

# Braun Preis 1995

**BRAUN**

Documents and photographs from the Braun Archive relating to the eleventh BraunPrize competition:

**Braun Prize 1995 Press release**  
December 1995

## More than a competition - Braun Prize 1995 opens up new perspectives

The 1995 Braun Prize – the eleventh edition of this highly respected competition – lived up to its reputation for opening up new perspectives for young designers quite literally this year: winner Matthias Bohner, a final-year student at the Hochschule der Bildenden Künste Stuttgart [University of the Applied Arts], designed a portable TV camera which makes hand-held panning and zooming as well as bird's-eye or worm's-eye shots extremely easy. The second prize was awarded for a model of a dental patient's chair designed to make the dentist's work easier and improve the position of the patient. Third prize went to a design for an innovative sand yacht. First held in 1968, the competition for technical design attracted entries from well over 400 young designers in 39 countries this year. As the broad spectrum of the winning projects shows, the competition is entirely independent of the product range of sponsor Braun AG, a world-leading manufacturer of small electrical appliances.

Chaired by Prof. Dieter Rams, the members of the jury (Elke Trappschuh/Düsseldorf, Dr. Robert Blaich/ USA and Peter Schneider/ Königstein) subjected the entries to very close examination in the course of several rounds of judging. As well as selecting the three prizewinning projects, they allocated three monetary special recognition awards and recognised another 30 models by including them in the Braun Prize Exhibition. The award ceremony on December 14, 1995, also marks the opening of this exhibition which sets out to raise public awareness of the imagination and creativity of today's young designers. The exhibition will be on show at the Institut für Neue Technische Form on the Mathildenhöhe in Darmstadt from December 15, 1995 to January 25, 1996. It is also intended that the entries for the 1995 Braun Prize will be shown internationally in a travelling photo exhibition.



The jury allocated the prizes and special recognition awards as follows:

**1st Prize: Portable TV camera**

DM 8,500 **Matthias Bohner** -Hochschule der Bildenden Künste Stuttgart

**2nd Prize: Dental patient's chair**

DM 7,000 **Andreas Klobner/Detlef Rhein** - Fachhochschule Darmstadt

**3rd Prize: Sand yacht**

DM 6,000 **Andreas Weckemann** - Fachhochschule Darmstadt

**Special recognition awards**

**DM 4,500: Tandem vibratory roller**

Ulrike Hesse/Hilmar Nicolay - Fachhochschule Darmstadt

**DM 4,500: Crutch for people with long-term walking disability**

Bernhard Liechti - Höhere Schule für Gestaltung Zürich

**DM 4,500: Industrial sewing-machine workstation**

Stefan Sell - Fachhochschule Darmstadt

Dieter Rams sums up the Braun Prize as follows:

"The Braun Prize is more than a competition. It has a didactic role. It shows just how many rewarding concepts there are. It shows how carefully a design project can be prepared through research and analysis. It shows that surprising and convincing innovations are still possible in every subject area. And it holds up a mirror to the design training situation around the world."

The exhibition

The Institut für Neue Technische Form can be found at 6 Eugen-Bracht-Weg in Darmstadt.

Opening times:

Tuesday to Saturday: 10 a.m. to 6 p.m., Sundays: 10 a.m. to 1 p.m. Admission is free. The Institut and the exhibition are closed from December 23, 1995 until January 5, 1996. For further information, photos, interview requests etc. please contact Gerd Wildemann

Tel.: 06173/302473,

Fax: 06173/302440.

## BraunPrize 1995

### 1995 Winners

#### Braun Prize 1995 - 1st Prize

##### Portable TV camera

Film and video are all about movement and interesting angles, about panning, tracking, zooming, views from high up or low down. But the problem with today's hand-held cameras is that it is almost impossible to shoot on the move without unwanted camera shake. This project shows a fundamentally new technical concept which permits shake-free movement of a hand-held camera: the camera is housed in a sphere which, in turn, is suspended magnetically in a shell. This means that the camera does not touch the shell, but floats "in mid-air" within it so that any shaking movements by the camera operator are not transmitted to the camera sphere. The camera is controlled by radio signals which trigger small flywheels within the sphere, causing it to turn in the opposite direction. Radio is also used to send the video signals from the camera to the recorder. Another innovative feature is the telescopic arm on which the camera is placed. This can be extended like a periscope thus allowing extremely unusual camera angles (e.g. high above a group of people or a worm's-eye view). Two carrying positions are possible: the camera can be carried either on the shoulder or held at lower-arm level for greater freedom of movement. Left-handed users can operate it as easily as right-handed ones. The camera operator sees the monitor image in a head-up display.

