

BraunPrize 1989

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Documents and photographs from the Braun Archive relating to the ninth BraunPrize competition in 1989:

Press release

December 14, 1989

Braun Prize for Technical Design 1989

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 - the site of the future Hesse Design Center - for the ninth time since 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 an unprecedented 375 participants from 31 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 Niels Diffrient, USA, Jan Trägårdh, Denmark/Sweden, and Prof. Dieter Rams, Kronberg. The jury was supported by a number of consultants including electronics specialists, physicists, engineers, confectioners, a doctor, an expert on visual handicaps as well as a tennis racket specialist who strings the rackets used by Boris Becker.

The winners and finalists whose projects feature in the Braun Prize Exhibition include young designers from Denmark, Germany, Italy, Japan, the Netherlands, Spain, Taiwan, the USSR and the USA.

The uniformly high quality of the entries set the standard for the inclusion of particularly outstanding projects in the Braun Prize Exhibition.

In fact, the differences between them were so slight that the jury was unable to select one overall winner of the first prize.

The jury of the 9th Braun Prize competition made the following awards:

three 2nd prizes of DM 5000 each,
three 3rd prizes of DM 4000 each,
and four special recognition awards of DM 2000 each.



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Winners

2nd Prizes

- **Jochen Backs**, Schwäbisch Gmünd, for an "Automatic Photo Booth".
- **Andreas Dober**, Stuttgart, for a "Mobile Washing Unit for Bedridden patients".
- **Peter Eckart**, Frankfurt, and **Jochen Henkels**, Hamburg, "Launderette with Built-in Wastewater Treatment Plant"

3rd Prizes

- **Tomas Fiegl** and **Achim Pohl**, Darmstadt, "Human-Powered Hydrofoil"
- **Ralf Jakobowski** and **Frank Schäfer**, Essen, "Medical Weighing System"
- **Christian Zacke**, Schwäbisch Gmünd, "Tennis-racket Stringing Machine"

Special Recognition Awards

- **Jörg Broschk**, Riedstadt/Wolfskehlen, "Microscope for Metallography"
- **Kai Eichenauer** and **Martin Woltermann**, Hamburg, "Self-Service Gasoline Pump for Cashless Refueling"
- **Rick Lewis**, Birmingham/USA, "Interactive Video Manual"
- **Kevin Short**, Midlothian, IL./USA, "Recovery Vehicle for Hazardous Materials"

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 December 15, 1989. The exhibition runs from December 15, 1989 to February 25, 1990 (open 10:00 - 18:00 Tuesday to Saturday and 10:00 - 13:00 on Sundays). It can then be seen during CeBIT and the Hanover Fair as part of the "Gute Industrieform" show, and will be shown from May 19 to June 17, 1990 in the "Haus Industrieform" in Essen.

End of press release

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2nd Prize

Mobile Washing Unit for Bedridden Patients

Jury's analysis:

Personal hygiene for people who are bedridden is a very real and socially relevant problem. This concept offers a solution which appears to be extremely practical and appropriate to the task. The concept, the structure of the unit and its design are both convincing and functional. The overall effect is straightforward yet also appealing - it sends the message that everything is being done to ensure that patients' individual needs are catered for considerately, individually and thoughtfully. The jury identified a number of possibilities for developing the functional and formal details through the addition of storage space around the washbasin or a more ergonomic design for the handle area.



Designer

Andreas Dober/Stuttgart
HfBK Hamburg



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2nd Prize

Automatic Photo Booth

Jury's analysis:

This design for an automatic photo booth is innovative and distinctive. An old, widely used product genre whose design is less than practical has been rethought from the ground up and reinterpreted as a new, integrated concept. The overall form of the unit is striking, appealing and functional. The proposed environment-friendly electronic image processing technology is not yet available, but will become the norm in this field. This concept offers innovative solutions in many other areas, too. It is presented very clearly and comprehensibly by means of the model and the accompanying information. Costs might be a problem, however.



