Visibility

Visibility is an industrial design studio based in New York City. It was founded by Joseph Guerra and Sina Sohrab in 2012. The studio focuses on the purity of an idea, as well as its material and formal actualities. The constant ambition is to move forward while looking back, drawing on observation and innovation as instruments of development. Visibility aims to distill an object to what it wants to be, retaining what appeals to our human sensibilities.