

# Braun Prize 1992

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

## Press announcement of 1992 Braun Prize

July 1, 1991

### DM 35,000 Braun Prize to be awarded for 10th time in 1992

The tenth edition of the "Braun Prize for Technical Design" – the internationally recognized competition which seeks to promote and encourage young industrial designers – will be launched in July 1991. The winners of the prize, which is endowed by Braun AG to the tune of DM 35,000 will be announced in 1992.

The jury, headed up by Prof. Dieter Rams, Kronberg, comprises Prof. Dr. Vittorio Magnago Lampugnani, Director of the German Architecture Museum in Frankfurt and consultant to the well-known Italian design journal "Domus" (which he formerly co-edited), Yuri B. Soloviev, President of the Society of Soviet Designers, Moscow, and Peter Schneider, Design Manager at Braun AG. It will be their task to judge the entries, which, as always with the Braun Prize, are not restricted to a specific topic and are therefore not linked to the Braun AG product range in any way. This international competition is open to designers and engineers under the age of 35 who are still studying or have been working for less than two years.

The international recognition which the competition enjoys was confirmed by the 9th Braun Prize in 1989 which attracted entries from young designers in 31 countries. Braun AG expects the number of entrants for the 10th edition of the competition to increase again. Ever since 1968, young designers who have won the Braun Prize have found that it has provided a major boost to their professional careers. Furthermore, the competition provides an insight into the status of design training at international level.

The entry conditions will be sent to design schools and similar institutions around the world. They are available from:

Braun AG,  
Informationsabteilung,  
Postfach 1120,  
D-6242 Kronberg/Ts.



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Press release December 1992

December 4, 1992

## A yacht sailed off with the prize

The Braun Prize for Technical Design has been awarded for the tenth time. The jury awarded first prize to a sailing yacht designed by Martin Röhrig from the Gesamthochschule in Wuppertal. Designed for long-distance voyages, the yacht was selected for the large number of new ideas which optimise its seaworthiness, safety and ease of use. The members of the jury were impressed not only by the design's originality and quality, but also by the excellent way in which it was implemented. Awarded every three years, the Braun Prize is endowed to the tune of DM 35,000 by Braun AG, a world-leading manufacturer of small electrical appliances. The Braun Prize has long been recognized as the most important international competition to promote and encourage designers and engineers under the age of 35 who are still studying or have been working for no longer than two years. Entries are not restricted to any particular topic and the spectrum of projects submitted was very wide. It ranged from a car seat to children's playground equipment. The importance of the Braun Prize is reflected by the fact that a total of 489 participants from 28 countries entered the competition in 1992. As in earlier competitions, most of the entries were of a very high standard. The international jury was chaired by Prof. Dr. h.c. Dieter Rams, Chief Designer at Braun AG, and also comprised Prof. Dr. Vittorio M. Lampugnani, Director of the German Architecture Museum, Frankfurt, Yuri B. Soloviev, formerly President of the Society of Soviet Designers and President of the ICSID, and Peter Schneider, Deputy Chief Designer at Braun.



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

- 1st Prize:**                    **Sailing yacht**  
DM 8,000,                    Martin Röhrig;  
Gesamthochschule Wuppertal
- 2nd Prize: Bicycle**   **Ergometer,**  
DM 7,000,                    Björn Kling, HfBK Hamburg
- 3rd Prize:**                    **Dental technician's workstation,**  
DM 6,200,                    Antje Härtel,  
Fachhochschule für Gestaltung Kiel

## Special recognition awards

- DM 4,600,                    **Solar tiles for capturing solar energy,**  
Udo Dörich/Jörg Ibach, Universität GH Essen
- DM 4,600,                    **Electric bicycle,**  
Hilmar Jaedicke/Gerd Schmieta/Mathias Seiler, HfBK Hamburg
- DM 4,600,-                    **Air-cushion fork lift,**  
Uwe Stender, FH Darmstadt

Commenting on the prizewinning entries, Dieter Rams said: "It was very difficult to select the best projects from among so many excellent entries. Our hope is that the Braun Prize will help to raise public awareness of the importance of design and encourage further improvements in design training around the world.