Designer

Jochen Backs/Schäbisch Gmünd
FHS Schwäbisch Gmünd



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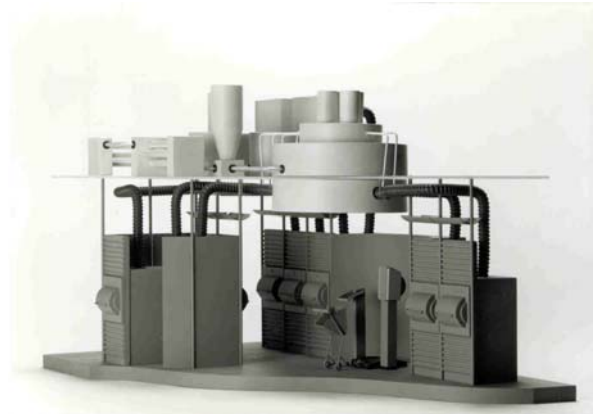
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2nd Prize

Launderette

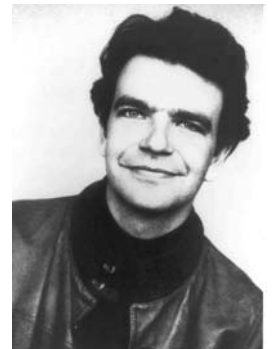
Jury's analysis:

The great quality of this concept is that it has found an extremely practical starting point for addressing the all-important question of how to use water sparingly and proposes an innovative, yet entirely realistic solution. The whole complex of activities which make up the laundry process was analyzed in great detail and the structure of the launderette was completely reorganized. The individual elements, such as the laundry scales, have a convincing, integrated design. The design of the flexible assembly system is practical and versatile, but more development is still required to make it more compatible with different architectural characteristics.



Designers

Jochen Henkels/Hamburg
Peter Eckart/Frankfurt
HfBK Hamburg

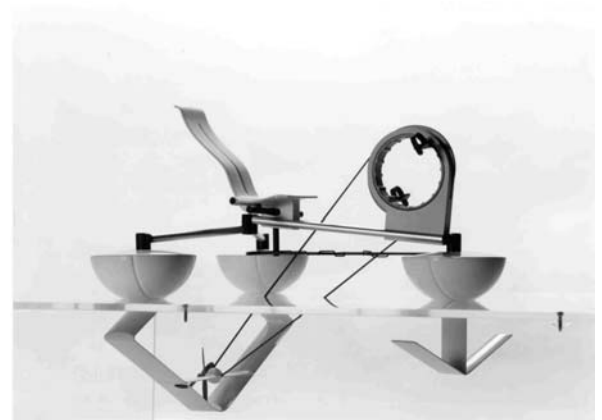


3rd Prize

Human-Powered Hydrofoil

Jury's analysis:

This is a technologically interesting concept for a new type of very fast boat. It could probably be built along the same lines as a human-powered aircraft and would be very promising as a piece of sports and leisure equipment. The design and construction draw on know-how from a number of different sectors. The design of the power transmission system and the hydrodynamics of the floats and hydrofoils is particularly successful. Another positive feature of this quiet, unmotorized boat is its ecological quality. A model and accompanying documentation provide an excellent presentation of the project. A whole series of technical problems would certainly have to be solved before the concept could be turned into reality.



Designers

Achim Pohl/Darmstadt
Tomas Fiegl/Darmstadt
Fachhochschule Darmstadt



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3rd Prize

Medical Weighing System

Jury's analysis:

This project concentrates on a clearly defined task and offers a solution of a very high standard. The applications for this weighing system as well as factors relating to its construction and design are presented convincingly and in considerable detail. The idea of embodying the movement associated with the weighing process in the design of the balance bar is a particularly pleasing touch. The design of the weight display is well thought-out although there is still scope for optimizing the legibility.



Designers

Ralf Jakubowski/Essen
Frank Schäfer/Essen
GHS Essen



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3rd Prize

Tennis-Racket Stringing Machine

Jury's analysis:

The increasing popularity of tennis is being matched by the growing importance of service devices - such as tennis-racket stringing machines - from the capital goods sector. This new design brings an example of technological design to this sector as it is based on a thorough analysis of the requirements, makes intelligent use of computer power and offers a whole series of realistic enhancements. The design is dictated by functionality, yet still clearly reflects a sense of performance and progress. The quality of the presentation is exemplary. It might be possible to optimize the positioning of the computer on the basis of the requirements of the work process.



