

BraunPrize 1980

BRAUN

Documents and photographs from the Braun Archive related to the sixth BraunPrize competition in 1980:

Original press releases

August 1, 1979

6th Braun Prize 1980 DM 35,000 to be won

Internationally recognized for its role in promoting the work of young industrial designers and engineers, the "Braun Prize for Technical Design" will be launched for the sixth time in August 1979. The prizes will be awarded by Braun AG in cooperation with the Design Group of the Federation of German Industries at a special event next year. The total prize money amounts to DM 35,000.

The members of the jury are: George Nelson, New York; Prof. Stefan Lengyel, Essen; Dr. Fritz Eichler, Bad Soden, and Dieter Rams, Kronberg.

Their role will be to judge the entries, which - as always with the Braun Prize - are not restricted to any particular subject area and are therefore in no way linked with the Braun AG product range.

This international design competition is open to young designers and engineers under the age of 35 who are students or who have been exercising their profession for no longer than two years.

Following the increase in the amount of entries received for the 5th Braun Prize and the level of international participation (up by 142% and 73% respectively compared with the 4th Braun Prize), Braun expects the 6th edition of the competition to attract an even greater number of participants.

The entry conditions are available from Braun AG, Informationsabteilung, Postfach 1120, D-6242 Kronberg/Ts., and the Gestaltkreis im Bundesverband der Deutschen Industrie [Design Group of the Federation of German Industries], Oberländer Ufer 84-88, D-5000 Köln 51.



Braun Preis
1980

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BraunPrize 1980

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From the archives

August 5, 1980

Growing international standing of the Braun Prize

The growing level of participation indicates that the Braun Prize for young designers and engineers is occupying an even more important position in the international design scene. The 6th Braun Prize competition attracted 274 entries from 29 countries (1974: 15 countries, 1977: 26 countries).

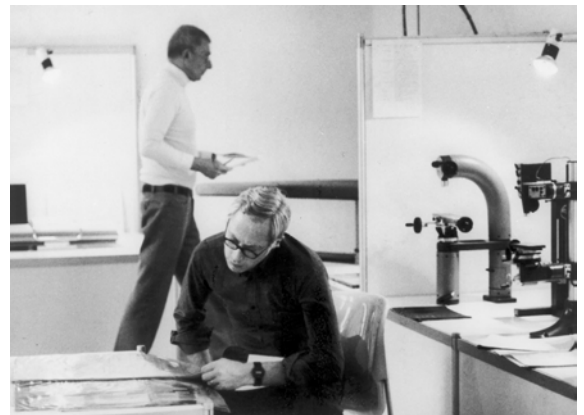
With 51.4% of entries coming from abroad, the level of foreign participation has exceeded the number of German entries for the first time. At 11.3%, the level of female participation has also seen an increase (1977: 8.7%).

The sixth edition of the Braun Prize is endowed by Braun AG to the tune of DM 35,000 and organized in cooperation with the Design Group of the Federation of German Industries. Participants must still be students or have been exercising their profession for no longer than two years. The age limit for entrants is 35.

The lion's share of the entries related to the sphere of healthcare and care for the disabled (17.2%). Other top categories were tools/technical devices (14.2%), optics/photography (9.7%) and vehicles/accessories (9.4%).

Under the chairmanship of Dr. Fritz Eichler, Neuenhain, the international jury (George Nelson, New York, Prof. Stefan Lengyel, Essen, and Dieter Rams, Kronberg) met for the first time on July 29/30, 1980, and selected 50 entries for the shortlist. These comprised 16 projects from the sphere of healthcare and care for the disabled, 6 projects each from the tools/technical devices and optics/photography sectors, and product development proposals from the areas of dental care, vehicles, workplace planning, leisure, data transmission, lighting, furniture, household goods, children's toys, musical instruments and boats.

The jury awarded three prizes of DM 7000 each.



