

Design Deutschland 2010

Frankfurt am Main, 15 March 2010

The German Design Council will present the 'Design Deutschland 2010' exhibition at the FuoriSalone in Milan (14 to 19 April 2010) and at the ICCF, International Contemporary Furniture Fair in New York (15 to 18 May 2010). Alongside around 100 new product ideas from established German companies and designers, there will, for the first time, be 23 prototypes on show by young German designers, some of them not yet seen by the public. The exhibition will be accompanied by presentations of German designer brands.

"We are, of course, delighted that we shall be able to appear at this year's furniture show with such high quality designs," says Andrej Kupetz, General Manager and Technical Director of the German Design Council. "A particularly exciting feature of the exhibition is certainly the meeting of the present and future of German design." For the exhibition will, for the first time, put products by successful German designer brands that have already appeared in the market place up against new prototypes of aspiring young designers such as Mark Braun, Reinhard Dienes, Steffen Kehrlé, Elisa Strozyk, Judith Seng, Uli Budde and Kai Linke.

Design Deutschland 2010 continues the series of exhibitions of the same name with this new concept for a travelling exhibition and provides an approach to aspects of the current German design scene. The exhibits, from their various product groups, can be seen as examples, which reflect current German thinking on design.

The concept of the exhibition

The layout of the exhibition, which has been developed by Leise Design and Surface Gesellschaft für Gestaltung, plays with a theme which has become so characteristic of German design – the notion of system solutions – and translates this into a new, exciting and vibrantly colourful architectural concept.

Built on just a single basic module, used in many and varied combinations, room layouts with unexpected inward and outward perspectives have been created.

To complement the presentation of products by German designers and manufacturers, the exhibition concept also has an acoustic and typographical dimension. The character of the event will be accentuated by song titles of contemporary German pop musicians written on banners and played through the loudspeakers.

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FuoriSalone Milan

14 to 19 April 2010

Spazio Romeo Gigli (Via A. Fumagalli 6)

Underground station: Porta Genova

Open daily from 10:00 a.m. to 8:00 p.m.

Opening Party: 15 April 2010; by personal invitation only.

ICFF International Contemporary Furniture Fair in New York

15 to 18 May 2010

Jacob K. Javits Convention Center

Panel discussion: 16 May, 12:00 noon

Design Deutschland

With the Design Deutschland exhibition series, the German Design Council presents a regular and up-to-date stock-take of all sorts and kinds of issues and approaches in German design against a background of ever more rapid globalisation. After Tokyo, Cologne, Nuremberg and New York, Design Deutschland will this year be on show in Milan and New York – the fifth time it has been presented to an international public.

German Design Council

The German Design Council was founded in 1953 as an initiative of the German Federal Parliament to meet the growing need on the part of the business community for information on design issues. Today the German Design Council is amongst the leading centres of reference with regard to communications and the dissemination of knowledge in the field of design. Its circle of sponsoring trustees currently includes 150 companies from inside and outside Germany, which together employ more than 1.3 million people.

Further information and illustrative material can be obtained from:

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