

## **Design Deutschland 2011 guests in Milan**

Frankfurt/Main, March 28, 2011

**From April 12-17, 2011, the German Design Council will be presenting the Design Deutschland 2011 exhibition at the FuoriSalone in Milan. The current show combines current products by established brands and unpublished prototypes by young German design talents primarily to demonstrate the three attributes which shape German design in past, present and future: functionality, clarity and unobtrusiveness.**

The international traveling exhibition Design Deutschland 2011 is curated by the German Design Council and will move on from Milan to the ICFE in New York and to the BODW in Hong Kong, firmly addresses the characteristic features of the product design of leading corporate brands from Germany. In doing so it highlights their cultural benefits and the economic added value they deliver. Andrej Kupetz, General of the German Design Council, comments that “the concept underlying the success of strong German brands is that they are spectacular while restrained and come across as quite a matter of course.”

### **Promoting new talents – the future of German design**

Alongside the presentation of selected products by established German brands, the exhibition also offers a cross section of works by current up-and-coming German designers and thus takes a decisive conceptual step forward. By presenting prototypes created by young German designers, such as Mark Braun, Reinhard Dienes and Silvia Knüppel, and contrasting these with the industrial products of the established brands, it projects the ongoing key idea behind German design into a possible future, explains Kupetz. “Moreover, young designers tend to use the media appeal of the branded companies together with their innovative ideas to attract the attention of the international public”, Kupetz continues.

### **Exhibition design**

Functional, clear and unobtrusive. The exhibition design had made use of these three key attributes of German design in its own concept. However, not by didactically foregrounding the systemic level, but by encouraging viewers to study the linkages. The exhibition architecture brings together the highly diverse product worlds in a single compact overall staged event, that furthermore responds flexibly to the different spatial settings of the three ports at which the exhibition calls: Milan, New York and Hong Kong.



**Rat für Formgebung**  
German Design Council

### **Place of Exhibition**

#### **Design Deutschland**

**2011 FuoriSalone Mailand**

**From April 12-17, 2011**

**c/o Carrozzeria**

**Via Tortona 32**

**Daily opened from 10.00 a.m. to 08.00 p.m.**

**Opening Party: 13 April 2011, 7.00 to 10.00 p.m., by personal invitation only**

#### **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, Munich, Cologne, Nuremberg, New York and Milan, Design Deutschland will this year be on show again in Milan and New York and for the first time in Hong Kong.

#### **German Design Council**

The German Design Council was formed in 1953, by resolution of the German Parliament, to meet the increasing demand from business for information on the subject of design. Today, the German Design Council is one of the world's leading competence centres for communication and knowledge transfer in the field of design. The circle of trustee-sponsors currently comprises 165 companies from inside and outside Germany, who together employ more than 1.6 million people.

**For more information and preview images of the exhibition please visit our website:**

<http://www.german-design-council.de/en/design-deutschland/uebersicht/2011/mailand.html>

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