The projects which picked up prizes and special recognition awards will be on show, together with another 24 projects, at the Institut für Neue Technische Form in Darmstadt from December 4, 1992. The exhibition runs until January 17, 1993 and is open from 10 a.m. to 6 p.m. from Tuesday to Saturday and from 10 a.m. to 1 p.m. on Sundays.

The Braun Prize Exhibition will then be shown at CeBIT and the Hanover Fair as part of the "Gute Industrieform" exhibition. It will be shown subsequently at the Design Zentrum Nordrhein Westfalen in Essen.

The 10th Braun Prize will also be presented internationally in the form of a travelling photo exhibition. For details, please contact: Elisabeth Kallenberger  
Tel.: 06173-302543

**End of press release**

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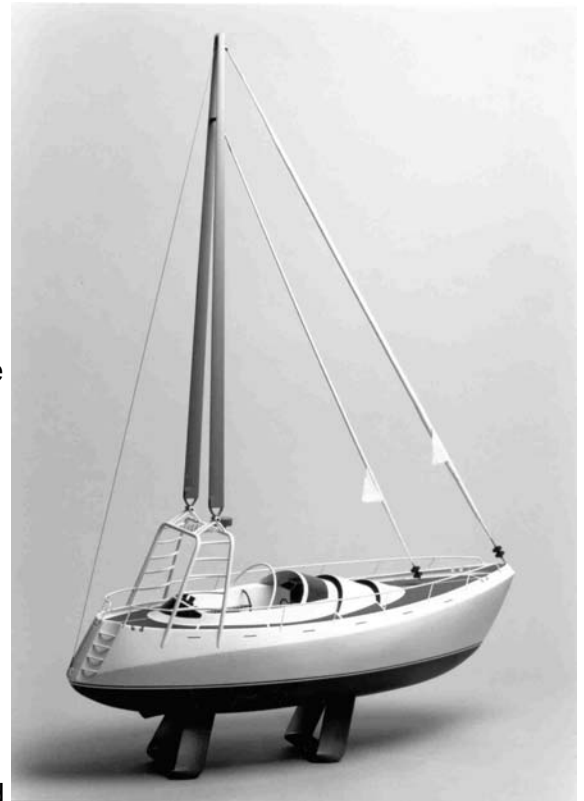
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## Winners 1992

### 1st Prize

#### Sailing yacht

This project presents a comprehensive rethink of a long-distance sailing yacht - a relatively small vessel with which a crew of two to four people can embark on sailing voyages to any destination in the world. Unlike racing yachts, this vessel places particular emphasis on safety and seaworthiness as well as ease of operation and maintenance. The hull, which has a pronounced curvature and is folded inward at deck level, is designed to present minimum resistance to waves breaking over the vessel. The two U-shaped keels, whose ballast is incorporated in the lower cross-members, provide a particularly high level of stability. The anchor well is flush with the bow while a concave recess starboard astern forms the access ladder. The roof of the cabin takes the form of three convex elements which protect the windows from incoming waves. A metal structure which spans the rear of the open cockpit supports various pieces of equipment and the mast. The latter, a new twin design made from carbon-fibre reinforced plastic, does not require any shrouds. The yacht features two head sails with a roller reefing system which can be operated from the cockpit. Another innovative feature is the propulsion system: a jet of water is accelerated by the engine and expelled at the stern. The power unit for this jet drive system can also be used as a bilge pump.



#### Jury's analysis

This design for a safe and seaworthy yacht for long-distance voyages was put together with a great deal of expertise and thoroughness. A whole series of new design ideas has been integrated to form an extremely harmonious design. The functionality of both the vessel as a whole and the individual solutions is convincing and the presentation of the design is exemplary.

#### Designer - 1. Preis

##### Martin Röhrig / Wuppertal

1961	born in Remscheid
1980 -1982	Fachoberschule für Gestaltung Wuppertal
1982 -1991	studied Industrial Design at the Gesamthochschule Wuppertal (university)
1989 -1991	freelance assistant to Prof. U. Reif
Since 1991	employed as a designer in an industrial company



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## 2nd Prize

### Bicycle ergometer

The principal applications of the bicycle ergometer lie in measuring the physical capabilities of the body and supporting endurance training. It is intended for use in hospitals, doctors' surgeries and clinics as well as in fitness centres and the home. The design of this device helps to explain how it works: the central feature is the large flywheel which can be seen to turn. Fitted to this, and highlighted by the use of form and colour, is the brake unit. The saddle and handlebars can be adjusted precisely to suit the user while seated on the device and without the need for any tools. Saddles, handlebars and pedals from other bicycles can be fitted so that sports cyclists, for example, can use the bicycle ergometer for training under familiar conditions.