##### 1st Prize - Designer

##### Matthias Bohner / Stuttgart

1966 born in the Palatinate region

1987-1994 studied Industrial Design at the Hochschule der Bildenden Künste Stuttgart

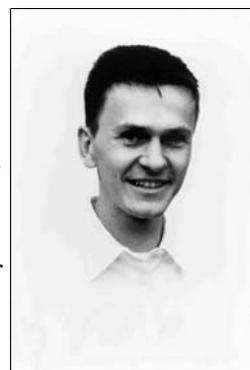
1994 graduated

Since 1989 freelance work as an industrial designer for several companies



##### Jury's analysis:

This design features a whole series of completely new ideas which greatly extend the cinematic potential of the hand-held camera. Intelligent use is made of highly advanced technologies, such as the floating magnetic camera mount. The design calls for technologies which are slightly beyond the current state of the art, but it is not unrealistic. The clear, easily understood and intuitive structure of the device is convincing, as is the well thought-out design of the control functions. The presentation of the concept is excellent.



## Braun Prize 1995 - 2nd Prize

### Dental treatment station

Dental treatment often involves considerable physical and psychological strain for both patient and dentist. The ergonomic quality of the work area, which can reduce this strain effectively, must be the principal objective of any new design. This concept is characterised by two basic ideas: total freedom of movement for the dentist and optimised support for the patient. The instrument array is situated on a pivoting curved arm which is attached to the ceiling. The arm has a pull-out extension action and can be moved in a circular pattern around the patient's head. The dentist can adopt the optimum position for the particular task in hand and can pull the instruments into reach. This concept allows the dentist to work from either side of the patient and is therefore also suited to both right-handed and left-handed users. An added benefit when working in a seated position is that the dentist's leg movement is not restricted in any way. The patient's chair, which is, of course adjustable for height, is attached to the side of the supply unit. It can be adjusted precisely to the height of the patient from a 2-metre-tall man to a child of 100 centimetres. This extensive adjustment range is complemented by the careful design of the chair's articulation points which correspond to those of the body thanks to the adjustable seating depth, knee pivot point and backrest length. Another aspect of a dental treatment station which should not be underestimated is its appearance. The clear, light and easily understandable design can also help to reduce patient stress.



### Jury's analysis:

This new design of a dental treatment station has been created on the basis of a detailed understanding of the practical requirements. It offers solutions which make the dentist's work considerably easier and improve the position of the patient. Although dental treatment stations have generally benefited from considerable development in terms of design and technology over recent years, this project found significant scope for further optimisation. The concept is based on thorough research and is presented outstandingly well.

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## 2nd Prize - Designers

### **Andreas Klober/ Roßdorf**

1966 born in Darmstadt  
1986-1989 trained and employed as dental technician  
1990-1995 studied Industrial Design at the Fachhochschule Darmstadt  
several internships  
1995 graduated

Established own design practice

### **Detlef Rhein / Griesheim**

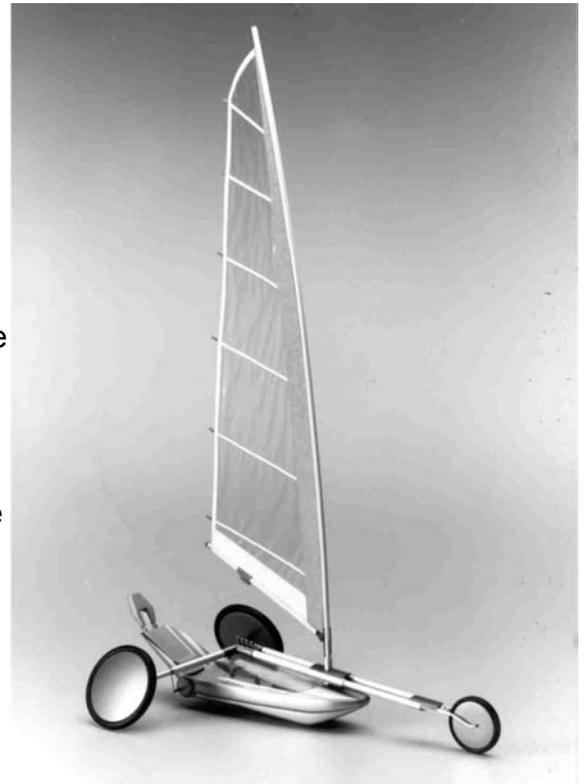
1969 born in Wolfsburg  
1990 studied Industrial Design at the Fachhochschule Darmstadt  
1993- 1994 studied Industrial Design at San Jose State University, California  
several internships  
1995 graduated



## Braun Prize 1995 - 3rd Prize

### Sand yacht

Until now, unlike sailing-boat users, sand-yacht drivers have not been able to use their weight to balance the force of the wind. Sand yachts have therefore always been at greater risk of tipping over. This new sand yacht is built around the concept of a pivoting cockpit. When the wind pushes the sail to the side and a wheel lifts, the driver - with the cockpit - moves in the opposite direction. The cockpit is attached to the chassis at a pivot point under the mast, while ropes secure it at the rear. The driver uses pedals to release the cockpit so that it can swing to the side. This design features two more innovations: the backrest is adjustable so that the driver can optimise the position of his head - and thus his visual range - for the best possible view. And the entire sand yacht can be carried on a roof rack like a ski box instead of having to be transported by trailer. The mast, chassis and wheels can be dismantled and placed in the cockpit which serves as the transport container.



