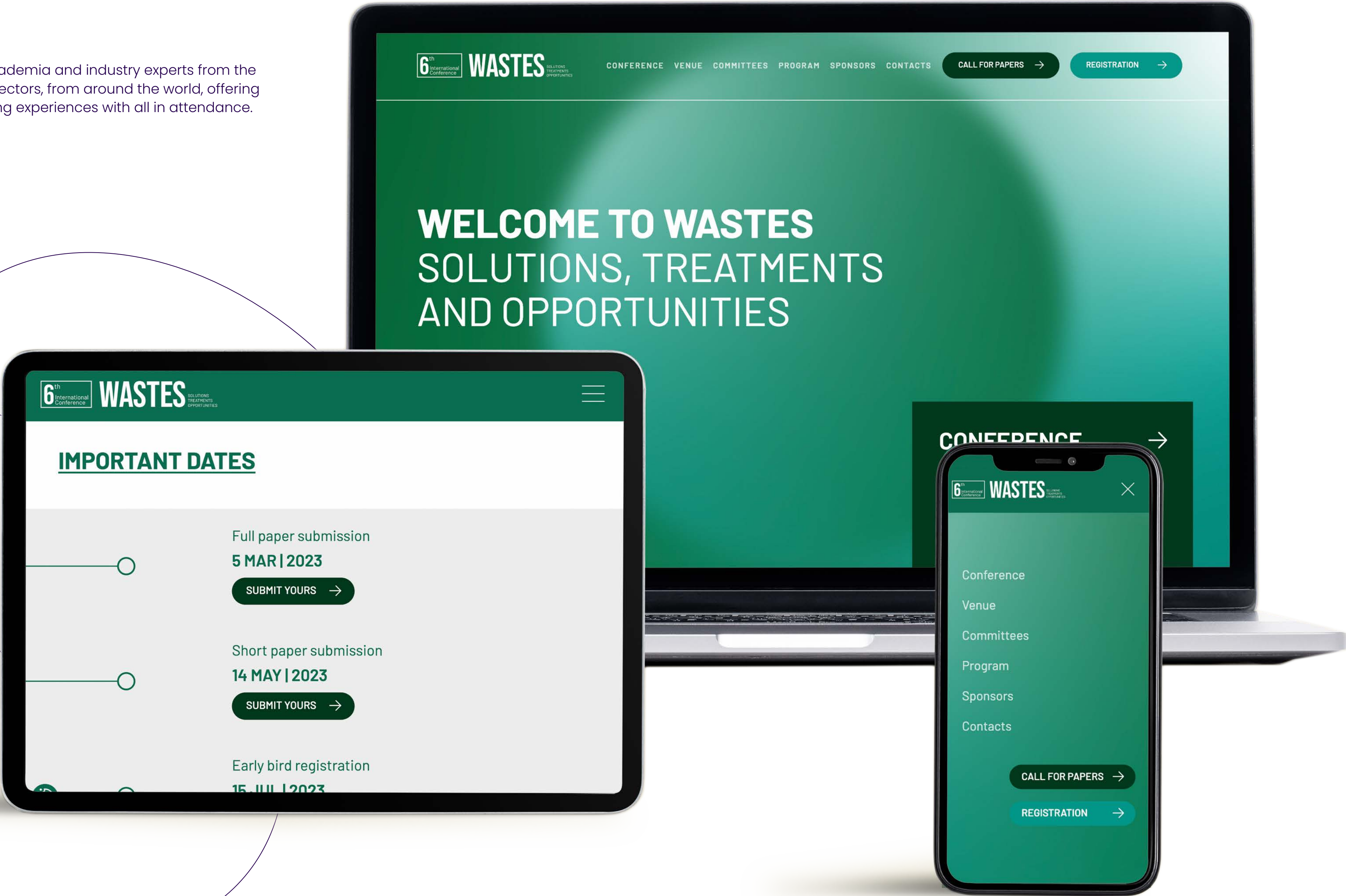


# Wastes

2022

Wastes aims at bringing together academia and industry experts from the Waste Management and Recycling sectors, from around the world, offering state of the art knowledge and sharing experiences with all in attendance.

Visit at: [www.wastes2023.org](http://www.wastes2023.org)



**Keywords:**  
Branding  
Webdesign  
Visual Design



# 2C2T

2022

The Centro de Ciência e Tecnologia Têxtil is a research unit of the School of Engineering of Universidade do Minho, developing research activities in the area of Fibrous Material Engineering and Design.