### Jury's analysis:

This design offers the bicycle ergometer a new form which is clear, functional and distinctive. It conveys a sense of performance and technical quality, but is also acceptable in the context of private use, too. The design has been thought out very thoroughly and implemented down to the smallest details with great care.

## 2nd Prize – Designer

### Björn Kling / Hamburg

1965 born in Ludwigshafen  
Since 1986 studying Industrial Design at the Hochschule für bildende Künste, Hamburg  
1988 first diploma  
several internships in the field of design and manual crafts



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## 3rd Prize

### Dental technician's workstation

The work of a dental technician is demanding and calls for manual skills as well as concentration. This design offers a concept for a workstation whose design satisfies functional, ergonomic and emotional requirements. It consists of three elements: the actual workbench, the utility column which is situated behind it (and which is permanently installed in the lab) with outlets for electricity, compressed air, gas etc. as well as a control panel and work light, and, finally, a mobile container with swivelling trays. The bench is semicircular in shape and thus largely corresponds to the physiological space within reach. Two sliding armrests ensure that the operator is able to keep a steady hand when using a bench peg to perform tasks such as milling/grinding in front of the bench. The arcs described by the top of the bench are picked up in the design of the other elements and give the workstation a welcoming feel.



### Jury's analysis:

This design is characterised by the high quality of both the overall concept and the individual details. The design is driven by functional considerations and follows ergonomic principles. The result is a workstation which makes the task easier, enhances its status and allows the user to identify with it positively. The overall quality of the design also deserves a special mention.

## 3rd Prize – Designer

### Antje Härtel / Kiel

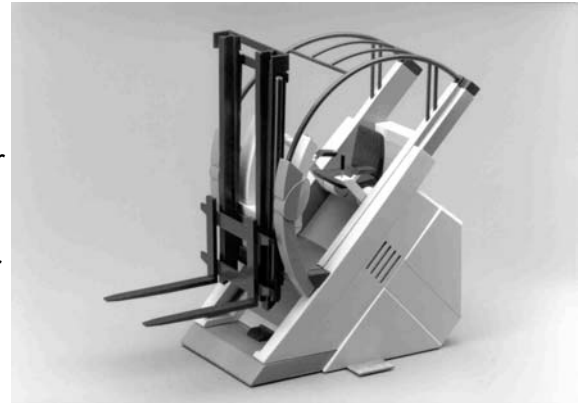
1964 born  
1984 –1987 studied Art History, Philosophy,  
Ethnology at University of Münster  
1987- 1992 studied Industrial Design at the  
Fachhochschule Kiel  
Several internships including one in Milan  
1992 graduated



## Special Recognition Award

### Air-cushion fork lift

Instead of running on wheels, this fork lift uses an air cushion – or, to be more precise, a wafer-thin film of air created by compressed air which is forced out of diaphragm nozzles on the underside of the device. Level floors with smooth surfaces are a prerequisite for using this device. The fork lift is controlled using centrally mounted wheels. The innovative air film system makes it more manoeuvrable. As the load is distributed over a larger area, stability is enhanced and floor wear is reduced. The footprint of the device can also be increased by extending the front section. Furthermore, the entire cab section with the load-carrying element can move upwards and backwards diagonally. The benefits include a more favourable centre of gravity and a greater stacking height. A battery-powered electric drive system would allow quiet, economical, pollution-free operation.



### Jury's analysis:

This concept for an innovative air-cushion fork lift seems logical and has been thoroughly thought out and implemented accordingly. The engineering and design solutions are convincing and the presentation of the project also deserves recognition. The fields of application for this fork lift will be limited because it requires smooth floors.

