BraunPrize 1986

Documents and photographs from the Braun Archive relating to the eighth BraunPrize competition in 1986:

Press release

November 28, 1986

Braun Prize for Technical Design 1986

Endowed by Braun AG to the tune of DM 35,000, the "Braun Prize for Technical Design" was presented in the Institut für
Neue Technische Form in Darmstadt. This was the eighth edition of the competition which was first held in 1968. The Braun Prize is an internationally recognized competition which seeks to promote and encourage young industrial designers and engineers. Rather than being linked to the company's product range or to a specific topic, the prize is awarded for outstanding solutions to design problems with a technical dimension. The fact that this year's Braun Prize attracted 330 participants from 30 countries is indicative of the high level of international acceptance enjoyed by the competition.

The winners were selected by a jury chaired by Dr. Fritz Eichler, Bad Soden and comprising Kenji Ekuan, Tokyo, Alessandro Mendini, Milan, and
Professor Dieter Rams, Kronberg. The jury was supported by a number of consultants including electronics specialists, physicists, engineers, an internist, an orthopedic specialist, a dentist and experts in the fields of woodworking and angling.

This eclectic mix of subject areas reflects the wide range of entries from Germany, the US, the UK, Australia, Argentina, Mexico, Spain and Switzerland. The uniformly high quality of the entries set the standard for the inclusion of particularly outstanding projects in the Braun Prize Exhibition.

The jury awarded the following prizes:
1st Prize of DM 8,000
Urs Greutmann, Zürich/Switzerland,
for a rail parcel transport system

2nd Prize of DM 7,000
Andreas Bergsträßer, Forstinning,
for a "stand-up" wheelchair

3rd Prize of DM 5,000
Angela Knoop, Hamburg,
for a flexible electric vehicle.

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From the archives

The jury also selected five projects for Special Recognition Awards worth DM 3,000 each:

Vending-machine System
Monica Xavier, Chicago/USA

Dental Treatment unit for developing regions,
Kurt Odendahl,
Harald Krischer, Hamburg

Fishing Reel,
Frederick J. Birse, Muirend/Glasgow,
Scotland

Dental Technician's Workstation
Michael Grebe, Wiehl 3

Optical Microscope
Stephan Manthei, Darmstadt

The projects which received prizes or special recognition awards will be shown with 28 other entries in the Braun Prize Exhibition which opens in the Institut für Neue Technische Form, Darmstadt immediately after the award ceremony on November 28, 1986. The exhibition runs from November 29, 1986 to January 25, 1987 (open 10:00 - 18:00 Tuesday to Saturday and 10:00 - 13:00 on Sundays). It will then move to the Haus Industrieform in Essen during CeBIT and the Hanover Fair as part of the "Gute Industrieform" show, and will be shown subsequently at the Hoch-schule für bildende Künste in Hamburg, the Bauhaus-Archiv in Berlin and at the Stuttgart Design Center's "Institut für Auslandsbeziehungen".

BraunPrize 1986

From the archives

Prizewinners 1986

Braun Prize 1986 - 1st Prize

Rail Parcel Transport System

On its journey from sender to recipient, a postal parcel in Switzerland has to be loaded and unloaded by hand several times - into/from roller bins, trucks, transship wagons and goods wagons. Overall, the transport system which has evolved over the years is uneconomical and problematical - especially at the interfaces between the postal system and the rail network. The objective of this concept was to develop a system which simplifies and optimizes the trans-shipment and transport of postal cargo between the regional post depots. Furthermore, it should be possible to integrate it in the existing rail transport infrastructure without the need for extensive remodeling or technical alterations. The central element of the new system is a robust yet light parcel container with an aluminum frame. The containers are hand filled at the post depot and are then transferred to the truck or railway mail car and loaded aboard by a newly developed elevator vehicle. Only one person is required to operate the battery-assisted elevator vehicle.

A special goods wagon was developed for the rail transport stage of the process. It uses the chassis of existing SBB [Swiss Railways] flatbed cars and has a body made of aluminum profiles.

