# HANDOUT

Instructions for running a Design Workshop at school



official project partner

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Click here to get some
brief information
on how things work

# DISCOVER DESIGN – DISCOVER GERMANY!

# DISCOVER DESIGN – DISCOVER GERMANY!

"DISCOVER DESIGN – DISCOVER GERMANY!" offers teachers of German, history, and art a **step-by-step guide** for conducting a two-lesson teaching unit on the topic of German Design.

The focus is on the opportunity to teach **German as a foreign language** using a varied, vivid, and exciting topic as a basis; one that touches many students in their own worlds. A teaching unit with practical tasks also promotes linguistic exchange among students and concludes with the students presenting their own design of lamp models.

The following pages can be used directly and without further preparation using this presentation in the classroom (in person or online) and can be worked through step by step with students.

You can choose to use either the German or the English version.
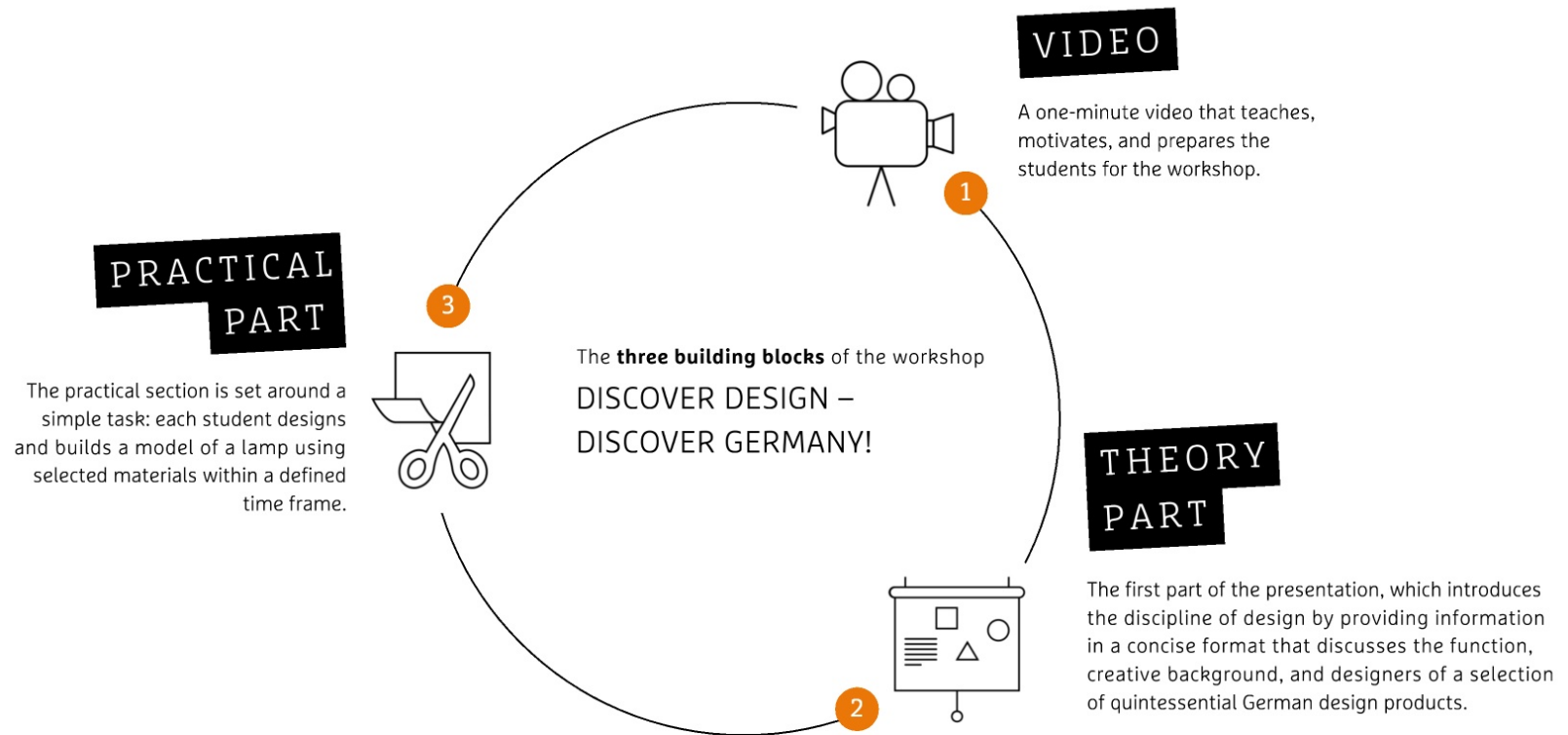
To carry out the final (practical) part of the workshop, you will need to purchase materials valued at approximately $75.00.

# THE THREE BUILDING BLOCKS OF THE WORKSHOP

**VIDEO**

A one-minute video that teaches, motivates, and prepares the students for the workshop.

1

The **three building blocks** of the workshop

DISCOVER DESIGN –
DISCOVER GERMANY!

**PRACTICAL PART**

3

The practical section is set around a simple task: each student designs and builds a model of a lamp using selected materials within a defined time frame.

**THEORY PART**

2

The first part of the presentation, which introduces the discipline of design by providing information in a concise format that discusses the function, creative background, and designers of a selection of quintessential German design products.

