**International Design Center Berlin | IDZ**

Design strategies strengthen businesses and help to reduce communication barriers on international markets. In addition to this, surrounding aspects of products and projects gain more and more importance. Consumers want to know how these are perceived, produced and developed. The IDZ Berlin is devoted to those and many other trendsetting topics around the creative industries. At the same time it is service-, consulting- and mediation-center for design in the capital Berlin.

For more than 35 years the IDZ has been an important and competent companion working side by side with designers and businesses. It offers extensive benefits for companies, design experts, and for a design interested audience. Since its founding in 1968 the IDZ has become a pioneer among design centers in Germany; it offers a unique pool of networks and knowledge about design. The membership structure constitutes a unique platform for the exchange of ideas as well as professional networking. Centrally located at the Reinhardtstrasse in Berlin Mitte, the IDZ dedicates itself increasingly and visibly to the demands of international markets, focusing on innovations and technologies in design management as well as quality management.

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**The IDZ is active in areas of**

- **International relations**
- **Networking** » pooling of market participants
- **Consulting** » design management, quality management
- **Quality control**
- **Discourse** » design critics, podium discussions
- **Information** » congresses, conferences, speeches
- **Promotion** » national and international exhibitions, fairs
- **Innovation** » new technologies and future strategies
January 2006
Web Portal www.designszeneberlin.de

In January 2006 the web portal for the Berlin design scene (Designszene Berlin) was launched. The web portal, sponsored by the State Senate of Berlin (Economics, Labor and Women’s Issues), is based on the project Designszene Berlin of the year 2003. Currently, there are around 1478 designers and design agencies listed and represented at www.designszeneberlin.de.

Since 2006
Design Management for Small and Medium-sized Businesses in Berlin

The promotional activity Design Management for Small and Medium-sized Businesses located in Berlin highlights the opportunity for target-oriented use of design and its systematic integration in all company activities. In cooperation with the University of Applied Sciences Berlin and with financial support from the European Regional Development Fund (ERDF), the IDZ organized and hosted forums and workshops on different aspects of design management, where experts with theoretical as well as practical backgrounds gave answers and support to the various participants. In addition to this all small and medium-sized businesses, self-employed, and business start-ups had the opportunity to receive a full and extensive analysis of their current marketing and design situation in order to develop individual long term approaches and strategies. A three volume publication "Design Management" has been published in November 2007.
Since 2007

**Sustainable Design**

The International Design Center Berlin | IDZ, together with the network for sustainability 3PlusX, is hosting a series of trendsetting events and will publish a variety of information materials on the topic of sustainable design. The aim is to present current developments in the field of sustainable design to companies, design experts and to members of the interested public. In doing so, concrete examples of how – both as a manufacturer and as a consumer – a positive contribution can be made to the successful implementation of a sustainable development will be highlighted. In addition to this, support is being offered for the implementation of sustainable design concepts and contact established with the relevant experts. In the long-term the hope is to establish a new platform for the international debate surrounding sustainable design in the design hot-spot Berlin.

Since 2007

**Universal Design**

Quality mark: “Universal Design” for user-friendly products for all generations

The International Design Center Berlin assigns together with TÜV NORD CERT a quality mark for products which fulfil the criteria of Universal Design.

**Competence network Universal Design**

Within the scope of the programme “Seniority, an economic factor – attracting companies” of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth, the International Design Center in Berlin is at present working to build up a competence network with the aim to join information, ideas, competences and knowledge concerning the subject Universal Design.
January 28th, 2006 » Exhibition
Long Night of Museums – Designers Working in and for Berlin

Design is fun, creates value and has an effect on the city. During the 19th Long Night of Museums the Temporary Design Museum presented a stunning variety of design in Berlin. The exhibition was organized in cooperation with the Alliance of German Designers (AGD) and designers from Berlin.

