

# design report award 2010

## Communication and self-marketing

**It is always a great pleasure to witness how young designers display their creations to a competent audience at the Milan Salone Satellite. However, can ones own individual abilities be communicated in such a way enabling you to stand above the other 400 competitors?**

What young designers find especially difficult is how to market themselves. At the Salone Satellite, founded by Marva Griffin in 1998, the design report takes over this task by presenting the design report award for the promotion of up and coming designers.

The leading German specialist magazine has been supporting young talent for the last eleven years at this forum and takes on the task of public relations for one winner and three designers who receive special mentions. 5.000 Euro is presented to the award winner. All distinguished designers are accompanied through editorial coverage and international press relations by the design report.

We would very much like to invite you to the Salone Satellite (Halls 22-24) on the 15.04.10, at 17.00 to celebrate the winners of the 11. design report award with us. An international specialist jury will nominate one winner and award three special mentions. The jury includes experts such as Nitzan Cohen (IL), Frida Doveil (I) from Studio Fragile, Kirsten Hoppert (D) from Studio Vertijet, Matti Klenell (S) and Matthias Weber (CH) from Studio Hannes Wettstein. Lars Quadejacob, chief editor of the design report, will be chairman of the jury.

Our prize for promoting young talent could never be made possible without the lavish support of the companies Alape, Richard Lampert, Luminaire, Nils Holger Moormann, Thonet and Vitra, a very special thank you goes to them.

The Stuttgart information design studio Projekttriangle has been creating the corporate design for the design report award since 2001.

Further information can be found at [www.design-report.de](http://www.design-report.de)

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**Nitzan Cohen** (born 1973 in Kibbutz Hazorea) worked as a sound technician and set designer in Tel Aviv. In 1997 he moved to Eindhoven where he studied design with Hella Jongerius and Jürgen Bey. After five years as project manager at Konstantin Grcic he then founded the Nitzan Cohen Studio in Munich in 2007. His designs of exhibition stands for Bree or Rosenthal as well as numerous restaurant and shop interior furnishing move between space and furniture. He is internationally successful through his design series for the Swiss label Nanoo by Faserplast and the Italian manufacturer of wooden furniture Mattiazzi.



**Frida Doveil** (born 1958 in Turin) lives and works in Milan where she finished her studies with a master's degree in industrial design at the Domus Academy in 1983. She later returned here as lecturer. Her speciality in the creation of new materials in industrial design makes her a sought after advisor for companies such as Abet Laminati, Fratelli Guzzini and 3M. As well as numerous reports on trade media she published a book on the Memphis designer Aldo Cibic. She has been leading the multi disciplinary design studio FRAGILE along with Mario Trimarchi in Milan since 2004.



**Kirsten Hoppert** (born 1973 in Plauen, Vogtland) studied interior design at the Academy of Art and Design in Halle. In 2000 she and Steffen Kroll founded their own design studio Vertijet named after the experimental airplane of the fifties. Since then Hoppert and Kroll have been designing mostly furniture for living areas and have won numerous prizes for design. In 2009 their sofa "Lava" for Cor won them silver in the Design Award of the Federal Republic of Germany. Kvadrat and Bree are among some of their many clients. They market their own developed projects under the label Vertijeté.



**Matti Klenell** (born 1972 in Göteborg) founded his own studio in 2000 after his studies at the Konstfack in Stockholm. From 2000 to 2006 Klenell was head of department at the Beckmans College of Design in Stockholm. His playful works are represented in numerous collections of design. In 2007 he designed with Peter Anderson the modular furniture system "Project 0001 & 0002", where the elements can be stacked up like Lego bricks. Apart from his product series for companies such as Iittala, Muuto and Moooi he also works on limited editions concentrating on glass as his material.



**Matthias Weber** (born 1973 in Zürich) studied jewellery and industrial design in Zürich. After working at Haeberli Marchand Product Development, Thonet and Christophe Marchand Product Development he then went to Studio Hannes Wettstein as furniture designer in 2004. Here he worked on many designs including products for Molteni and Lapalma. He alone developed the wooden chair collection "Ono" for Dietiker. In 2008 after the death of his boss he became one of the four managers of the Hannes Wettstein Studio.