**Keywords:**  
Branding  
Webdesign  
Visual Design



we are:

awards



# TUCcontest

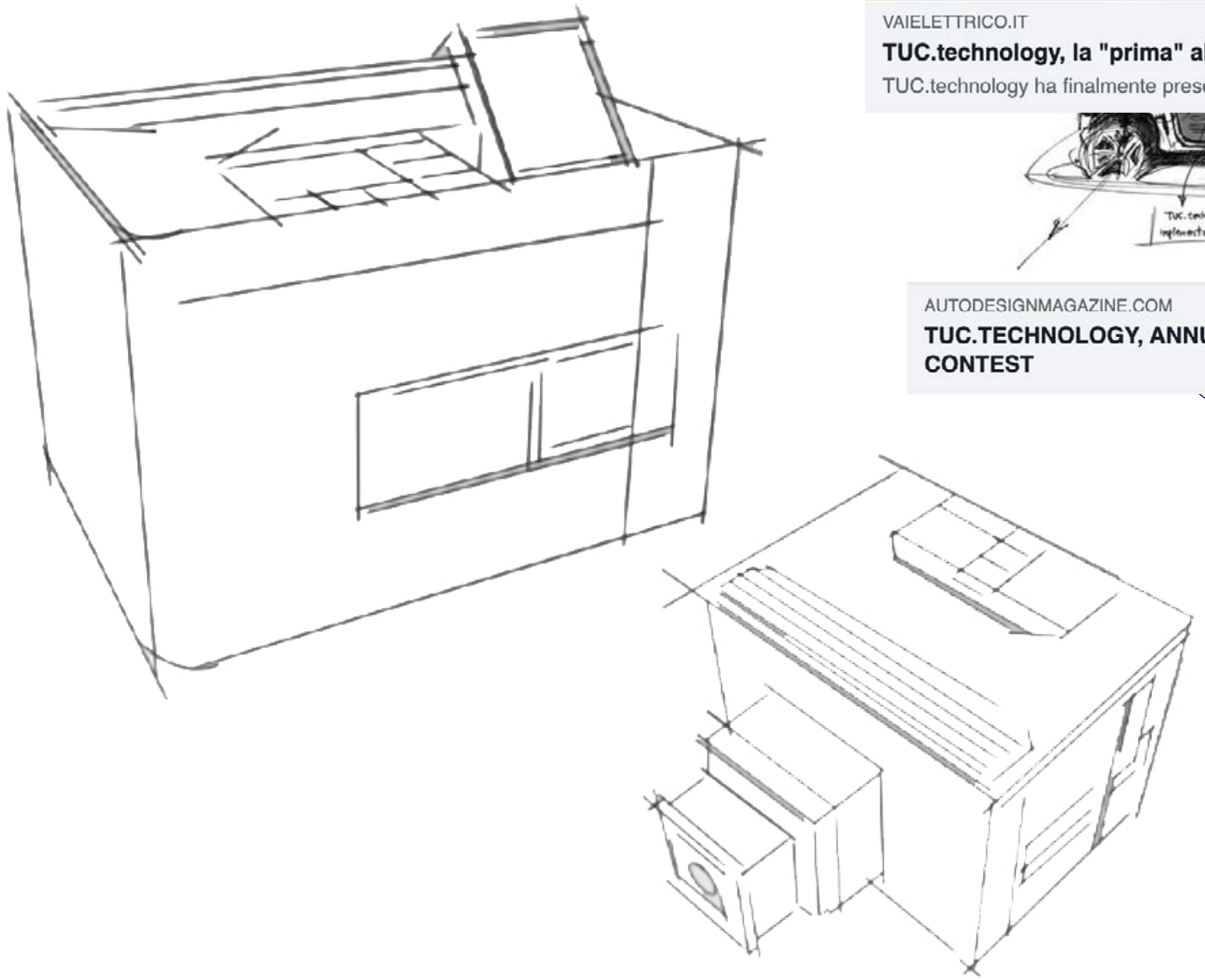
2020

We respond to call for ideas in 2020, organized by **TUC.technology**.  
A design competition aimed at re-imagining how life on board of vehicles can be improved thanks to TUC modular and plug&play technology.



## REASON OF THE AWARD:

*“MOP-UP is a very well structured response to the urgent need to solve one of the main problems of shared use vehicles and services: hygiene and decontamination. They express their strong relevance to current and future problems, which have already emerged for some time for those accustomed to the use of car sharing and taxi transport.”*



**THE VEHICLE**  
(with **TUC**)

Submit until  
May 30, 2020  
www.tuc.technology

**ANNOUNCING THE WINNER**

TUC.technology  
**RE-IMAGINE THE VEHICLE (with TUC.technology) - THE WINNER - I Tuc.technology**

VAIELETRICO.IT  
**TUC.technology, la "prima" al MAUTO di Torino - Valelettrico**  
TUC.technology ha finalmente presentato al pubblico la versione 2.0 della...

MULTINEWS.SAPO.PT  
**Portuguesa Pixartidea vence prémio internacional de design para a indústria automóvel**

AUTODESIGNMAGAZINE.COM  
**TUC.technology, ANNUNCIATO IL VINCITORE DEL CONTEST**

**Keywords:**  
Industrial Design  
3D Concept



# Get in touch.

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