Jury's analysis:

This project addresses the need for a system to streamline the process of transporting parcels in railway mail cars. The jury was very impressed by the ambitious nature of the project: it is complex, demanding and offers a response to a real-world problem. Based on a comprehensive and highly detailed analysis of the situation and its requirements, the project takes account of the many different technical and logistical factors involved. The proposed solution represents a thoroughly well thought-out, realistic and formally pleasing redesign of the rail/mail parcel transport system. Work processes are simplified significantly by the use of containers, special container cars and elevator vehicles for loading/unloading the containers. The system deserves particular praise for its transparency and user-friendliness which make it easier for users to understand and accept it. Every aspect of the project is documented thoroughly and clearly. The presentation of the project with drawings and models is an object lesson in accuracy and clarity.

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From the archives

Designer

Urs Greutmann, Zürich/Switzerland
1959 - born in Zürich
1976 - 1980 training as construction draughtsman
1980 - 1984 studied at the Design School of the Zürich “Kunstgewerbeschule", beschule", graduated in 1984
Independent interior designer/designer

BraunPrize 1986

From the archives

Braun Prize 1986 - 2nd Prize

"Stand-up" wheelchair

It is important for people with a paraplegic condition to be able to move unassisted to a standing position occasionally. Doing so relieves the strain associated with prolonged sitting and stimulates the circulation and digestion. It also increases the range of reach, making cupboards, shelves etc. more easily accessible. The chair also needs to be maneuverable in both sitting and standing modes. This concept responds to these requirements more effectively than existing products. It offers the following key benefits: the seat can be moved both vertically and horizontally. When the user wishes to move to a standing position, he/she pushes on the arms of the chair and presses a button which causes a gas pressure strut to move the seat upwards and backwards while the arms are also raised. The center of gravity always remains within the footprint of the wheelchair for optimum stability. A belt and knee/ankle rests help support the user when standing. The footrests are lowered automatically. The lever-operated ratchet drive system, which is safer and more efficient than wheel-rim handles, is adjustable for height. The user can also move the chair when standing. Other benefits include the ergonomic design of the seat with padded plastic shell elements, the infinitely adjustable backrest and a system for negotiating steps which takes the form of a toothed belt below the footrests.

Jury's analysis:

This project is a concept for a new type of specialized wheelchair which allows people with paraplegic conditions to adopt a number of different positions. Whereas the past few years have seen designers take a greater interest in creating devices for people with disabilities, it seems that interest in this domain is beginning to decline again. The jury continues to view this as a very important field and was therefore particularly impressed by the subject chosen for this project. The structural concept of the wheelchair and its design are based on scientific studies which were analyzed with great care. The concept submitted for the competition offers a whole series of innovative solutions. It can make it much easier for the user to move to an upright position, thereby relieving the pressure on the hip area, stimulating the circulation and increasing the size of the reach zone. The clear and straightforward character of the device supports the psychological acceptance of it by the user. The presentation of the concept - in the form of an extremely precise scale model featuring the different functions is exemplary, as is the excellent way in which the different usage scenarios are illustrated.

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Designer
Andreas Bergsträßler/Forstinning

1958	born in Darmstadt
1979 - 1980	studied mechanical engineering at the Technische Hochschule Darmstadt
1981 - 1986	studied Industrial Design at the Fachhochschule Darmstadt, Graduated in 1986
	Currently employed as designer

BraunPrize 1986

From the archives

Braun Prize 1986 - 3rd Prize

Flexible electric vehicle

Small, maneuverable, versatile and user-friendly vehicles are used to carry people or loads in large, enclosed spaces such as industrial sites, warehouses, airports and sports facilities. This concept is a design for a two-person electric vehicle. It can be used on its own or with a trailer which is attached using the same principle as that used for semitrailer trucks. It can be equipped for various different transport tasks. The three-wheel chassis with a steerable rear double wheel makes the vehicle maneuverable and prevents it from tipping. The vehicle is driven by a hub motor in the rear double wheel unit and is steered by a pivoting lever in the control panel. The batteries, which are located under the seats, can be changed very easily and are charged in a charging station powered by solar energy or mains electricity, as required. The charging station is mobile and can be brought to the required location by the electric vehicle itself.

