

PEOPLE  
PLACES

MAGAZINE  
30 MIN.



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## Euromaxx Design

Design is the process by which nearly all objects – from cars to paper clips, from clothing to chairs – acquire a certain form and function. But design involves more than just shaping and styling: good design is a complex process in which different and often contradictory requirements have to be met to ensure that objects function in the desired way. Design is only good when aesthetic, ergonomic and ecological aspects, durability, function and comfort harmonize and complement one another.

**Euromaxx Design** presents the most important and exciting creations on the European design scene. It portrays star designers, shows emerging trends and pays tribute to traditional design.

The episodes of our successful series **Euromaxx Design** introduce the latest creations from the automotive industry, from furniture designers, glassworks and material and jewellery studios and visit trade fairs, exhibitions and presentations.

#### SAMPLE EPISODE

**A Bottomless Pit**

**Danish Design Duo Claydies**

**Glasses by Designer Roland Wolf**

**Concrete Furniture**

**Playful Headwear by Claudia Köcher**

**Art and Culture in London's East End**

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