

## IBM Studios Announce Launch in Dublin to Transform Enterprise Technology by Design

**Dublin, Ireland - 04 Mar 2015: Dublin, Ireland - 04 March 2015:** IBM (NYSE:[IBM](#)) today announced the launch of IBM Studios - Dublin, which will focus on transforming how the new era of software is designed, developed and used by organisations around the globe.

A new space at IBM Technology Campus, Damastown, is being built for creative collaboration by designers, developers and product managers, who will co-create software for Big Data, cloud, mobile, social and cognitive computing solutions. It will be part of the worldwide IBM Studio network of cross-discipline spaces to develop IBM's products, services and digital engagement platforms for clients.

"People's expectations of enterprise tech has changed because of great design they see in devices and apps they use at work and at play", said Phil Gilbert, general manager, IBM Design. "Our Dublin studio will join a network of more than 20 studios around the world that is transforming how enterprise tech is created, with user experience at the centre."

Designers will apply the principles of [IBM Design Thinking](#), which takes a rapid prototyping approach to user-centric product development, as well as [IBM Design Language](#), a framework to inspire bold and engaging experiences.

IBM is actively working with its product teams, including product managers, designers, engineers, and product executives, on this new approach to design. In addition, IBM is bringing IBM Design Thinking to clients and IBM Business Partners. The company is also recruiting design experts from around the world and is engaging with leading design colleges in Ireland to bring designers on board.

Leading skill sets at the IBM Studios include Visual Design, Design Research, User Experience Design and Design Development, including Mobile Developers and Industrial Designers.

Welcoming the launch of the IBM Studios Taoiseach Enda Kenny said "2015 marks the 'Year of Irish Design 2015' which is part of the Action Plan for Jobs to encourage more investment in design and to sustain and grow employment opportunities, sales and export potential in the design sector IBM continues to add high value activities to its Irish operations providing excellent employment opportunities here. I would like to wish Phil Gilbert and the entire team my full support as they launch the IBM Studios in Dublin."

The studio in Dublin joins more than 20 IBM Studios in locations including [Austin](#), Boeblingen, Chicago, Hursley, London, Melbourne, Mexico City, New York, Shanghai and Toronto, with more to open this year. More details about the IBM Studios can be found at [www.ibm.com/studios](http://www.ibm.com/studios)

IBM has a longstanding history of [design excellence](#) from its iconic [8-bar logo](#), to the sleekly modern [Thomas J. Watson Research Center](#), to its new IBM Verse collaboration platform, combined with a century's experience in technology and leadership in cloud, mobile, big data and cognitive computing capabilities.

IBM Studios - Dublin joins IBM Research and Development Labs, Watson Solutions, Executive Briefing & Innovation Centre and IBM European Digital Sales Centre, all with a presence on the Dublin Technology Campus.

## Related resources

### Site links

[IBM Designers Leigh Martin, Simon Finney and Lara Hanlon demonstrating a prototype of Irish Design 2015 mobile app at the launch of IBM Studios - Dublin.](#)

### Photo

[IBM Studios Announce Launch in Dublin](#)

IBM Designers Leigh Martin, Simon Finney and Lara Hanlon demonstrating a prototype of Irish Design 2015 mobile app at the launch of IBM Studios - Dublin.

---

<https://uk.newsroom.ibm.com/2015-03-04-IBM-Studios-Announce-Launch-in-Dublin-to-Transform-Enterprise-Technology-by-Design>