

HISTORY
ARTS
CULTURE

DOCUMENTARY
30 MIN.



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03 x 30 min.

ORDER NUMBER

36 4728 | 01-03

Fascination – Form – Color: Design Made in Germany **HD**

In 1919 the legendary Bauhaus school of design was founded in Weimar. It championed the principle that good design is the perfect synthesis of form and function. The Bauhaus proved hugely influential worldwide. Its designs and products were pioneering and trend-setting – aesthetic, but simple. From cars to kitchens, saltcellars to traffic lights to shoes: German designers have been responsible for some of the most famous classics of modern design. In this three-part series we look at the story of German design, travelling to Tokyo, New York and Milan to find out what has made it so popular.

01 Product Design

German design has an excellent reputation when it comes to quality, durability and simple aesthetics. Be it the steel-pipe furniture of the Bauhaus era, a Volkswagen beetle, a BRAUN stereo system or a Bulthaup kitchen – behind every one of these products is a designer whose name rarely gets a mention, but whose technical innovation and visionary design have left a lasting legacy. We review the design highlights of the past decades and take a look at the designs of today and the manufacturing processes they involve.

02 Fashion Design

UNESCO appointed Berlin a City of Design in 2007 following the establishment there of major fashion events such as Bread & Butter, the Premium and Berlin Fashion Week. No other city in Germany boasts so many young creative designers whose imaginative work has drawn the attention of fashionistas the world over. Japanese fashionistas are especially taken with the romantic cool and outlandish elegance of Berlin design. We visit some of Tokyo's hippest boutiques including "Wut Berlin", where more than 20 Berlin fashion designers from Bernadette Penkov to Kaviar Gauche are represented. We also find out what has made Germany's haute couture eco-shoe-makers Trippen and the metal glasses of ic! so popular in Tokyo.

03 Communication Design

The youngest and most abstract design discipline is communication design. It's regarded as one of the key art forms of the future: no company is a serious contender on the global market without effective branding. We investigate what exactly communication design entails and go to Japan to find out how the quality of a German label is communicated to an international public. The founders of the legendary Bauhaus school were among the first to recognize that successful design is a combination of individual art forms. Now, in the era of new media, communication design in Germany has a whole new significance.