

## A glimpse of the artist behind the industrial designs of ROGOV

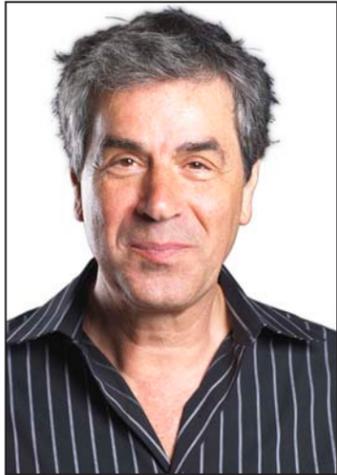
By Albert H. Fulcher  
EDITOR

Their names are not on the bottom of an oil painting or sketched into a sculpture, but they are artists in every sense of the word. Industrial designers utilize all aspects of artistic creativity, with material as their medium and consumer products their canvass. Someone designs a flat panel display, the car you get into or everything you see on your desk and an industrial designer is the artisan behind those types of things.

For nearly 30 years, Vladymir Rogov, CEO/design director of ROGOV Design, Inc., in La Mesa brought his years of award winning expertise to America and his work can be seen in the palm of a hand to office machines and military combat ready electronics.

His local work spans three decades. His designs and branding repertoire is full of design excellence awards for high profile corporations. His own Desk Architecture Collection ([www.deskarchitecture.com](http://www.deskarchitecture.com)) was chosen for the office of Nicholas Cage's character in the film "Trespass." Stevie Wonder praised his electronic keyboard design. His work has no boundaries with any product in the business industry. His design and branding strategies have surged business revenues into the millions, and some then sold for billions.

With parents from Russia, born in Germany, studying art in England and working in the design industry in England and Canada, this adventurous entrepreneur is still making heads turn with his designs, both locally and internationally. His journey began studying engineering, but he wanted to go further and design the things that machinery makes. Working as a mechanical engineering draftsman he



Vladymir Rogov

began drawing cartoons on the side for fun. A professor, though he did not like the art, said it was talented and told him the Guildford School of Art might be something he would like.

"Just the way he said it to me, I grabbed models, drawings, my electric guitar I designed and built, which was my first project in research and development, and went to the school where I was accepted," he said. "So I spent the next three years learning about art and design. After that I was a changed person."

After college, Rogov went to London, designing everything from high profile trade show exhibits to glassware, tableware, lighting and furniture. After 16 years in England, he immigrated to Canada and began designing for many top suppliers in the world. Eight years later, on a trip to San Francisco, he made it down to San Diego. He and his wife fell in love with the area and thought it was the perfect place to bring his high tech artistry. It was 1984 and ROGOV Design was born.

He worked with several local companies, with very successful results in taking a \$1 million dollar product and designing it

into a multi-million one.

"It is not enough just to have a product," he said.

"It has to look and feel good. You have to look at how people use it, the whole experience. I am an ambassador for the user. When you buy something, you become a part of a community. That is an important factor in the many levels of industrial design."

Many business leaders today are realizing the look and feel of the product, the competitiveness is very important, he said. "That is where I come in."

Rogov works with CEOs, develops design strategies, a brand look and then he moves towards the design element of the product and internalization into the company.

"A brand is really a country in the mind. So, I help companies build a language between the

**"These things represent deep emotions, aspirations and people expect a great experience with the products they use. That is what I do"**

Vladymir Rogov

company and its constituents."

Rogov said that in this business he speaks with marketing people, engineers, customers, each having a language of their own. As a child, he spoke Russian, Polish, German and English, but now he speaks design languages that range from marketing, finance, engineering and manufacturing.

"So at the age of 65, I am a design mentor," he said. "I go from company to company and take it from Step A to Step B, to the next level. The minimum size company that I work with has at least \$1 million in sales.

You have to work within the resources that they have. My basic communication tools are drawings, models and prototypes, that is how we communicate."

He said he has many partners that he works with, all specialists in their fields, but he is the look and feel person, the user interface for the products he designs. He works with independent contractors and specialists. Rogov said a good design could encompass any material from metal to plastics, so depending what he is working on he has a resource of ethical specialists.



**Field-Ready Computing Solutions - Building an Authority Brand in the Military Market. A Design Excellence Award from the Industrial Designers Society of America (IDSA), cemented the brand's reputation as an award-winning, ever-evolving front runner in the industry.**

"At the look and feel level of the product experience, I can bring in the manufacturing experts that best produce the product a company is looking for," he said. "I recommend the material, design the product with that material in mind and then help integrate it into the company.

Then once completed, I walk away. It's like planting a tree that you may never sit under."

Rogov said he loves what he does, the ability to work with such a wide variety of people at a level where age is irrelevant.

"We forget that products have a visual, tactile and auditory language and though we do not realize it, we assimilate the

of one product over others is the result of a compelling conversation in the market. Rogov said, "design, like music is a currency."

"How often do you listen to a song and say this is how I feel," he said. "It is the same with a product, people identify with it and embrace it if it's right, for a myriad of reasons. These things represent deep emotion, aspirations and people expect a great experience with the product they use. That is what I do, create great experiences, be it business or personal products"

Some of his award winning designs include work with Hewlett-Packard, Kodak,



**Desk Architecture Collection --a star attraction. Selected for the lead character's desk and throughout the set in the 2011 Nicholas Cage film "Trespass." The collection is online at [www.deskarchitecture.com](http://www.deskarchitecture.com). The vision behind Desk Architecture is to express the mystical connections of functional artifacts.**

language so fast that we don't notice it," he said. "So what I do in working with companies is shape a design language that makes a company or brand effective and unique.

He said the big problem with a lot of designs is that they do not create a conversation in the market. The success

Yamaha, Samsung, Casio and more. In hiring Rogov, that is exactly what you get, the artist, the experience and the extensive network of partners that he works with.

For a complete portfolio on products and services with the Rogov signature go to [www.rogov.com](http://www.rogov.com).



**For CASIO, Rogov reframed the environment and experience of keyboard music creation and re-conceptualized on-the-move musicmaking. "My First Keyboard," musical instruments for kids reframed the experience of making music.**