# TARGET GROUP

**Duration**
2 teaching hours (Theory and practice)

**Age Group**
12 – 18 years old

**Max. Class Size**
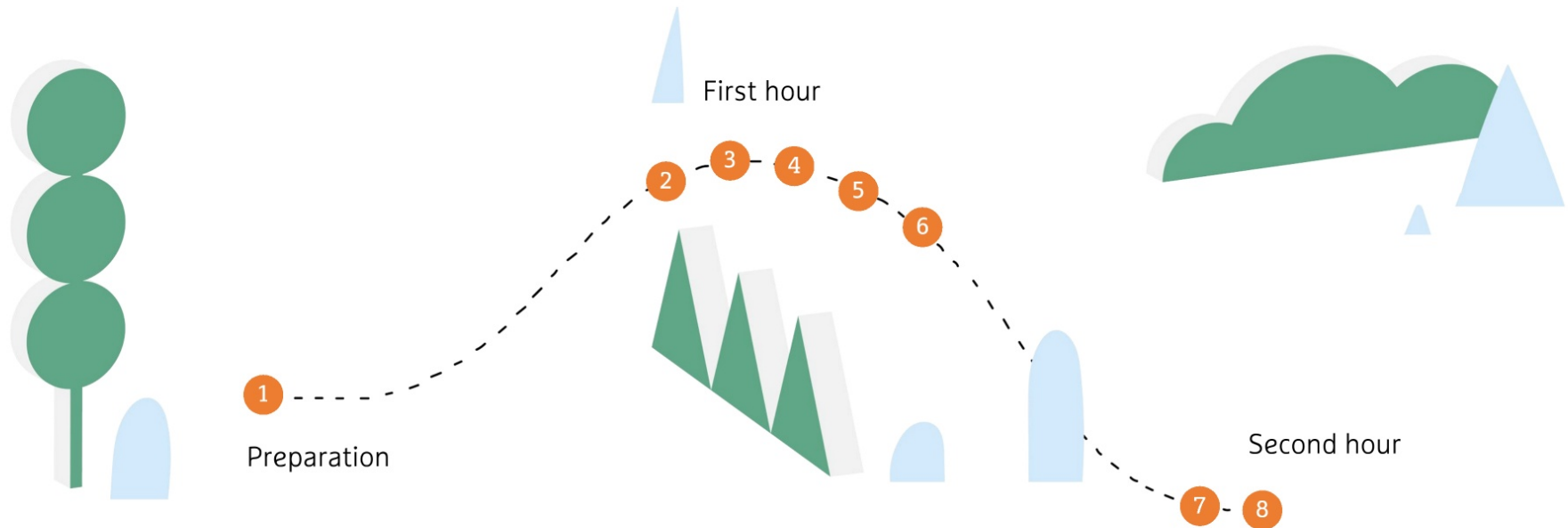approx. 15 – 25 students per workshop

**Grade Level**
Middle School / Junior High

# PROCEDURE FOR RUNNING THE WORKSHOP

First hour

Preparation

Second hour

# IN PREPARATION FOR THE WORKSHOP

ORDER WORKSHOP MATERIALS

**1** See https://amzn.to/35LLw01
(approx. $75.00 for about 75 lamp models /
sufficient for 2 – 4 workshops)

# FIRST HOUR

**2** Introduce the workshop "DISCOVER DESIGN – DISCOVER GERMANY!" with the **video**.

**4** **Seven examples of product design**: There are seven chapters available in total. Work through at least two of the chapters with the students.

**6** If doing the workshop in **German class**, print out the lesson or email it to students beforehand to make it easier for students to follow along.
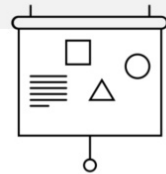
**3** You can use the presentation without Internet access.

**5** **Discuss** design using suggestions found in the question boxes.

# SECOND HOUR

**7**

**MATERIALS**

Provide students with the necessary **materials** and scissors / cutters.

**PRACTICAL SECTION**
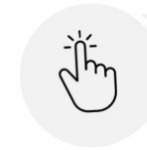
Guide students to implement their own ideas into a model

**8**

Get started!

# VIDEO

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# THEORY SECTION

# GERMAN DESIGN RARELY BLOWS ITS OWN HORN

From 1990 to 2014, Florian Hufnagl was director of the Neue Sammlung in Munich, the most important design museum in Germany. When he was asked in 2008 how he would explain to a Brazilian football fan what German design is, he replied:

> "I would tell them that it stands for perfect function, for objectivity and reduction. German design rarely blows its own horn. It doesn't impose itself; it just wants to be practical and of a high quality."
>
> FLORIAN HUFNAGL

When asked to give an example, he mentions the mineral water bottle designed by industrial designer Günter Kupetz. The bottle is functional in its design and looks rather basic compared to a Coca-Cola bottle.

# A BRIEF REVIEW OF GERMAN DESIGN HISTORY

The modern history of product design in Germany began in the mid-19th century with the large-scale production of consumer goods in industrial organizations. Three institutions played a particularly important role in the emergence of modern design in Germany:

**1**

The **Deutscher Werkbund** (an association of artists, architects, designers, and industrialists), which was founded in 1907 by 12 artists and 12 companies, wanted to enhance the standing of German products on the world market, as German goods had a bad reputation at the time. They sought to change this with improved quality and good product design. Traditional designs were replaced with new, functional designs that prioritized "purpose," "material," and "construction."

**2**

The **Bauhaus** School of Art and Design, founded in Weimar in April 1919 (and closed by the National Socialists in 1933), had a definitive influence on what we now call modern design. The trend changed by merging arts with crafts (there was, for example, a carpentry workshop, a metal workshop, and a weaving mill). Today, Bauhaus is considered the most influential school of the 20th century in the fields of architecture, art, and design.

**3**

The **Ulm School of Design (Hochschule für Gestaltung, HfG)**, which ran from 1953 to 1968, was a direct successor to Bauhaus and is considered the most important newly founded post-Second-World-War design institute in the world. The method of design based on the interplay of function and form originated at the HfG.

# SEVEN GERMAN EXAMPLES OF GOOD DESIGN

Choose from the following chapters and familiarize yourself with at least two of the seven examples.

1

2

3 **BVG**

4

5 **adidas**

6

7

# THE "PEARL BOTTLE" BY GÜNTER KUPETZ

The mineral water bottle and the name of its designer, Günter Kupetz (1925 to 2018), have already been mentioned several times because this design is high quality, practical, discreet, and reduced to the most important elements.

