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A Word of Welcome

## “German Design”: A Global Brand

DR. FRANK-WALTER STEINMEIER FOREWORD OF THE MINISTER FOR FOREIGN AFFAIRS

— Germany has a lot to offer with regard to brands and design. Our brands and our design are creative, innovative and contemporary, and thus greatly enhance the positive image of Germany around the world.



Dr. Frank-Walter Steinmeier

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Design is not merely the creation of an attractive product, but means consciously exploring the function of an object and its interaction with the user and the environment. In Germany this is a long-standing tradition, not least thanks to the work of the *Werkbund* (German Association of Craftsmen) and *Bauhaus*. *Bauhaus* in particular established the principle of continuously rethinking design anew and considering the impact of design on individuals and society.

Design influences our economic and cultural interaction with each other in our everyday lives – across borders and across generations as well. It takes up social issues and responds creatively to them. For this reason as well, it is an important part of our foreign cultural policy that we actively promote and develop.

To be successful, design requires one thing first and foremost: innovative companies and entrepreneurs. That is why we have made design a focal point in our international support for the creative industries. The global success of many German companies and their products is based in large part on recognized and sought-after design. And it shows that our German brands have ensured that “German design” is well-positioned and competitive.

Design is an ambassador for the power of German innovation – and the *Ministry of Foreign Affairs* is pleased to contribute to making “German Design” as a brand even better known throughout the world.

Yours, Dr. Frank-Walter Steinmeier —