March 14th, 2006 » Series of Lectures
Future Products | Floorware Berlin

Jürgen Dahlmanns of RUG Star, one of Germany’s representatives of young, vanguard carpet-producers, guided through his presentation giving exciting contributions on creative techniques, international markets as well as background information on his work. The connection of traditional hand crafting-methods and innovative solutions are a fascinating factor of RUG Star’s work. From this understanding Jürgen Dahlmanns regards his rugs as liberal architectures and tries to apply the rug to its original sense: a piece of space-creating furniture.
March 14th till April 20th, 2006 » Exhibition
Es Freud | Protagonist Design from RUG STAR

Designed by Jürgen Dahlmanns, more than 60 cubes have been put on display. The colorful and funny depictions on the sides of the cubes tell the story of the protagonists “Anna Lise This” and “Rainer Unsinn” (Pure Nonsense) and their friends. Every time the dices are thrown, the story changes, takes new directions and new associative spaces are created. The cubes themselves represent loose fragments; but once put together, they create a story.

May 5th, 2006 » Press Conference
Design Effectiveness Award

A press conference was held on the first Design Effectiveness Award, initiated in cooperation with the DBA (Design Business Association) London. On the podium: Deborah Dawton (CEO DBA), Erik Spiekermann (Spiekermann-Partners), Karsten Henze (Manager CD/CI and Creation Deutsche Bahn) as well as representatives of the British Embassy.
May 19th till June 30th, 2006 » Exhibition

Strom – Mart Stam Prize 2005 of the Kunsthochschule Berlin Weißensee

Creations of Eumilis Arellano Ferrer (architecture), Sönke Hoof (product design), Elena Kikina (fashion design), Andrea Lauermannowa (paintings) and the group FMSW – Lina Faller, Marcel Mieth, Thomas Stüssi, Susanne Weck (Sculpture) were on display. The opening speech was held by Jean-Baptiste Joly (manager of the Akademie Schloss Solitude Stuttgart).

May 23rd, 2006 » Podium Discussion

Media Cocktail – Salable Innovation Potential in Berlin Brandenburg?

The question “What innovation potential does the region of greater Berlin offer?” was put up for discussion, and the current volume of the book “Who is Who in Media” by Ulrike Reinhard was presented. On the podium: Inga von Staden (Media Board Berlin-Brandenburg), Hardy Rudolf Schmitz (Adlershof Projekt GmbH), Dr. Peter Richard König (SAP Berlin), Eran Davidson (HP Ventures).
June 16th, 2006 » Series of Lectures
Better Sitting in the Future?

A closing event held together with the Kunstgewerbemuseum (Museum of Decorative Arts) for the exhibition “Sitting is Art. Chairs by Architects and Designer”. On the podium: John Small (Foster and Partner), Heiko Stahl (Manager of Steelcase Werndl AG), Dr. Angela Schönberger (Director Kunstgewerbemuseum), Dr. Silke Claus (Managing Director IDZ).

June 15th, 2006 » Podium Discussion
Future Products | Future Mobility

Closing event for the online-competition “future mobility” organized by the Baltic Design Transfer, dealing with the question: “What will travel look like in 20 years from now?” Students of areas design and technology, designers, and participants from other creative industries presented possible future scenarios. Previously, 100 theses on the topic were developed at a workshop in Copenhagen.
June 13th till August 31st, 2006 » Exhibition

Bärenstark | Products for Berlin

The exhibition showed souvenirs, books, films, photos, and games on the topic “Berlin” developed by communication design students of the FHTW (University of Applied Sciences) Berlin. Opening and statements by: State Secretary Prof. Volkmar Strauch, Prof. Dr. Herbert Grüner (President of the FHTW), Prof. Katrin Hinz (Communication Design, FHTW), Christina Emmrich (Mayoress for the district of Lichtenberg), Florian Dengler (Creative Director MetaDesign).