The mineral water bottle celebrated its 50th birthday on August 28, 2019. It is a design classic that probably every German has held in their hand at one time or another.

https://kupetzdesign.de/perlenflasche

# THE "PEARL BOTTLE" BY GÜNTER KUPETZ

This product demonstrates that design is not a luxury; it permeates everyday life and directly influences our behavior.

The "pearls" on the surface (230 in total, if you were to count them) also ensure that the bottle does not slip out of your hand even when it is wet. The "pearls" look like dewdrops or fizzy bubbles in water. They symbolize freshness.

Its well-thought-out form is appealing, yet functional. Its form is reminiscent of the Coca-Cola bottle, resembling a sculpture and making it easier to grasp.

The two bulges running around the bottle usually go unnoticed in daily use, but they increase its durability as they take the brunt of small scratches when it is knocked, protecting the rest of the bottle and label from damage.

# THE "PEARL BOTTLE" BY GÜNTER KUPETZ

But that is not all. The bottle also forms the basis for a huge distribution and transport system: the deposit system.

## What does this involve?

A bottle can be refilled many times when a standardized bottle is used. There are several considerations behind the deposit system for beverages (in this case mineral water):

**1**

When a bottle is empty, it does not end up in the trash. It is filled many times. In this case up to 50 times!

**50×**
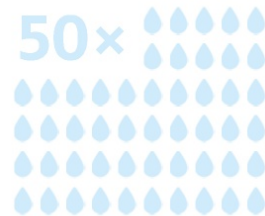
**2**

The bottle is used for numerous different brands of mineral water. This means that any manufacturer and distributor of mineral water products can refill it and relabel it, no matter where it comes from.

**3**

Glass bottles can be recycled with very little effort. They conserve resources and are still relevant today from an ecological point of view.

**4**

In Germany mineral water comes from 820 sources, around 200 have formed a cooperative of german wells.
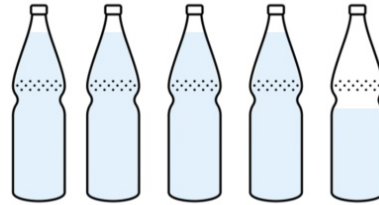
# THE "PEARL BOTTLE" BY GÜNTER KUPETZ

What all this means:

More than five billion mineral water bottles have been produced in the last 50 years. This would be sufficient to circle more than half of the earth.

The mineral water bottle represents the largest reusable system in Europe with more than 4.5 billion refillings per year.

It has become a design product that is inseparably associated with everyday German culture.

# THE "PEARL BOTTLE" BY GÜNTER KUPETZ

Can you think of a product that has been seamlessly integrated into your everyday life in a similar way, almost without you noticing?

Can you think of an item you need for your schoolwork that you could not do without?

What are the benefits of the reusable system? What challenges do you see?

# T3 (BRAUN) AND iPOD (APPLE)

Why Jonathan Ive is a Big Fan of Dieter Rams.

Everyone knows the Apple iPhone. Maybe some of you know
its designer: Jonathan ("Jony") Ive. As Chief Design Officer
(CDO) until the end of 2019, Ive was responsible for the design
of Apple's hardware and the software that created the look
of the user interface. But what many people do not know is
that Ive is a big fan (as was the company founder Steve
Jobs) of German designer Dieter Rams and the Braun design,
which was mainly developed by him. Braun is remarkable
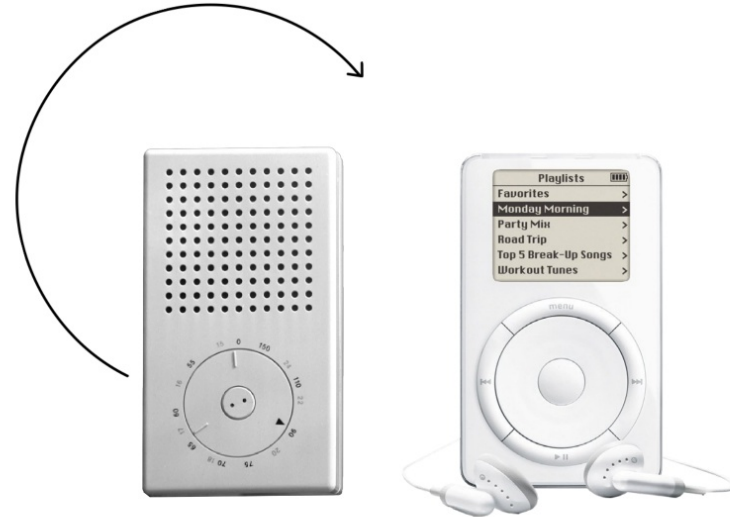for its blend of simplicity, order, and harmony.
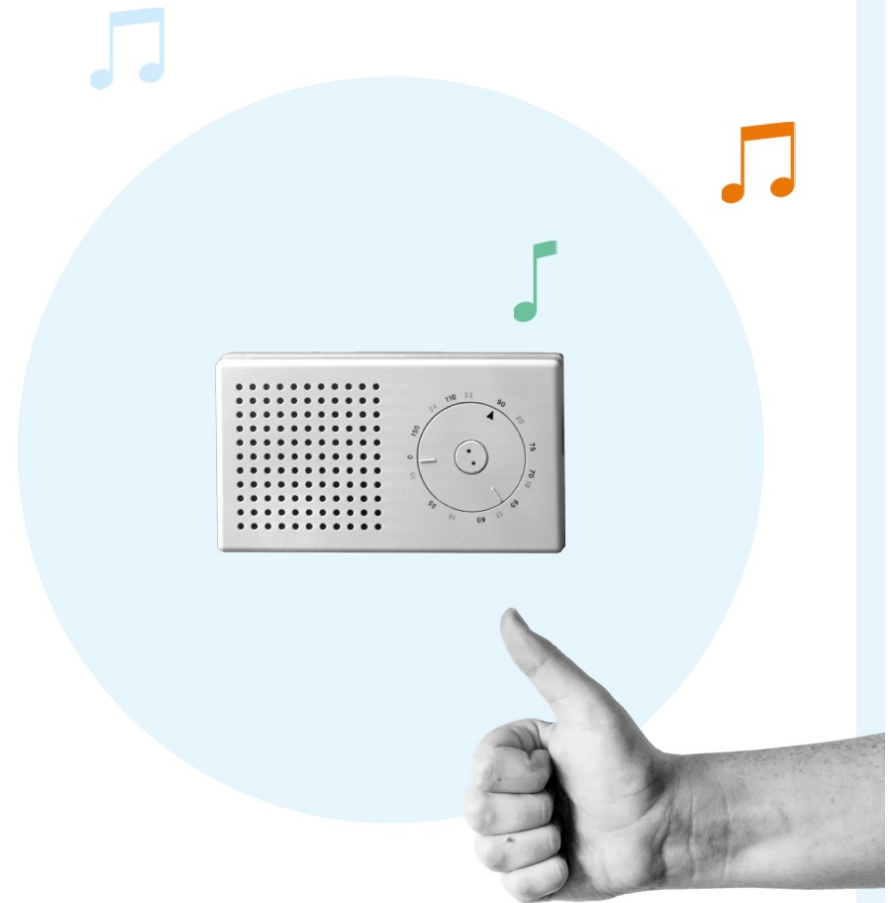
# T3 (BRAUN) AND iPOD (APPLE)