### Jury's analysis:

The improvement of the handling characteristics by means of a pivoting cockpit is a significant innovation of this concept as is its straightforward transportability on a roof rack. The design of the sand yacht is very convincing, both in general and in all the details. Some of the engineering solutions are only outlined and could be worked out more precisely.

### 3rd Prize - Designer

#### Andreas Weckemann / Bad Schönborn

1966	born
1989-1994	studied Industrial Design at the Fachhochschule Darmstadt
1993	established own design practice
1994	graduated



## Special Recognition Award

### Crutch

This crutch is intended for people who have a long-term or permanent walking disability. Rather than being a conspicuous, technical aid, it has been conceived as a pleasant, personal item – like a walking stick – which is tailored precisely to the user. This positive image was just as important a factor for the design as the ergonomic quality. Hence the decision to make it from wood, a natural material with good static characteristics and relatively low weight. The user can choose from various types of wood. Made from three-ply laminated wood, the crutch features a handle and foot attached by means of cast aluminium shafts sandwiched between the two outer layers. The wooden handle is designed for optimum ergonomics. Newly designed, the forearm cuff is made of leather while the foot is made from hard rubber. In icy weather, an integral ice spike can be extended. A coloured reflector strip is set into a groove.

The length, handle and cuff are optimised for the dimensions of the user when the crutch is purchased.



### Jury's analysis:

A technically simple device has been rethought thoroughly in accordance with ergonomic principles and styled to give it a human, appealing character. The carefully prepared concept and the use of natural wood and leather have resulted in a practical, everyday item of particularly high quality. The integration of a reflection strip could be presented more clearly.

### Designer

#### Bernard Liechti / Zürich

1963	born in Neuchatel
1980-1984	trained as construction draughtsman
1984-1987	employed
1988-1992	studied Interior Design and Product Design at the Höhere Schule für Gestaltung in Zürich
1992	graduated
1993	Design Prize Switzerland
1995	employed as industrial designer

## Special Recognition Award

### Vibratory road roller

Vibratory rollers are used to compress asphalt during road construction. The vibrations and noise generated by conventional machines represent major stress factors for the roller operator. Furthermore, the operator's field of view is often restricted to the edge of the two rollers – especially when repeatedly driving backwards and forwards over a section of freshly laid asphalt. The new tandem vibratory roller has been designed with the single-minded objective of creating a tool which can be used effectively with minimum stress. The cab swivels through 270 degrees so that the driver has an optimum view in any direction and can still see the edges of the rollers clearly. Vibration of the cab is reduced through passive and active damping: in the case of the latter, the vibrations are cancelled out with precisely metered antiphase vibrations. Active noise cancellation uses the same principle to minimise noise in the cab. The interior dimensions of the cab, the design and positioning of the controls comply with ergonomic requirements.

### Jury's analysis:

The key quality of this design for a road roller is the improvement it brings to the operator's working conditions - good visibility all round, reduced cab and seat vibration, less noise in the cab. The design of the machine is thought out very clearly and is in keeping with the practical requirements. Engineering questions, such as the durability of the joint still need to be resolved.

### Designers

#### Hilmar Nicolay / Berlin

1966            born in Worms  
1986-1988    trained as bank clerk  
1988-1994    studied Industrial Design at the  
                  Fachhochschule Darmstadt  
                  graduated  
                  internship in the USA  
1994            further study of design at the  
                  Hochschule der Künste Berlin

#### Ulrike Hesse / Berlin

1967            born in Salzgitter Lebenstedt  
1988-1994    studied Industrial Design at the  
                  Fachhochschule Darmstadt  
                  graduated  
1994            studied Industrial Design at the  
                  Hochschule der Künste Berlin



## Special Recognition Award

### Industrial sewing-machine workstation

Even today, industrial sewing is still usually a physically strenuous activity. This design seeks to improve the ergonomics of the workstation in order to make the operators' work easier. The principal improvements are as follows: the height of the table top is infinitely adjustable so that it can be optimised precisely for the height of the individual operator. The front edge of the work area has been lowered and has a cut-out so that the arms are well supported in all positions. The controls are grouped together in a single unit whose shape matches the reach radius of the right hand. The flat pedal can be situated wherever required and allows the legs to be positioned for minimum fatigue. Fabrics are easier to manipulate thanks to the curved front edge of the table, the inclined metal element at the rear and the special laminated surface. An engineering innovation is the vertical mounting position of the motor in the large column. This makes the drive system more straightforward and reliable while also allowing it to be fully encapsulated.



### Jury's analysis:

This thoroughly ergonomic redesign of a sewing machine workstation is based on thorough research, leads to innovative solutions and significantly enhanced working conditions. The clear organisation of the elements and their simultaneous integration through formal transitions, materials and colours is convincing. It is conceivable that further optimisation could be achieved by allowing the configuration of the table to be adapted to different tasks.

### Designer

#### Stefan Sell / Mainz

1987-1988	studied biology, physics, English at Mainz University
1988-1989	Fine Arts department, Mainz University Europäische Kunstakademie Trier
1990-1995	studied Industrial Design at the Fachhochschule Darmstadt several internships
1995	graduated