Jury's analysis:
This project is a design study for an electric vehicle intended to carry people or loads within large, enclosed spaces. The options for recharging the batteries include a mobile charging station with solar cells. The designer's decision to address the question of environment-friendly drive systems and the use of solar energy is particularly important today and gives this project a particular sense of relevance. The solution presented was based on a thorough analysis of the technical possibilities and practical requirements. The concept for a compact, highly maneuverable, versatile and user-friendly vehicle which is also easy to maintain is a convincing one. The clarity of the design and the absence of formal contrivances makes the concept all the more convincing. The design is well thought-out and supported by a carefully constructed model.

Designer
Angela Knoop/ Hamburg

1959	born in Hamburg
1978 - 1983	studied at HdK Berlin, FB Gesellschafts-/Wirtschaftskommunikation
seit 1983	studied at Hochschule bildende Künste Hamburg FB Industrial Design

BraunPrize 1986

From the archives

Braun Prize 1986 - Special Recognition Awards

Vending-machine system

Jury's analysis:

This project relates to the design of vending machines for a variety of consumer goods. The growing use of machines of this kind - e.g. for drinks - and the fact that are often not very user-friendly make this a worthwhile initiative. The proposed concept is based on very detailed analysis. The modular solution is interesting from a technical point of view and its design is clearly structured. The care which has gone into researching, developing and documenting the project is exemplary.

Designer
Monica Xavier, Chicago/USA
Illinois Institute of Technology

BraunPrize 1986

From the archives

Braun Prize 1986 - Special Recognition Award

Dental Treatment Unit and Patient's Chair for Developing Regions

Jury's analysis:
This is a design concept for a mobile dental treatment unit and patient's chair which are cheaper to manufacture. This is an important task and the solution is a convincing one. The folding patient's chair, in particular, demonstrates that a very high level of functional quality can be achieved with few resources. The devices are able to meet the full scope of the practical requirements associated with typical tasks such as dental check-ups. The design is simple and restrained.

Designers
Kurt Odendahl/Mainz
Harald Krischer/Frankfurt am Main
Hochschule für bildende Künste Hamburg

BraunPrize 1986

From the archives

Braun Prize 1986 - Special Recognition Award

Fishing reel

This project offers a redesigned concept for fishing reels used by anglers. Exceptionally thorough analysis and testing of the practicality of various design variants resulted in the development of a new design solution whose well thought-out simplicity contrasts strongly with conventional reels. The new reels are cheaper to produce and tests have proven them to be far more practical than conventional versions.

Designer
Frederick J. Birse/Muirend/Glasgow, Scotland
Royal College of Art, London

BraunPrize 1986

From the archives

Braun Prize 1986 - Special Recognition Award

Dental technician's workstation

Jury's analysis:

This design seeks to enhance the functionality and look of a dental technician's workstation. Developing the design of proven concepts in this way is both interesting and entirely justified. In this case, it has resulted in a proposed solution which offers many different benefits. The clear, quiet and functional design is entirely appropriate for the difficult and demanding work of a dental technician. The explanation and presentation of the design are exemplary.

Designer
Michael Grebe/Wiehl
Universität GH Wuppertal

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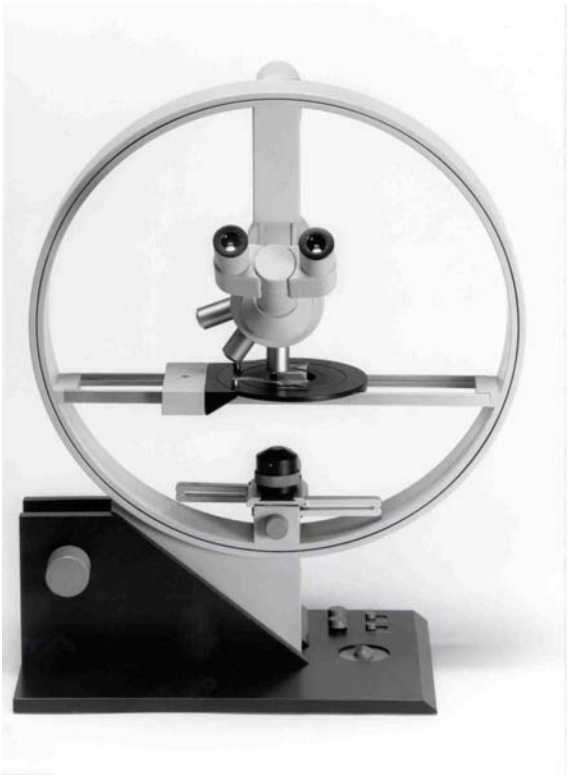
From the archives

