

DESIGNS FOR LIFE

Winch Design

Sector: Design

Region: London

www.winchdesign.com

Founded in 1986, Winch Design was originally established as a specialist exterior and interior yacht designer. The company has grown exponentially and has expanded its portfolio to aviation and architecture studios. The success of Winch Design's growth can be seen through its global client base and through the increased demand for architectural projects, which now account for half of the company's activity. "At Winch Design, the spirit is highly creative, and it is through the collective energy of our people that we deliver clients' dreams," says Aino-Leena Grapin, CEO of Winch Design. The company continues to branch out and innovate, with the in-house computer-generated imagery team developing 3D virtual reality capabilities to further add to the client's design experience.

At the centre of the company are its people. Winch Design continually invests in the health and well-being of its employees and ensures courses are available to everyone, whether it be for Mental Health First Aid or in-house and external training. Daily team lunches are offered to all, and the company regularly hosts away days. Along with an employee of the month scheme and monthly company-wide meetings, this all helps to create a strong company culture.

Another key area is sustainability – Winch Design has partnered with the Water Revolution Foundation and has signed its Code of Conduct, committing to prioritising sustainability throughout its entire supply chain, and has also signed the Walpole British Luxury Sustainability Manifesto. Furthermore, Winch Design is a long-standing supporter of the ocean conservation charity Blue Marine Foundation, and has been accredited by Planet Mark, which acknowledges Winch Design's commitment to reducing carbon emissions year on year. The company is also launching a social and ecological strategy this year, Life Worth Living.

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