Here are two examples:



**1**

The calculator you use on the 1st generation iPhone looks almost identical to the Braun ET 66 pocket calculator, which Rams designed in 1987.



**2**

If you place the T3 pocket radio from 1958 next to the first iPod, and you will notice similarities in their clear and functional design. You will also find parallels between designs by Rams and Ive in other products.
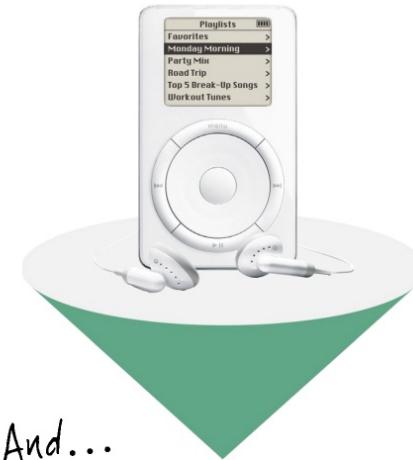
# T3 (BRAUN) AND iPOD (APPLE)

Dieter Rams summarized what design means for him and what it has to achieve in his *Tokyo Manifesto*.

> "For me, good design is innovative, useful, aesthetic, understandable, unobtrusive, honest, long-lasting, thorough down to the last detail, environmentally-friendly, and, in the end, is as little design as possible."

DIETER RAMS



And...

... yet another designer from Germany helped Apple develop a uniform and successful design strategy and product language: Hartmut Esslinger and the Frog Design agency helped establish Apple as a design-oriented brand in the 1980s.

# T3 (BRAUN) AND iPOD (APPLE)

? What do you think makes good design? Do you agree with Dieter Rams? Why or why not?

? What do you notice when you compare the Braun T3 pocket radio and the Apple iPod?

? Can you name two products that are very similar? Or are they different when you look a little more closely...?

? Can you think of a product that does not seem outdated?

# THE BERLIN NETWORK MAP

How do I get from the zoo to Pankow in Berlin?

You can't understand things that are hard to read. Erik Spiekermann is a graphic designer and typeface designer. He was responsible for, among other things, developing the corporate design for Berlin—with the Brandenburg Gate as its logo. His other clients include Audi, VW, Deutsche Bahn, Apple, and Adobe.
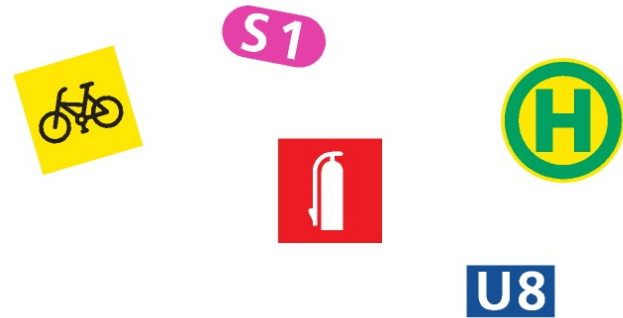
# THE BERLIN NETWORK MAP

"I like to do things that are in the public arena, but nobody knows I did them. I'm not an artist, and as such our design does not belong in a museum, but in everyday life. If someone recognizes that something is designed, it has failed."

ERIK SPIEKERMANN

# THE BERLIN NETWORK MAP





## Another aspect of design is:

There are lots of objects that people use without knowing who designed them. A designer is anonymous. That's why hardly anyone knows that Erik Spiekermann and his office designed all of signage on the Berlin Transport Services (BVG), including the network map for the subway and suburban railway. Spiekermann also specially developed the font and the easily-to-understand pictograms used by the BVG. They are also used by the Düsseldorf Airport and the Société de transport in Montréal.

# THE BERLIN NETWORK MAP

What are your experiences
with transportation
networks in a foreign city?

Where else can you see
complex information
graphically simplified?

# LAMY 2000 AND ABC

Writing Instruments from Lamy: Modern and durable.

Lamy writing instruments are different. Even the pens do not look like traditional fountain pens. They are not decorated, they are not always just black, and they are made of innovative materials. This is because of the characteristic Lamy design, which is based on a clear design that is focused on how fountain pens, ballpoint pens, and pencils feel and are used.