Braun Prize 1986 - Special Recognition Award

Optical microscope

Jury's analysis:
The subject of this project is an optical microscope which brings together two formerly separate types of device. The jury regarded this as a worthwhile design challenge which was solved by means of an innovative concept: the circular support allows the microscope to be swung through 90 degrees so that specimens can be viewed from above or below. The clear and distinctive lines which characterize the basic form of the microscope convey a sense of logic and precision.



Designer
Stephan Manthei/Darmstadt
FH Darmstadt

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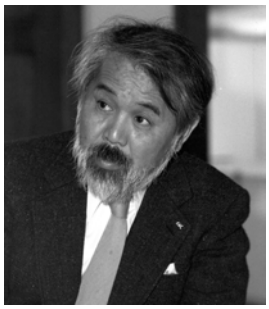
Braun Prize 1986 - Jury members

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

Alessandro Mendini, Milan

Kenji Ekuan, Tokyo



Prof. Dieter Rams, Braun Kronberg

BraunPrize 1986

From the archives

Braun Preis 1986 - Betriebsspiegel 1986

Ausgabe 3/86

Starke internationale Beteiligung am 8. Braun Preis

Die Beteiligung am 8. Braun Preis zur Förderung von jungen Designern und Technikern erzielte höchste Ergebnisse. Die Anzahl der Bewerbungen aus 30 Nationen (+50%) steigerte sich um über 54% auf 330 Einsendungen.

Der von der Braun AG in Zusammenarbeit mit dem Kulturkreis im Bundesverband der Deutschen Industrie seit 1968 zum 8. Mal ausgeschriebene Preis ist mit DM 35.000,– dotiert. Die Bewerber müssen sich entweder noch in der Ausbildung befinden oder nicht länger als zwei Jahre im Beruf sein. Die Altersbegrenzung liegt bei 35 Jahren. Der Fördereffekt des Preises wird dadurch bewiesen, daß Preisträger, Gewinner einer Anerkennung oder Teilnehmer an der Braun-Preis-Ausstellung gerade zum Anfang ihrer Berufskarriere als Industriedesigner auf das Urteil eines Unternehmens hinweisen können, das auf dem Sektor der Produktgestaltung internationale Achtung genießt.

Das Spektrum der eingereichten Arbeiten war wie bei den letzten beiden Braun Preisen sehr vielseitig und unterschiedlich. Dabei dominierten Haushalts- und Kommunikationsgeräte, Entwürfe aus dem Bereich der medizinischen und sozialen Betreuung, Musikinstrumente und Fotoapparate/Dia-Projektore.

Unter Führung von Dr. Fritz Eichler, Bad Soden, wählte die internationale Jury (Kenji Ekuan, Japan, Alessandro Mendini, Italien, und Prof. Dieter Rams, Kronberg) 51 Einsendungen aus. Ihre Autoren kommen aus Deutschland (35), USA (4), Australien (3), Großbritannien (2). Argentinien, Belgien, Griechenland, Italien, Mexico, Schweiz und Spanien sind je 1x vertreten.

Diese Bewerber wurden jetzt aufgefordert, zu der 2. Sitzung der Jury Ende Oktober 1986 in Darmstadt ihre Modellentwürfe vorzustellen. In eingehender Beratung, zu der Experten wie z. B. Ärzte, Elektroniker, Elektro- und Maschinenbau-Ingenieure hinzugezogen werden, ermittelt die Jury die Preisträger, Anerkennungen oder die Aufnahme in die Braun-Preis-Ausstellung. Diese Ausstellung wird 1987 in Darmstadt, Essen, Berlin, Hannover und Stuttgart gezeigt werden.

