

A photograph of a white, modern interior space, possibly a bathroom or a minimalist room. The scene features a large, white, angular structure that resembles a bathtub or a large piece of furniture. The lighting is soft and even, creating a clean, minimalist aesthetic. A large, bold, pink text overlay is positioned across the center of the image. On the right side, there is a small, dark, square-shaped object with the word "pre" visible below it. The overall composition is simple and modern.

extra virgin

Extra Virgin. A moment of orientation.

This is a very special time: a change of generation for the Industrial Design course. A new workshop supervisor and two new professors have recently taken up their work. And it is at this very moment that our department is exhibiting a cross-section of recent coursework at the EnBW: projects mainly from after the recent changeover.

Although not visible yet, a further innovation has been introduced. The European design course, BA-MA European Design, a cooperation with six other European design schools is in the process of being realised at the moment. Stuttgart is part of this progressive education network that for the first time allows a nomadic course with extensive experience abroad and leads to BA and MA qualifications.

As you can see, things have been put in motion. It is important to keep the proven aspects of the course, those that work and are up-to-date, other characteristics, however, have to be improved and optimised in order to meet the demands of an increasingly international profession.

The exhibition shows a wide range of different projects – also from the periphery of industrial design. Branding, fashion, interface and computer animation are areas that are increasingly influencing the highly networked profession.

Graduates from the department work in the USA, Italy and London. For the first time the catalogue brings together examples of their work from the professional praxis. This is a small portion of the huge number of projects sent to us. In future these will be on view in the Internet. This is

an area where the department, but also the Academy in general, has to work on in the future to reach an international standard of presentation.

Thanks to the EnBW a promising start has been made: Extra Virgin shows downtown the experiments, developments and inventions that happen almost hidden away from the public eye high up on the hill Killesberg.

Winfried Scheuer
Professor for Industrial Design

Finding questions, looking for answers.

The Industrial Design course is exhibiting. This is a good thing as it offers the possibility to open up the work to a wider public. Work that has been done more or less behind closed doors. But the exhibition also poses questions that have to be answered at the first stage of each and every design project. Questions of a reflective nature that deal with the ones own identity.

The various aspects of communication play an important role. Which work will be put on show, will any work at all be shown? Does the main emphasis lie in the process or solely in the end result?

Which frame should be chosen for various projects or is there no general frame?

Which frame, if any, should be chosen for various projects or is there no general frame? Is a catalogue a reflection of the exhibition or an individual, independent project?

These are all questions which have to be analysed in order to give them a meaningful context without excluding existing contradictions. The recognition of contradictions and the

acceptance as such is not necessarily the virtue of designers who all too often attempt to disguise the existing contributions.

To pose these questions and furthermore to develop your own questions is a basic prerequisite for design which does not just aim for a superficial answer. Questions as to the sense and purpose, use and function or production and distribution surface with each and every project. It is a designer's work to find the answers. The recognition of the value of the past as well as the current trends in society is a further step towards answering the question what is industrial design today. These questions about identity and position cannot easily be answered in an increasingly dynamic society.

The Industrial Design course is a part of this society, and an essential element of the working process of all participants is finding the answer to the individual's identity and position. There can be no single answer. Instead the answers are both numerous and varied, ultimately joining together like a piece in a puzzle – the Industrial Design course of the Staatliche Akademie der Bildenden Künste Stuttgart.

Uwe Fischer
Professor for Industrial Design

Liquid Latex Bag
Rotweiss Produkt Design



Espressomaschine F90, espresso machine, Jura
Wolfgang Joerisson



Coathanger, Fritz Hansen Accessoires, Designstudio,
Studio & Partners Mailand, Matthias Burhenne



Uhr, watch, Junghans
Junghans Designabteilung, Volker Fuchs



Perimeter, Octopus 301
Meyer - Hayoz Design Engineering AG

Traktormäher, tractor mower, Concord
Weinberg + Ruff Produktgestaltung



Trockenhaube, salon hair dryer, Wella
rainer zimmermann produktgestaltung

Loewe Systems
Phoenix Produkt Design



Stichsäge STE 80 Quick, compass saw, Metabo
Weinberg + Ruff Produktgestaltung

Ketchup-Flasche, ketchup bottle, Kraft
ION industrial design Berlin



Briefwaage, letter scales, Maul
Designer Societat Stuttgart



Dampfbügeleisen ActiLine, steam iron, Rowenta
Rowenta Werke GmbH Designabteilung, Klaus Forsterling

BMW Outdoor Communication System
Isaria Corporate Design AG, Julia Ehrensberger



Bürostuhl, office chair
Sannerdesign, München



Vitogas, Viessmann
Phoenix Produkt Design

Dining Table, Dune-NY
Jens Denecke

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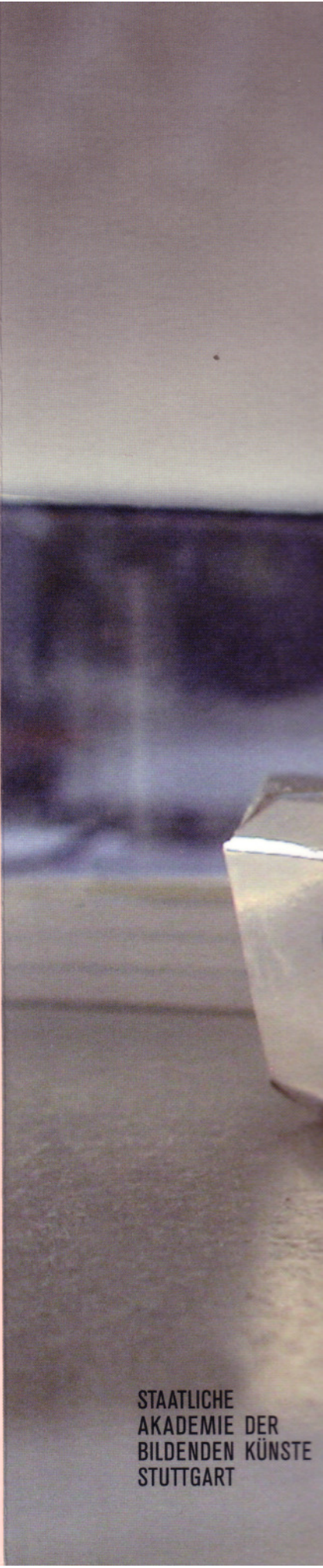
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Die Abbildungen auf der letzten Seite sind außerhalb der Akademie entstanden. Es sind Projekte von ehemaligen Studenten der Abteilung Industrial Design. / The works shown on the last page were developed externally from the academy. These are projects by former students of the Industrial Design course.



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STUTT GART