From the archives

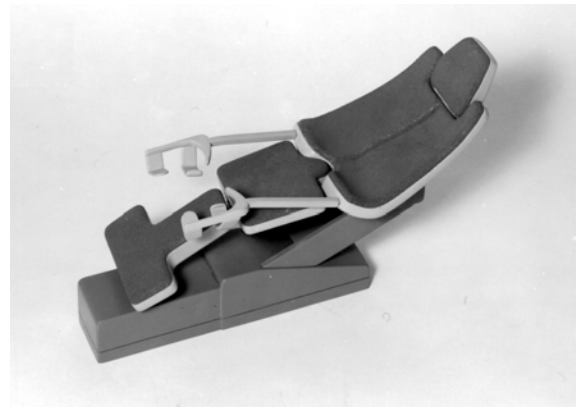
Prizewinners 1980

Braun Prize 1980 - 1st Prize **Gynecological examination station**

Characteristics such as the shell-type form of the bench and the design of the stirrups reflect the fact that, rather than focusing exclusively on medical requirements, this concept takes a new approach by also considering the physiological and psychological situation of the patient.

Jury's analysis:

"This project was motivated by the designers' personal experiences and concerns. Their concept is based on a precise and open-minded analysis of the special mental and physical strains which patients are subject to during gynecological examinations. The proposed solution represents a major step towards reducing these strains. It offers impressive functional and ergonomic enhancements for the patient and the doctor. The overall impression is aesthetically appealing and psychologically positive. A special mention must be made of the logical and convincing presentation of the problems and solutions in the documentation for the design."



Designers

Gabriele Kuhnke und Sonja Peter
Fachhochschule Schwäbisch Gmünd



From the archives

Braun Prize 1980 - 2nd Prize

Cold light, mobile cold lighting system

Cold lighting systems already play an important role in industry. The idea of developing a highly practical cold-light unit is therefore extremely relevant.

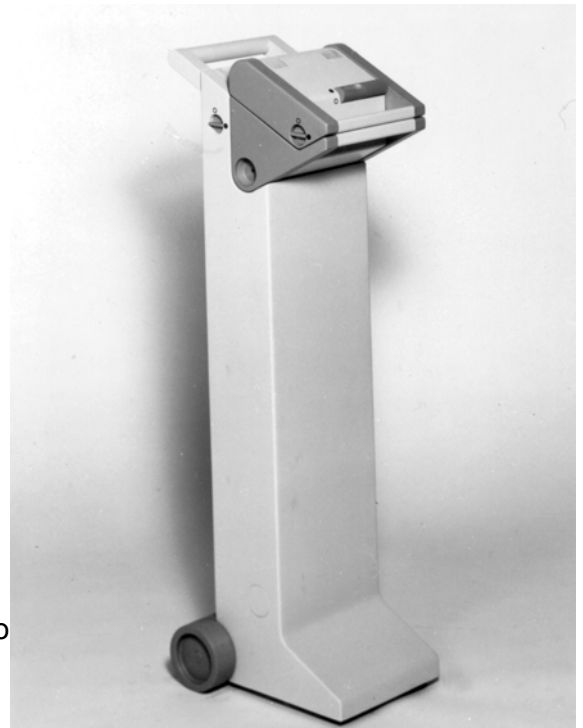
Designed for everyday use in industry, this system allows areas which are difficult to access (e.g. inside industrial machinery) to be illuminated and inspected.

Well thought-out: the relatively heavy transformer has been separated from the head unit which is lighter as a result.

This concept also impresses with the care which has gone into addressing and solving all the problems down to the smallest detail.

Jury's analysis:

"The technical requirements and practical issues related to the use of cold-light systems were investigated thoroughly by the designers. The jury finds the resulting concept innovative and convincing with regard to both structural and design characteristics: the decision to separate the head unit and transformer section makes for significantly improved working conditions. What impressed the jury most about this project is the fact that the designers have succeeded in giving the system's three units practical forms which are derived from their respective functions but which also succeed in creating a coherent, organic entity with a highly aesthetic quality when they are combined.



