



Constantinos Hoursoglou

Constantinos Hoursoglou is living proof that the apple doesn't fall far from the tree. With both his parents active in the arts, he studied Product Management at the University of Sunderland and received a Masters at the Royal College of Art in London, where he specialized in industrial design, since then launching a successful career in this field. Though he is just 32 years old, his resume is very impressive indeed: Early on in his career he worked with Minalle Tattersfield & Partners in London, Ayse Birsel and architect Karim Rashid, both in New York. In 2002 he opened his own design studio and established a solid reputation from the very start. He has worked with Greek companies such as Ionia, Modeco, the Zoumboulakis Galleries and Athens 2004, as well as with global names such as Prada, Tommy Hilfinger, Issey Miyake, Guzzini and Sony, among others. His affable personality and the professionalism with which he approaches all matters of design make him an ideal, if rare, collaborator. He believes that design strengthens the relationship between an object and the person who uses it, and that it is a creative means of expression, just like any form of art. He steers clear of trends and their ephemeral appeal and demands that the cost of a design product is equal to its real value. Hoursoglou visualizes entire societies built on an ideal of functionality and imagination, where each resident is a part of an artistic lifestyle. 