August 16th, 2006 » Lecture

Wall AG: Factors of Success

The Wall AG has presented itself as a service oriented business with trendsetting products for over 30 years. Handicapped accessible and self-cleaning city-toilets, bus stops with multimedia terminals, kiosks, and city information desks are offered free of charge. Speaker: Hans Wall (CEO Wall AG).
August 25th, 2006 » Lecture

**Simplify your Corporate Design**

Ina Günther offered tips and instruments in order to give those guests involved in Corporate Design an understanding of the task “Simplify your Corporate Design”. She gave insights into experiences that inspired to more freedom with fewer rules. The lecture of the wir-design communications AG was addressed to executives of marketing and communication businesses involved in planning and implementing corporate design strategies as well as to clients of current communication projects.

September 22nd till October 8th, 2006 » Exhibition

**Berlin A–Z | Discoveries**

62 Berlin-experts, mainly residential architects, designers, musicians, choreographers, journalists and others described unknown and remarkable places in Berlin. In 2006 “Berlin A–Z” was published in Japan and Korea as an unconventional travel guide by the IIDj (Institute for Information Design Japan) to present Berlin as an exciting travel destination. The exhibition also showcased interesting and so far unfamiliar places to resident visitors.
October 13th till November 20th, 2006 » Exhibition

Storie di design – To the Roots of 20th Century Furniture Design

The IDZ presented a selection of 30 outstanding historical replications produced by companies of the Venetian district of classical furniture. Experimental facilities for social housing were exhibited. Since the beginning of the 20th century some of the best architects and designers from Italy and Germany have been involved in finding vanguard solutions with low production costs.

Speakers: Andrea Prando (President of the coordination centre of the Distretto del Mobile Classico), Luciano Rossignoli (representative of the Industry districts), Albini Ferdinando (Chamber of Commerce), Carlo Amadori (Project Manager of the fair Abitare il Tempo), Guiseppe Albanese (Curator of the exhibition), Dr. Silke Claus (Managing Director IDZ).

October 26th, 2006 » Podium Discussion

Architecture and Effects | Design between Multimedia and Commerce

The Federal Chamber of Architecture, Huppert and Gertrud Riethmüller (BAK) and the IDZ invited for a discussion. Among the guests were media theoretician Floiran Rötzer, the architects Bernhard Franken and Wolfgang Loch, as well as media artists Leslie Huppert and Gerrit Riethmüller (Project Virtual Residency). Presentation and opening: Anne Schmedding, Arno Sighart Schmid (President BAK) and Dr. Silke Claus (Managing Director IDZ).
October 27th and 28th, 2006 » 15th Forum Discussion

Reizend. – We set something into the world and the others should react

Information and media shape our work- and leisure time. They form an essential part of our lives, shaping our opinion. More and more people however experience the flood of pictures, texts and noises as increasingly irksome and their reactions range from passive consumption to complete rejection. This event was presented by the Forum for Creation (Forum für Entwerfen e.V.) in cooperation with the Alliance of German Graphic Designers (BDG) and the IDZ.

November 30th, 2006 » Lectures

Branded Entertainment | Branding via Hollywood

How relevant have economic cooperations at today’s international movie productions become? How can companies cooperate with the film industry, and how valuable would that be? The topics “Branded Entertainment” and “Product Placement” were examined based on current data and from an advertiser’s point of view. Speakers: Rolf Schweizer (Marketing Interstuhl Büromöbel GmbH & Co. KG), Prof. Iris Ramme (Marketing and Market Research), Andreas Waldner (Managing Partner Waldner.TV Entertainment Marketing).
December 8th, 2006 till January 22nd, 2007 » Exhibition
2nd Rosenthal Design Award | Transformations – New Products for New Life Forms

Looking back on a decade-long tradition of promoting young designers, the Rosenthal AG initiated the Rosenthal Design Award in 2003 together with German Design Council. Speakers: Otmar Küsel (CEO Rosenthal AG) and Platt & Young (Designers from London).