### Designer

#### Uwe Stender / Ober-Ramstadt

1964            born in Ingolstadt  
1983 -1985    studied Technical Physics at the  
                    Fachhochschule Munich  
1986 -1992    studied Industrial Design  
                    at the Fachhochschule Darmstadt  
                    Several internships  
1992            graduated



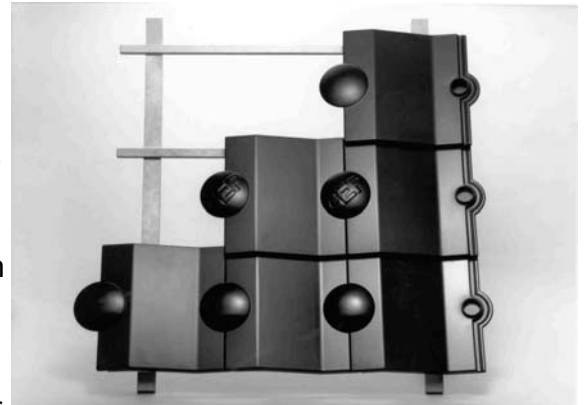
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## Special Recognition Award

### Solar tiles

The "solar tiles" use the radiant heat from sunlight striking a roof to heat non-potable water. Each of these plastic pantiles is equipped with a cavity which is filled with a mixture of water and antifreeze. Linked by plug-in connectors, the tiles form a collector system in which the fluid heated by the sun rises through one row of tiles after the other until it reaches the ridge of the roof where a heat exchanger transfers the heat to the house's non-potable water system. As they look similar to conventional tiles, the solar tiles can also be used for renovation projects. They can be installed by a roofer and their weight is comparable to that of ceramic tiles. They are made from polypropylene which is capable of being recycled.



### Jury's analysis:

The idea of a simple solar thermal collector system using elements which resemble tiles and which can be fitted like tiles is a convincing one which represents a contribution to energy conservation. The solar tiles have been well thought-out in both technical and design terms. Further investigations should be conducted in order to establish if gravity circulation will always be sufficient or if a pump is needed to ensure that the fluid circulates at a sufficient rate.

### Designers

#### Udo Dörich / Essen

1961 born in Cologne  
1984 studied Mechanical Engineering at the Technische Hochschule in Aachen  
Seit 1988 Since 1988 studying Industrial Design at the Gesamthochschule Essen (university)



#### Jörg Ibach / Bottrop

1966 born in Bottrop  
1987/88 studied Mechanical Engineering at the Gesamthochschule Essen (university)  
Since 1988 studying Industrial Design at the Gesamthochschule Essen (university)





## Special Recognition Award

### Electric bicycle

This design enhances the bicycle in three areas in order to increase its usability and thus to make it a more attractive alternative to the car. The three areas in question are propulsion comfort, load-carrying ability and rain protection. The project calls for the front wheel to be equipped with an electric auxiliary drive in the form of an innovative linear motor which is particularly light and requires no maintenance. The motor supports the rider's pedalling action but does not replace it. The frame is made of carbon fibre. This innovative material permits an organic form, in which many individual elements are integrated. The frame offers enough space for a load compartment and also features a large, robust carrier. A rolled-up rain cape which is stowed compactly in the handlebars complements the long mudguards to provide effective protection from the rain.



### Jury's analysis:

The concept, engineering and design of this bicycle with an auxiliary drive form a convincing overall solution. The care with which this project has been prepared is exceptional. If and when the proposed new motor technology will be available in a suitably mature form remains open to question.

### Electric bicycle – Designers

#### Mathias Seiler/ Hamburg

1963 born in Munich  
1986 -1987 studied Illustration and Representational Techniques at the Fachhochschule Stuttgart  
Since 1987 studying Industrial Design at the Hochschule für bildende Künste Hamburg  
several internships during studies

#### Gerd Schmieta / Hamburg

1964 born in Bad Oldesloe  
1986 studied Illustration and Communication Design at the Fachhochschule Hamburg  
Since 1986 studying Industrial Design at the Hochschule für bildende Künste Hamburg  
several internships during studies including one in the USA



#### Hilmar Jaedicke / Hamburg

1965 born in Bremen  
1986 craft skills internship in shipyard  
1987 craft skills internship in joiner's workshop  
Since 1987 studying Industrial Design at the Hochschule für bildende Künste Hamburg  
several internships during studies including one in the USA