Designers

Volker Zölch, Uwe Kemker, GHS Universität, Essen



From the archives

Braun Prize 1980 - 3rd Prize

Dental workstation

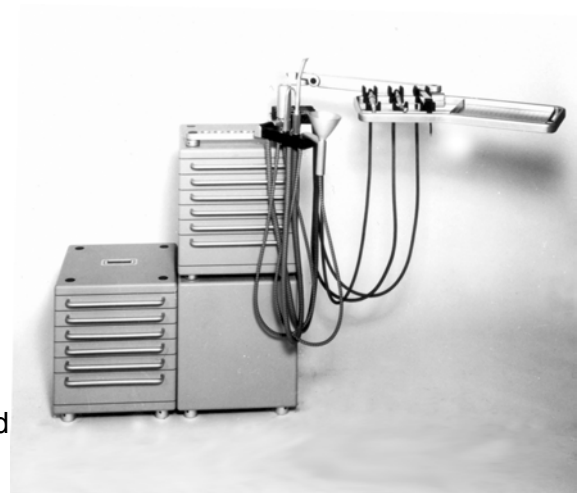
Jury's analysis:

Addressing the conditions and circumstances specific to the third world and considering the resulting implications for design are useful and necessary activities which can lead to new approaches to product design in industrialized countries, too.

This concept for a dental workstation fully meets users' requirements for mobility, simplicity and robustness. Although these characteristics are a necessity in view of the concept's field of application, they have not been used as a pretext for neglecting other, equally important requirements - such as ease of use or an aesthetically pleasing design.

Every aspect of this complex system is well thought out.

The design approach is consistent, clear and is not encumbered by any superfluous elements. The presentation of the concept is very good.



Designer

Bernd Russmann,
Gesamtschule Kassel



From the archives

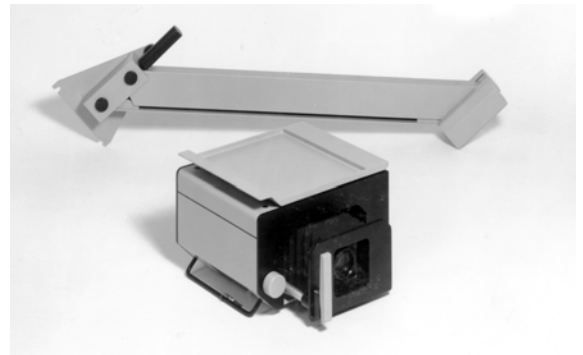
Braun Prize 1980 - Special Recognition Awards

Projector for graphic artists

A projector for graphic artists which enlarges or reduces non-transparent images (e.g. photos). New concept: this device is able to project onto both vertical and horizontal surfaces. Solidly built, it is easy to set up and operate.

Jury's analysis:

This project concerns a device which has long been one of the tools of the graphic artist's trade. Nevertheless, the designer has succeeded in finding a new solution which, rather than offering innovations in specific areas, represents a more integrated response to its users' complex requirements. Its design has a remarkably restrained, natural character which allows it to blend harmoniously into the working environment.

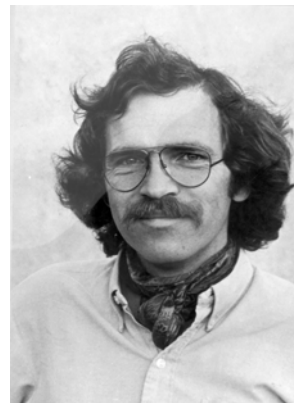


Designer

Andre Joyce

from Kantonale Schule der schönen und angewandten
Künste in Lausanne

[Lausanne district school of the fine arts and applied arts]



Braun Prize 1980 - Special Recognition Award

Ironing Station

The jury appreciated the practicality of this ironing station which combines an automated ironing mode with manual ironing. A touch of a button is all it takes to deploy the ironing board/automated ironing unit.