# LAMY 2000 AND ABC

stable and durable

timeless

contemporary

neither too thin nor too thick

look neither old nor new

ergonomically in your hand

All of them (and this is also an important aspect of a functional, user-focused design) are designed to be neither too thin nor too thick, fit ergonomically in your hand, and be stable and durable. Nothing about them happened by chance; everything was carefully considered and developed down to the last functional detail. This means that writing instruments from Lamy look neither old nor new; they are always contemporary. Their design makes them simply timeless.

# LAMY 2000 AND ABC

## What makes the Lamy 2000 and abc so special?

It is important for writing instruments to have grips that are ergonomic for the target age group and provide a secure grip when writing, while at the same time preventing the fingers from cramping.
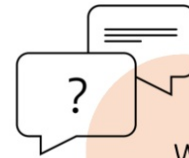
You see this immediately when you look at the Lamy abc beginner's pencil or fountain pen. Both were designed by Prof. Bernt Spiegel of the Entwicklungsgruppe Mannheim development group to be suitable for children and conducive to learning. When learning to write, these pens have a positive influence on development of fine motor skills and forming letters that are easily legible.

The shape of Lamy 2000 is cast in a single piece that is consistently modern and ergonomically designed, while its shaft is made from the latest materials, like brushed polycarbonate and stainless steel.

# LAMY 2000 AND ABC

Which pencil can be found in (almost) every pencil case?

Why would someone experience hand cramps while writing?

# WELL-KNOWN TRADEMARKS

German brands, their logos and how to clean Mount Rushmore

How do you recognize a brand? The first thing you look for is the logo. And what is a logo? A logo is a pictogram or lettering that is immediately recognizable and easy to remember. Whether it's McDonalds' big "M," Nike's "swoosh," Adidas' "three stripes," Deutsche Bank's "dynamic square." Apple's "bitten apple," Coca-Cola's "curved font," or Shell's "shell" – all of these trademarks are instantly recognizable all over the world. For logos, the simplest solution is often the most effective.

# WELL-KNOWN TRADEMARKS

What is used to
clean Mount Rushmore?

Well-known German brands include BMW, Porsche, Kärcher, Haribo, Mercedes-Benz, Audi and Volkswagen. You can sometimes recognize them by the design of the products, but their logos are unmistakable. These shortcuts for recognizing a brand and its products do not appear out of thin air. Someone designed them, and they must be properly registered to prevent others from using them.

# WELL-KNOWN TRADEMARKS

But even after the brand has a name and a logo, it still needs to make people aware of it. An example of how to do this and get people talking about your brand comes from Kärcher, a German cleaning specialist. In 2005, the company carried out a "Facial for American Presidents" event as a part of a cultural sponsorship campaign. Working with the National Park Service, the company cleaned the presidential head sculptures at Mount Rushmore in South Dakota and cleared them of lichen, algae, moss, and other organic pollutants that would have damaged the stone over time.



**KÄRCHER**

# WELL-KNOWN TRADEMARKS

? Which German brands do you find especially memorable?

? It is said that a logo is successful when you can draw it in the sand with your big toe. Which logos could you draw?

? Here's a tough one: Can you pronounce the name of the brand whose products were used to clean Mount Rushmore? (Try and pronounce it "German-style!")

# PRO CHAIR (FLÖTOTTO)

The PRO Chair by Konstantin Grcic. Sitting in More Than One Direction.

Konstantin Grcic [ˈɡr̩tʃɪtʃ] designed the PRO chair for the German furniture manufacturer Flötotto. Grcic is one of the most successful German industrial designers of the last 20 years.

# PRO CHAIR (FLÖTOTTO)



PRO follows in the tradition of the "Flötotto molded seat" from the 1950s, more than 21 million units of which have been built for kindergartens, schools, and universities. Grcic completely reinterpreted the school chair in 2012.



On top of that, the PRO looks cool and is available in many colors and variants.



It is its design that makes the PRO more than just a chair: This chair is not just for sitting on, it promotes an active, dynamic sitting posture. Its curved backrest allows you to sit up straight. The recesses in the backrest allow you to sit backwards and support your arms on the backrest. You can also sit on it sideways.

## PRO

Designer Konstantin Grcic himself suggested the name PRO. It stands for PROactive sitting, or a PROfessional solution. PRO = positive. PRO = it's right for you. Not to mention, the name is short and memorable.

# PRO CHAIR (FLÖTOTTO)

Is the chair you are
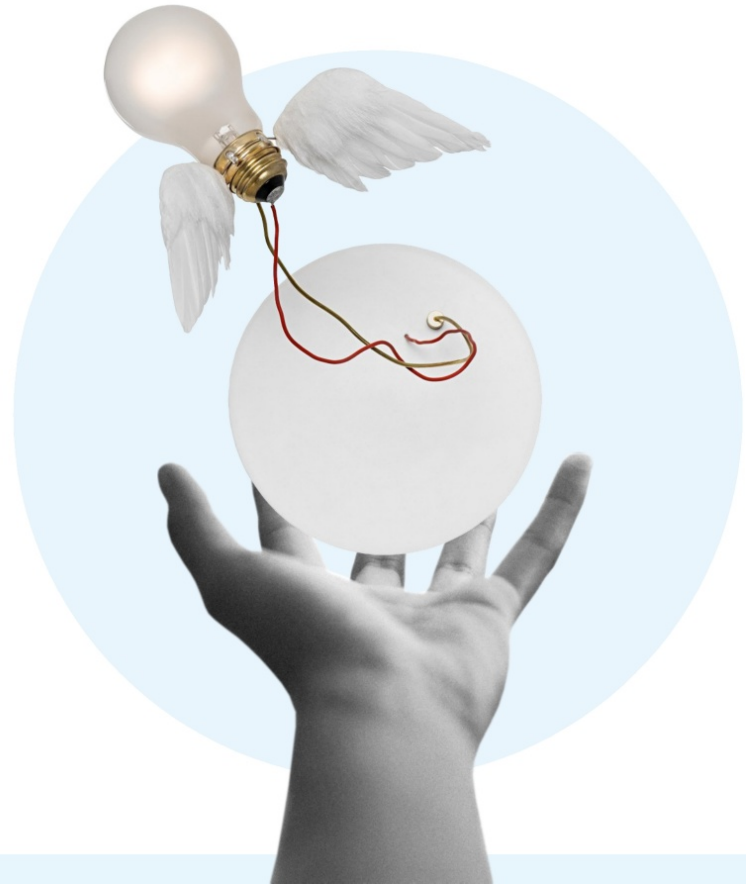sitting in comfortable?
What would make
it more comfortable?
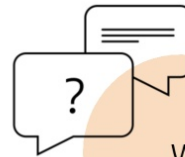
What is the most-used
product at your school?