February 2nd till 16th, 2007 » Exhibition
Homage à Angela – Jewelry for the Chancellor

50 selected pieces of an international jewelry competition were exhibited for the first time at the IDZ. The competition highlighted the role of jewelry in our democratic society. Besides being a convincing homage to the first female chancellor, the exhibition showed a great variety of sophisticated examples of contemporary jewelry culture.
March 16th till April 29th, 2007 » Exhibition
Textilzelle

Textilzelle is an interdisciplinary EU project (ERDF) of the study programs Apparel Production and Fashion Design at the FHTW (University of Applied Sciences) Berlin. In workshops and through individual consulting in business start-up, production, presentation and sales the location Berlin is effectively strengthened. The already established label 30paarhaende supports a hands-on education within a study program at the FHTW. The IDZ presents an excerpt of the label’s last 4 seasons.

May 12th till August 12th, 2007 » Exhibition
Stankowski | Aspects of his Complete Works

On the occasion of Anton Stankowski’s 100th birthday (1906–1998) a great retrospective delivers insights into his liberal and applied arts. The exhibition of Stankowski’s work has been put together by the Stankowski Foundation and was on display at the IDZ after presentations in Stuttgart, Zurich, Bottrop and Bremen.
June 28th, 2007 » Lecture
Routine is the Demise of Good Design... | An excursion behind the scenes of high class graphic design with Wolfgang Beinert

The works of Wolfgang Beinert rank among Germany’s most elegant print products. His designs, mostly printed on selected natural and fine papers and being refined in further processing, have been internationally exhibited and received awards, e.g. by the Tokyo Type Directors Club, Art Directors Club and Type Directors Club of New York. In 2001, the Goethe Institute organized a retrospective of Beinert’s work – the first retrospective ever dedicated to a graphic designer. In 2002, the American design magazine “Graphis” ranked him among the most important European graphic designers.
September 1st till October 7th, 2007 » Exhibition
dissenyes o diseñas? | The Best out of Two Worlds

The exhibition of the Spanish Ministry of Foreign Affairs presents more than 60 works of young Spanish graphic designers from Barcelona and Madrid and offers a multifaceted insight into the creative potential of both cities. Different topics, ranging from eliment, media, cultural institutions to companies, are put on display. The view upon the different designs constitutes a portrait of the development of the Spanish society. The curator of the exhibition, Emilio Gil, does not understand this comparison as a confrontation but as a unification.
September 5th till 16th, 2007 » Exhibition
Illustrative 07 Section 2 – Illustration in Fashion Design

The IDZ and the Illustrative present in the cooperation project Section 2 “Illustration in Fashion Design” current works of contemporary fashion illustration. The exhibition is part of the Illustrative 07, the world wide leading exhibition for contemporary illustration and graphics. It tackles the balancing act between art and its applied context in fashion design, which breeds a special repertoire of styles, artistic approaches and valuations in art criticism.

September 6th, 2007 » Ceremony
Ideas Competition | Family friendly policies

The Federal Ministry for Labour and Social Affairs had called out the competition “family friendly policies pay out”. Artists were supposed to design posters and commercials for the location factor “family friendly policies” for small- and medium-sized businesses. The awards ceremony took place at the in the IDZ Berlin. The first three in the categories “poster” and “commercials” were awarded and presented in an exhibition.

September 27th, 2007 » Discussion
Protection of Design and Plagiarism

Brand piracy is not only the forgery of luxury articles “Made in China”, which presents just a small part of the real problem. It takes more to identify the actual extent and risks and to understand the background and contexts. Since 1977 the Plagarius project and its eponymous negative award have been accomplishing pioneer work in information, education and creating awareness about product- and brand piracy. The damage caused by plagiarism and fakes are immense and also have an impact on German medium-sized business. On September the 27th a discussion about protection of design and plagiarisms took place in the IDZ Berlin, in the presence of Dr. Christine Lacroix and Oliver Merleker.
September 17th till September 22nd, 2007 » Workshop
Create Relevance! Workshop

The International Design Centre in Berlin was the organizer of a five day educational workshop for 15 Korean Designers. At roundtables and guided tours through the design-landscape in museums and well-known agencies like Meta Design, the fresh talents got an opportunity to get to know the German design scene, its structures and prevalent trends. The workshops were guided by Nils Müller (CEO Trend ONE Company), Wolfgang Beinert (Designer and Typographer), professor Matthias Beyrow (University of Applied Sciences in Potsdam) and Dietmar Mühr (Managing Director and co-founder of PLEX).