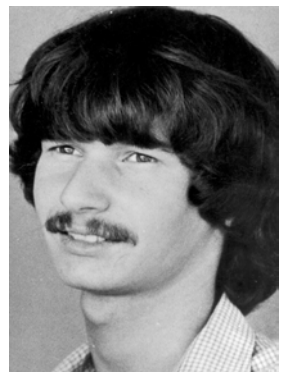
Jury's analysis:

It is precisely because ironing is such a common, everyday activity that any enhancements which can be achieved by applying careful thought to the design of the ironing workstation - such as those found in this very convincing and innovative concept - are extremely worthwhile. It combines an automatic ironing unit and a conventional ironing board - two devices which have always been separate in the past - to form an integrated functional unit which is no more complicated or difficult to use than the traditional separate devices. The design quality of the unit is equally high in both operating positions. Handy details such as storage space for the iron and sewing items have also been included. Furthermore, the restrained overall appearance of this workstation is another of its convincing attributes.



Designers

Rainer Schmitz, Dietmar Walta,
from GHS Universität Essen



Braun Prize 1980 - Special Recognition Award Color video camera

A concept for a professional video camera designed to be more manageable than today's cameras. This project anticipates enhanced technology which allows all the functions to be integrated in a single unit yet results in a more compact camera which is easier to operate.

Jury's analysis:

There is no doubt that portable video cameras will become increasingly significant in the future. In the professional video camera segment, ease of handling and operation are key factors which give rise to important and interesting design requirements. It is entirely legitimate to anticipate technical developments when considering possible design improvements. Based on a very detailed analysis of the functional and ergonomic requirements associated with hand-held cameras, this concept comes up with some very plausible solutions. The overall character of the device is down-to-earth and restrained but still reflects the highly advanced technology on which it is based.



Designers

Wolfgang Mezger and Thomas Wilhelm Sickinger
FH Schwäbisch-Gmünd



Braun Prize 1980 - Special Recognition Award

Metal spectroscope

A metal spectroscope is used to determine the make-up of metals. This system concept features a fixed unit and a portable unit, the shared optoelectronic module being swapped between them.



Jury's analysis:

This redesign of a piece of equipment which is already widely used sets out to respond to the practical requirements associated with its use. The jury appreciates the logic of the basic principle of the concept - fixed and mobile metal spectroscopes designed as a system featuring various components which can be used in both. The many different and demanding functional requirements which the design of such a system has to satisfy are handled convincingly. The design is well thought out and of a high standard.

Designer

Volker Hammerschmidt
von der GHS Universität Essen



From the archives

Braun Prize 1980 - Jury members

Dr. Fritz Eichler (Chairman of the Jury), Neuenhain



George Nelson, New York



Stefan Lengyel, Essen



Prof. Dieter Rams, Braun Kronberg



Braun Preis 1980- Betriebsspiegel 1979

Ausgabe 3/79

6. Braun Preis erneut mit 35000 DM dotiert

Der international anerkannte Förderpreis für junge Industrie-Designer und Techniker, der «Braun Preis für technisches Design», wurde im August 1979 zum 6. Mal ausgeschrieben und 1980 von Braun in Zusammenarbeit mit dem Gestaltkreis im Bundesverband der Deutschen Industrie vergeben. Der Preis ist mit DM 35 000,— ausgestattet.

Die Jury setzt sich zusammen aus: George Nelson, New York; Prof. Stefan Lengyel, Essen; Dr. Fritz Eichler, Bad Soden, und Dieter Rams, Kronberg. Sie

werden über Einsendungen befinden, die — wie immer beim Braun Preis — keiner thematischen Beschränkung unterliegen und somit auch in keiner Weise an das Produktionsprogramm der Braun AG gebunden sind.

Nachdem die Einsendungen beim 5. Braun Preis (im Verhältnis zum 4. Braun Preis) um 142% und die internationale Beteiligung um 73% gestiegen waren, rechnet Braun auch diesmal wieder mit einer weiter wachsenden Zahl von Bewerbern.