BraunPrize 1986

From the archives

Ausgabe 4/86 Seite 1

BRAUN

Betriebs spiegel 4 86

In dieser Ausgabe:

Braun Preis für technisches Design 1986

Der von der Braun AG mit DM 35 000,– ausgestattete «Braun Preis für technisches Design» wurde im Institut für Neue Technische Form in Darmstadt vergeben. Der Wettbewerb wurde seit 1968 zum achten Mal veranstaltet.

Der Braun Preis ist ein international anerkannter Förderpreis für junge Industrie-Designer und Techniker. Er ist nicht an das Produktionsprogramm des Unternehmens oder ein bestimmtes Thema gebunden, sondern wird für hervorragende Lösungen von Gestaltungsproblemen technischer Art verliehen.

Um den Braun Preis haben sich in diesem Jahr 330 Einsender aus 30 Ländern beworben. Diese Zahl spricht für die hohe internationale Akzeptanz des Preises. Die Auswahl unter den Einsendungen traf eine unter Leitung von Dr. Fritz Eichler, Bad Soden, stehende Jury, der Kenji Ekuan, Tokio, Alessandro Mendini, Mailand, und Professor Dieter Rams, Kronberg, angehörten. Außerdem standen der Jury Elektroniker, Physiker, Ingenieure, ein Internist, ein Orthopäde, ein Zahnarzt und Experten der Holzverarbeitung sowie des Angelsports als Fachberater zur Seite. Schon hieran läßt sich das breite Spektrum der eingegangenen Bewerbungen aus Deutschland, USA, Großbritannien, Australien, Argentinien, Mexico, Spanien und der Schweiz ablesen.

Die Einsendungen hatten durchweg hohes Niveau. Sie setzten den Maßstab für die Aufnahme der einzelnen Bewerbungen in die Braun Preis Ausstellung.

Die Jury vergab folgende Preise:

1. Preis, dotiert mit DM 8 000,–
Urs Greutmann, Zürich/Schweiz, für ein Bahnposttransportsystem

2. Preis, dotiert mit DM 7 000,–
Andreas Bergsträßer, Forstinning, für einen Aufrichtrollstuhl

Die Preisträger (v. r.): im Hintergrund Andreas Bergsträßer (2. Preis), Urs Greutmann, Zürich (1. Preis) und Angela Knoop, Hamburg (3. Preis).

3. Preis, dotiert mit DM 5 000,–
Angela Knoop, Hamburg, für ein variables Elektrofahrzeug.

Darüber hinaus sprach die Jury 5 Anerkennungen aus, die mit je DM 3 000,– dotiert sind:

Verkaufsautomatensystem, Monica Xavier, Chicago/USA,
Angelrolle, Frederick J. Birse, Muirend/Glasgow, Schottland,
Zahnbehandlungseinheit für Entwicklungsregionen, Kurt Odendahl, Harald Krischer, Hamburg,
Zahntechniker-Arbeitsplatz, Michael Grebe, Wiehl 3,
Lichtmikroskop, Stephan Manthei, Darmstadt.

Die Arbeiten, die mit Preisen oder Anerkennungen ausgezeichnet wurden, werden zusammen mit 28 weiteren eingereichten Einsendungen im Anschluß an die Preisverleihung am 28. 11. 1966 in der Braun Preis Ausstellung im Institut für Neue Technische Form, Darmstadt, gezeigt. Die Ausstellung ist dort vom 29. 11. 1986 bis 25. 1. 1987, Dienstag–Samstag, 10.00–18.00 Uhr und Sonntag 10.00–13.00 Uhr, zu sehen. Danach wird die Ausstellung im Haus Industrieform, Essen, während der CeBIT und der Hannover Messe im Rahmen der Schau «Gute Industrieform», in der Hochschule für bildende Künste, Hamburg, im Bauhaus-Archiv in Berlin sowie als Ausstellung des design centers stuttgart im dortigen Institut für Auslandsbeziehungen zu besichtigen sein.

Fortsetzung Seite 2

Juryvorsitzender Dr. Fritz Eichler verliest die Begründung für die Verleihung des 1. Preises an den Schweizer Urs Greutmann (links).