# LUCELLINO & BULB (INGO MAURER)

The Light Bulb Gets Wings.
Light Artist Ingo Maurer and
His Lamps.

# LUCELLINO & BULB (INGO MAURER)

German design may often be known for "perfect function," but it also has other characteristics and benefits to offer. When it comes to lighting designer Ingo Maurer, the designs seem to whisper short stories. His designs are usually quite funny and sometimes play around with materials that at first glance would never be associated with a lamp. This is why Maurer is considered a poet among lighting designers.

Maurer loved to play with all the elements that create lamps and light, and he loved making references to other artists. That's why he made a pendant lamp out of a Campbell's soup can (with a wink in Andy Warhol's direction).
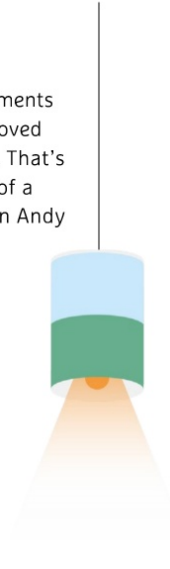
His "Lucellino" piece plays to the light source itself. He literally gave a light bulb wings, as if it were an insect or a bird floating in the air.

He first found fame when he presented the "Bulb" table lamp in 1966. It was modeled on an enlarged light bulb complete with thread, which enhanced the light source inside.
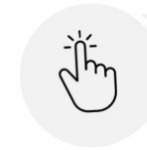
# LUCELLINO & BULB (INGO MAURER)

Which product would you use to explain what design actually is to your younger sibling?

Which industrially manufactured product do you have a special affinity for or relationship with? Why?

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# DESIGN HAS MANY FACETS

# DESIGN HAS MANY FACETS

**What is design?**

Design is an object or a service

**What can design do?**

Design is a task

**What does design teach?**

Design as a method

**Who designs?**

Design as an activity

**How does design work?**

Design is a way of thinking

# DESIGN HAS MANY FACETS

**What is design?**

## Design is an object or a service

Design can be a physical product like the mineral water bottle. However, it can also present complex connections in an accessible way, like the graphic presentation of the Berlin transport network, and makes systems more understandable for the user.
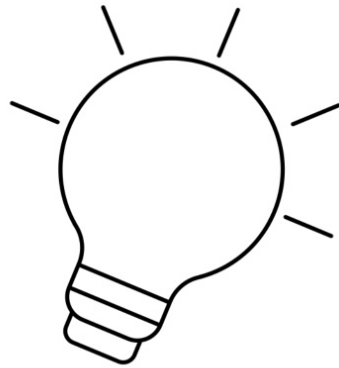
# DESIGN HAS MANY FACETS

**Who designs?**

## Design as an activity

Designers try things out, sometimes they fail, and develop those ideas further with the aim of successfully implement an idea eventually.
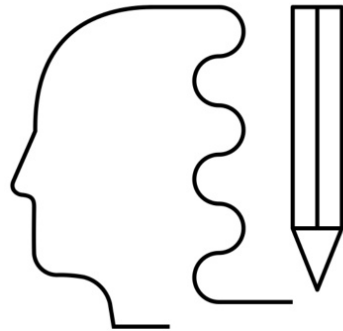
# DESIGN HAS MANY FACETS

**What can design do?**

## Design is a task

One of the tasks of design is to take on social challenges and make things easier to use for people.

# DESIGN HAS MANY FACETS

**How does design work?**

## Design is a way of thinking

How you approach a task is particularly important if you want to think and go in new directions. To successfully implement creative processes, you need: empathy, openness, optimism, drive, courage, the joy of discovery, curiosity, diversity, and the courage to learn from mistakes.
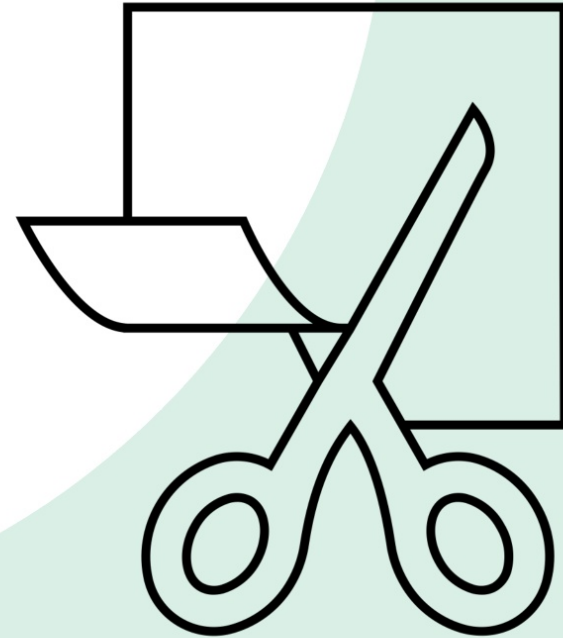
# DESIGN HAS MANY FACETS

**What does design teach?**

Design as a method

Evaluating research effectively, planning feedback loops, structuring processes effectively, developing concepts, actively implementing your own ideas, presenting the results in an understandable way, …

# CREATE YOUR OWN MODEL OF A LAMP

#1DollarLamp

# MATERIALS AND ENVIRONMENT

Before you start designing your lamp,
first answer some questions:

1  **Who** is going to use the lamp?