**Lars Quadejacob** (born 1968) studied applied cultural studies. During his years of study an interest in the theme of design led him to permanent employment at the museum of Arts and Crafts in Hamburg. Subsequently he gained contracts for individual exhibition projects, later on taking up employment and contributing to the Vitra Design Museum. He is also a freelance author in the areas of design, architecture and cultural history with numerous publications in specialist trade magazines, daily press and catalogues of exhibitions. In 2001 Lars Quadejacob became editor of the design report magazine and is currently editor-in-chief.

# Jury

# design award 2010 support

**Alape** was founded in 1896 and produces top quality bathroom furnishings in glassed steel, wood and other architecture-relevant material. The company supports bathroom designers in the planning and realisation of individual washroom areas in private and semi-public spaces through its component system. Their range goes from singular components such as fitted and attached basins for washstands, mirror and furniture systems right up to integrated wash spaces and wall sections. Alape produces in two production locations in Goslar creating employment for 210 workers. Alape has been part of the Dornbracht Group since 2001.

**Richard Lampert.** Richard Lampert has been designing and producing furniture made to last and constructed to allow the consumer to continuously be inspired since 1993. He not only manufactured the original Eiermann Frame but also completed other classics by Egon Eiermann and Herbert Hirche. His main-focus however, lies in developing new products – he wants his work to be understood as wandering from one world to another: his range extends from office to living-room furniture, from children's bedrooms to the garden.

Today's demands and habits for home living calls for new developments in furniture design, ideally combined with experienced know how. For this reason Richard Lampert is delighted to support the design report award.

**Luminaire.** In 1974 the married couple Nasir and Nargis Kassamali founded the company „Luminaire“ in the U.S.A. The whole idea behind the formation of this company was to bring and sell good European designs to America. After the opening of one of their stores in Miami this remarkable success story took its course. In 1984 their flagship store was built in Coral Gables. Nowadays Luminaire is one of the most successful design companies worldwide. Information and training lies very high in this companies philosophy. Luminaire associates itself with the fostering of new-blood in design because the Kassamalis think that new talent must always be found for design to continually develop.

**Nils Holger Moormann.** Since 1982 the self-taught Nils Holger Moormann has been producing and marketing products from young mostly unknown designers. His office has settled in upper Bavarian Aschau in Chiemgau since 1992 and has up to 98 per cent of its products manufactured by companies within the surrounding vicinity. This unconventional one man business has in the meantime grown into a team of 20 employees. The furniture collection is constantly being developed and has been awarded many international prizes for design.

**Thonet** is a family business rich in tradition. In 1819 Michael Thonet began to produce his own furniture designs using the bentwood process, which was developed by him, establishing a global distribution network. In the 1930s tubular steel furniture by designers such as Marcel Breuer, Mart Stam and Mies van der Rohe added to its expansion. Today Thonet, with its corporate headquarters in Frankenberg, still manufacture bentwood and tubular steel classics but also create new designs from designers such as Glen Oliver Löw, Jehs & Laub, James Irvine, Naoto Fukasawa and Stefan Diez. The family enterprise is run by managing director Roland Ohnacker. Peter Thonet and Philipp Thonet, direct descendants of Michael Thonet, are active making decisions in the business; their oldest brother Claus Thonet is on the advisory board.

**Vitra.** This family enterprise which was founded in 1950 in Birsfelden (CH) and Weil am Rhein (D) is considered to be one of the market leaders in office fittings. Under the leadership of Rolf Fehlbaum the company still produces the most advanced designs by American designers Charles and Ray Eames and has been awarded both national and international design prizes. Vitra is world renowned because of its technical, ergonomic, ecological and innovative design process which is in accordance with architectural and designer orientated corporate culture. Vitra promotes the understanding of design through its workshops and mobile exhibitions and also through its Vitra Design Museum in Weil.

# Patrons