Die charmante junge Amerikanerin Monica Xavier aus Chicago erhielt eine Anerkennung für ihr Verkaufsautomaten-System. Weil ihr Modell auf dem Postweg verzögert worden war, baute sie ein zweites innerhalb 24 Stunden. Es traf mit Flugkurier gerade noch rechtzeitig zur 2. Jurysitzung ein.

Herbert Moller im Vorstand

Der Aufsichtsrat der Braun AG hat den Generalbevollmächtigten Herbert Moller, 45, mit Wirkung vom 1. Januar 1987 für das Ressort Finanzen, Rechnungswesen und Informationssysteme in den Vorstand berufen.

Herbert Moller erwarb 1964 das Bachelor Diplom der Universität von Pennsylvanien und 2 Jahre später das Diplom des Master of Business Administration der Wharton School of Finance and Commerce.

Von 1966 bis 1979 übernahm er bei der Gillette Company in Boston und in Kanada im Finanz- und Rechnungswesen verschiedene Positionen mit wachsender Verantwortung.

1979 kam er als Leiter des kaufmännischen Rechnungswesens zur Braun AG nach Kronberg und war vor Übernahme seines jetzigen Aufgabengebietes von 1983 bis 1986 Finanzdirektor mit der Verantwortung für die Bereiche Controlling und Treasury.

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BraunPrize 1986

From the archives

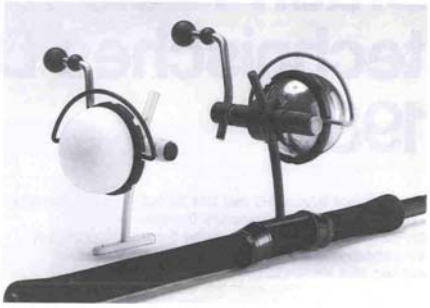
Ausgabe 4/86 - Seite 2

Braun Preis 1986

Fortsetzung von Seite 1

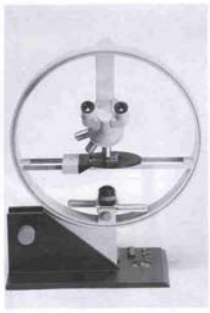
1. Preis: *Bahnposttransportsystem*

Anerkennung: *Zahnbehandlungseinheit für Entwicklungsregionen*

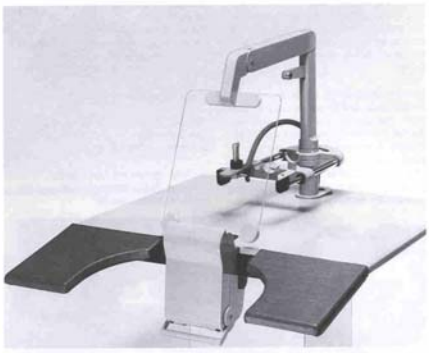


Anerkennung: *Angelrolle*

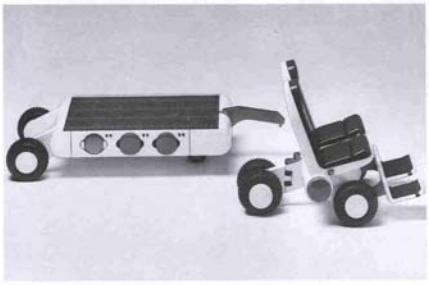
2. Preis: *Aufrichtrollstuhl*



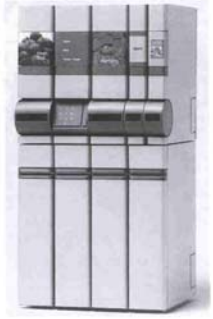
Anerkennung:
Lichtmikroskop



Anerkennung: *Zahntechniker-Arbeitsplatz*



3. Preis: *Variables Elektrofahrzeug*



Anerkennung:
Verkaufsautomaten-System

(v. l.) Vorstandsvorsitzender Robert Murray, Chefdesigner Prof. Dieter Rams und Albrecht Schultz sind interessierte Zuhörer bei der Bekanntmachung der Preisbegründungen.