2  **Where** should it be used?
   **What situations** should it be useful for?

3  What is **special** about your lamp?
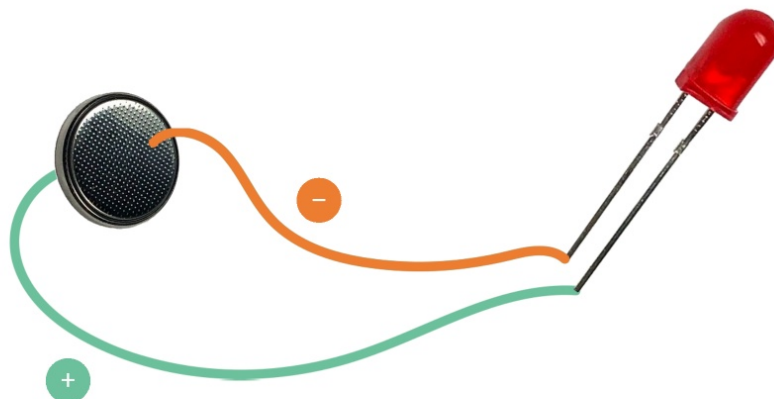
Design responds to a need!

A few more tips for creating your lamp:

- There is no right or wrong answer – you have nothing to lose.
- Be playful and curious – there is no limit to the ways you can implement an idea!
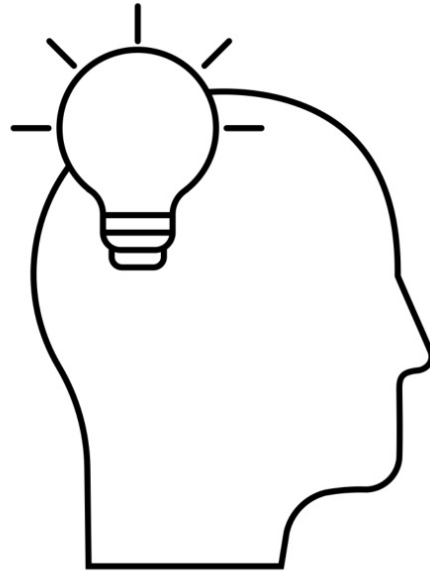
Let's go!

# LET'S GO!

Time to put the pieces together! This
is how you make your design shine:

You'll need:

1    1 LED light

2    1 battery

3    up to 12 inches of
copper wire

# POTENTIAL ISSUES

A little help in case the lamp does not light up:

- Are the positive and negative poles of the LED or battery lined up the right way?

- Do the two copper cables overlap or touch each other (causing a short circuit)?

- Are all contacts between the battery and LED properly connected?

# LET'S GO!

Besides the LED light, battery and copper wire, use no more than five of the following materials:

tape

drinking straw

rubber band

magnet

paper fastener
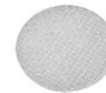
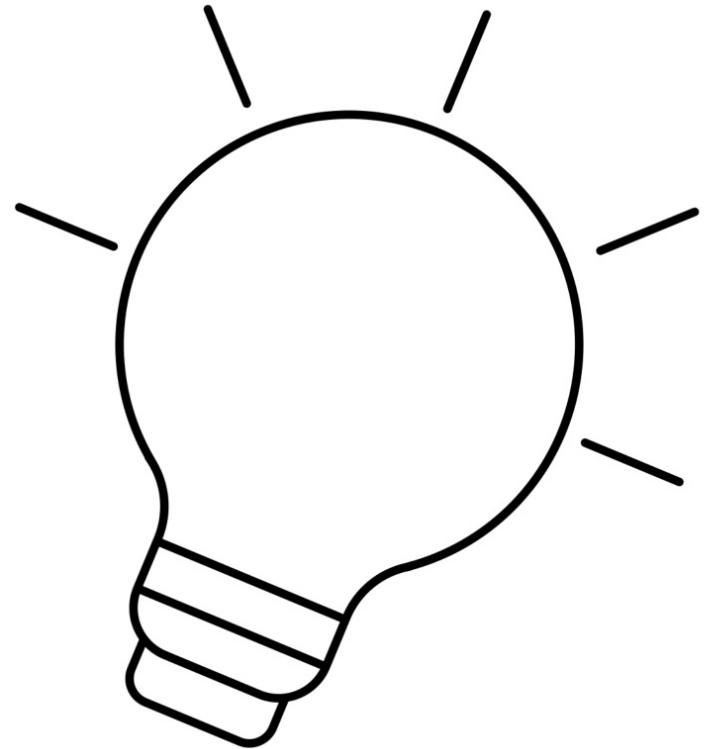clamp