Designer

Christian Zacke/Schwäbisch Gmünd
FHS Schwäbisch Gmünd



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Special Recognition Award

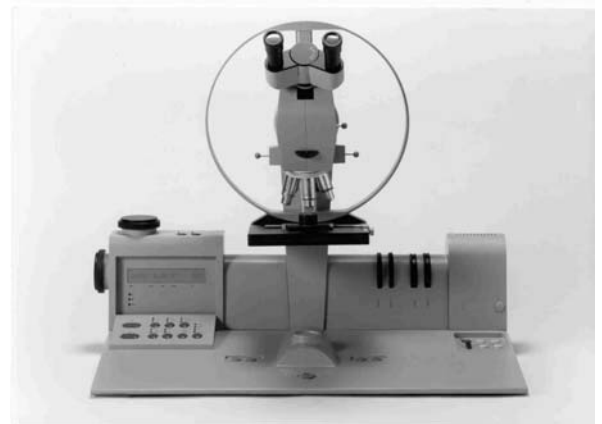
Microscope for Metallography

Jury's analysis:

The construction and design of this concept are well thought-out and have been implemented with great care. A particularly convincing touch is the use of form, color and positioning to clearly differentiate the different functions and their controls from each other. The microscope could therefore be operated and adjusted easily and reliably without looking, thus allowing the operator to concentrate on the task in hand. Despite its distinctive design and the diversity of forms, the overall character of the device is entirely coherent.

Designer

Jörg Broschk Riedstadt/Wolfskehlen
FH Darmstadt



Special Recognition Award

Interactive Video Manual

Jury's analysis:

This concept for a portable, dialog-capable information unit for use in an everyday working context is realistic - even if it does somewhat anticipate technological developments. The special strength of this concept is that it is conceived as a "tool of the trade" which plays its role among all the other tools in the working environment. The designer has given the unit a distinctive and convincing form which reflects the dialog function very clearly. Doubts remain as to the robustness of the device.

Designer

Rick Lewis/Birmingham, USA
Cranbrook Academy of Art, Michigan



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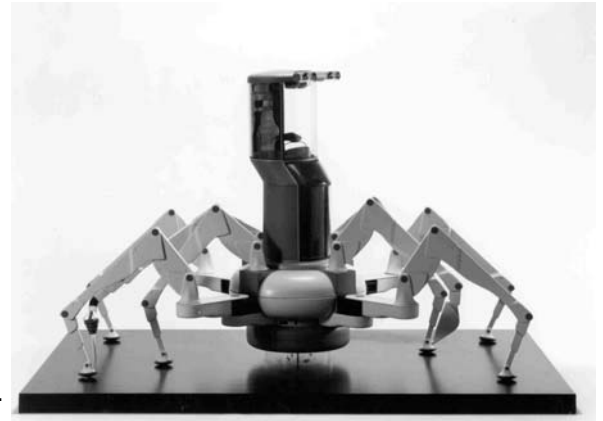
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Special Recognition Award

Recovery Vehicle for Hazardous Materials

Jury's analysis:

This design is a response to current and future environmental problems. It offers a new, technologically advanced solution for an important field of activity. The thoroughness of the construction and design is impressive. Further development of the operator's workspace - which is only outlined here - would be useful.



Designer

Kevin Short/Midlothian, Illinois, USA
Illinois Institute of Technology, Chicago

Special Recognition Award

Self-Service Gasoline Pump for Cashless Refueling

Jury's analysis:

When redesigning gasoline pumps, it makes sense to assume that cashless payment will become increasingly common. This concept is characterized by an overall form which is derived from its functions and which is distinctive, expressive, light and elegant. The individual controls, such as the keypad and the fuel nozzle are all-new designs which are extremely user-friendly. The presentation, featuring a life-size model, is outstanding and plays an important role in explaining the concept. The jury believes that the design of the pivot arms could be optimized.



Designers

Kai Eichenauer/Hamburg
Martin Woltermann/Hamburg
HfBK Hamburg