Oktober 10th, 2007 » Podium
Factor of Success Design Management | Business Prospects and Location Advantages

Which role does design management in an economy defined by globalization play? Which business sectors require design? For a long time design has been perceived to be only product-orientated, especially in Germany. Have we missed developments for an entire design management? How can design assist achievements of companies? Which impact on a company’s settlement do creative sites have? How can these sites be generated in cooperation? The Podium approached the topic Design/Design Management by an economic view against the background of site’s qualifications. The invited companies were able to integrate Design successfully as a strategic factor in their business’ processes in different ways.
October 22th till November 16th, 2007 » Congress and Exhibition
15 years of suspense | 15 years designerinnen forum

Networks take centre stage in the exhibition, shown in the exhibition hall of the IDZ in honour of the 15th anniversary of the designerinnen forum. The touring exhibition tells stories of networks and therefore also stories of its female members. The development of the forum, contemporary occupational documents like honours, fair participation, competitions and design objects, but also private experiences and network stories are the essence of this exhibition.

October 24th and 25th, 2007
Acceleration and Design | 6th German Design Conference

This year’s conference dealt with one of the most significant characteristics of our time: acceleration. Scientists, designer and companies discussed the consequences of increasing acceleration in design processes, in product development and customer communication. This conference took place in cooperation with the German Design Council and the Project Future supported by the State Senate of Berlin (Economics, Labor and Women’s Issues).
October 26th and 27th, 2007

YDMI | Young Designers Meet the Industry

During the new recruitment fair of the German Design Council and the IDZ, young designers have had the opportunity to make useful contacts and to exchange opinions with established design bureaus and design oriented industries. The fair was realized under the protection of the Project Future supported by the State Senate of Berlin (Economics, Labor and Women’s Issues) and in cooperation with the BDI and the Design Initiative of the German Economy.

November 8th, 2007 till January 4th, 2008 » Exhibition

Eero Arnio | Retropop, Phantasie und Tagträume

An exhibition initiated by the Helsinki Arthall shows the lifework of Eero Aarnio. The fancy creations can be seen in the Felleshus, the Gatheringhouse of the Nordic Embassies. Eero Aarnio became popular in the 1960ies, when he revolutionized the world of furniture design with his futuristic fiber- and synthetic-chairs – as for example the Plastil or the Ball Chair, which has been sold in 30 countries only in the first week of its market launch in 1966. The work of the today 75-year-old artist excels through its consistent development, always neck on neck with the latest technology.
November 12th, 2007 » Forum Discussion
Internationales Forum Design Kritik | Normativity, Social Compatibility and Design in the Age of Globalisation

One sign of globalisation is the increased awareness of cultural and social differences and incompatibility. Based on this background the question arises of what is the new meaning and function of design. What can design offer in the framework of global universal civilisation? What part in overcoming the communication barriers of the international markets does it play? What is the meaning of norms and standardisation in this context? It can also be debated where global standardisation is leading, which freedom and limitation it offers and what kind of influence it will have on future products and how it will impact social life.
December 7th till 31st, 2007 » Exhibition

Dimension der Fläche | An exhibition by the Goethe Institute about Current Communications Design in Germany

The IDZ is host for the premier presentation of the exhibition Dimensions of the Surface, which is conceived and developed by the German Design Council by order of the Goethe Institute. The exhibition, which is planned to be presented in all Goethe Institutes in the world, shows the highlights of German communications design. All facets and disciplines of German communications design have high international reputation. But in its own country the discipline still earns less attention than product or industrial design, although there always have been German excellences in the areas of typography, Corporate Design, signage solutions or illustration.

To be continued »

Up-to-date information on ongoing and future projects of the IDZ Berlin can be found at www.idz.de. Our monthly e-newsletter provides further information on the creative industries of Berlin and numerous other regional as well as international design events, designers and design agencies. You can subscribe to the newsletter at www.idz.de/Profile/Newsletter.
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