copper wire

popsicle stick

garden wire

adhesive dots

# PRESENT YOUR FINISHED LAMP

Here's a little help:
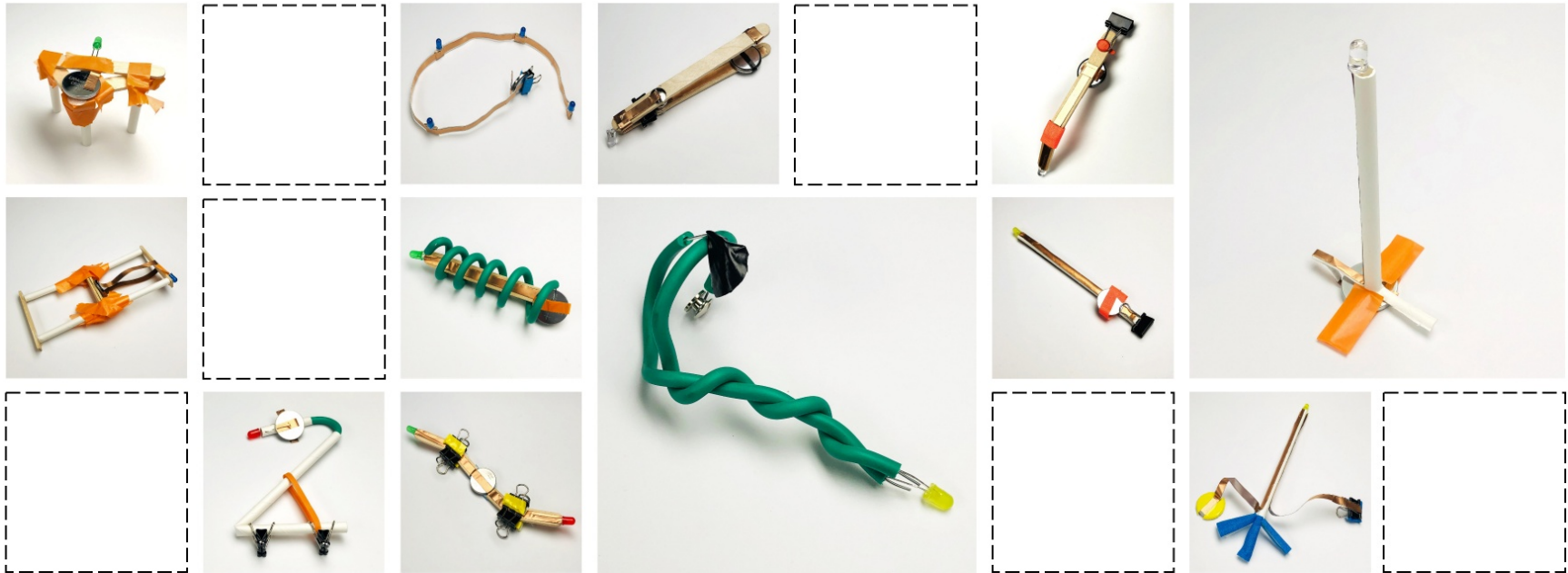Explain your original idea:

**1** **Who** is going to use the lamp?

**2** **Where** should it be used?
**What situations** should it be useful for?

**3** What is **special** about your lamp?

# UPLOAD

Take a picture of your finished lamp and upload it to Instagram using the hashtag #1DollarLamp.
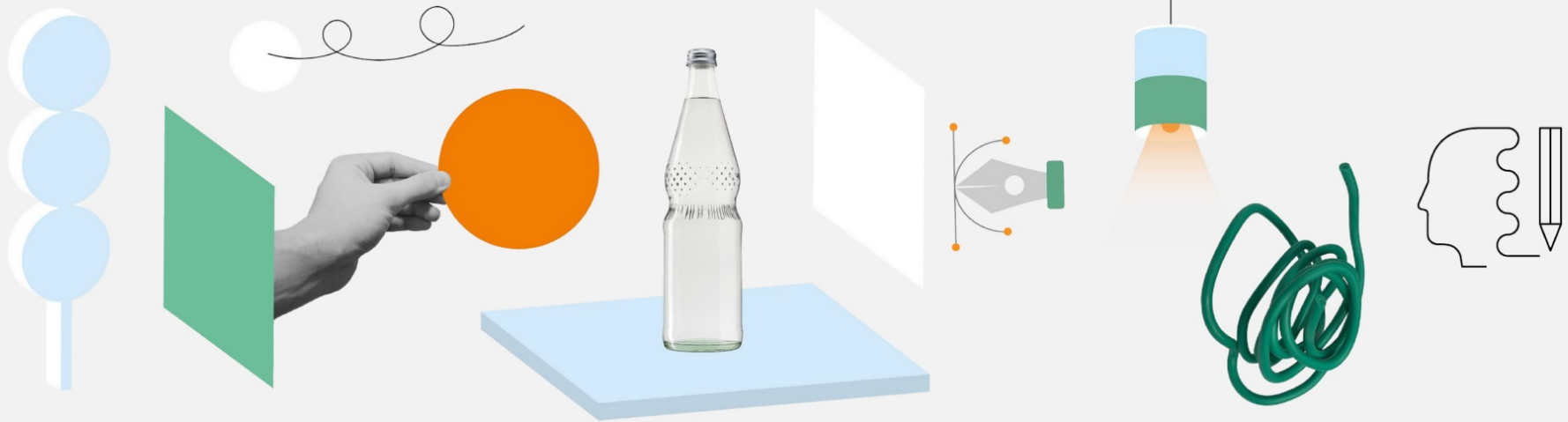
# PHOTO CREDITS

Mineral water bottle ("Pearl Bottle") by Günter Kupetz, 1969. © Andrej Kupetz

Braun T3 pocket radio by Dieter Rams, 1958. © BRAUN P&G / Braun Archive Kronberg

Braun ET 33 calculator by Dieter Rams, Dietrich Lubs und Ludwig Littmann, 1977. © BRAUN P&G / Braun Archive Kronberg

Apple iPod by Jonathan Ive, 2001. © Apple Inc.

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Cleaning project on Mount Rushmore (presidents' heads) in South Dakota, USA, by Kärcher, 2005. © Alfred Kärcher SE & Co. KG

PRO Chair C-Gestell by Konstantin Grcic, 2012. © Flötotto Einrichtungssysteme GmbH

Lucellino NT by Ingo Maurer, 1992. © Ingo Maurer GmbH

Bulb by Theo Müller, Ingo Maurer & Team, 1966. © Ingo Maurer GmbH

# HANDOUT

Instructions for running a Design Workshop at school



official project partner