ARCHITECTURE – INTERIOR DESIGN – FURNITURE
REHAU – A CREATIVE DEVELOPMENT PARTNER

"Architecture denotes the harmony and unison of all components at such a level that allows nothing to be added, removed or changed without destroying the whole." - as coined by Leon Battista Alberti in 1452. A statement which could very well be discussed today - a time in which attributes such as flexibility, mobility and modularity have become essential features.

Architecture, and in particular interior design, has become changeable - for very simple reasons: life has become faster, requirements have changed, work processes are subject to continuous optimisations and developments. We can see an ever increasing level of optimisations and developments. In this vein, requirements - such as communication requirements - have also changed. Individual offices have been replaced by "open plan offices", and individual-based tasks have been turned into team projects.

This also creates new demands on architecture, the design of living and work environments, and associated furnishing and furniture. As a development partner for suppliers to the office furniture industry, and in its role as a modern employer, REHAU has long been addressing these issues and providing the industry with new impulses. By developing the sound-absorbing RAUVOLET acoustic-line profile, the company established an important milestone in terms of improving room acoustics. The idea of decorative surface printing for tambour door systems and the development of its own design collection for the RAUVOLET acoustic-line, which supports the zoning of office environments, have also underlined REHAU's role as a creative development partner for the industry.

Thinking about tomorrow - today. Through its commitment to future networks such as "future_bizz" or invitations to architecture competitions and design awards, REHAU has consistently focused on the requirements of tomorrow, and supports trendsetting projects and developments. "We regard this exchange with architects and planners as very important. We monitor the design and architecture aspects of the market so we are in a position to pick up on trends very early on and include them into our product development process. Furthermore, we would also like to support architects with the appropriate product solutions as part of the creative process," says Andreas Albig, manager of REHAU's furniture business division.

More information on REHAU's projects and developments can be found on the following pages.

www.rehau.com
An architect’s most important business card is much bigger than 85 x 55 millimetres: one’s own office, the multifunctional workplace, the creative place where ideas are born, the customised studio - exactly what the REHAU ARCHITECT CHALLENGE 2010 was all about.

The competition
This was the first year REHAU established the REHAU ARCHITECT CHALLENGE under the provocative theme "MUT GENUG? MUT GENUS?" (= "BRAVE ENOUGH? GOOD ENOUGH?). Young architects and designers from Germany, Austria and Switzerland were invited to design their personal ideal office using a variety of REHAU products.

The prize
The competition had another unique feature - the first prize consists of REHAU turning the winner’s ideal office into reality - at a value of EUR 50,000.

The task
The starting point for the design process was an architecture office for 8-14 employees within the layout provided by REHAU (325 m²). However, the actual size of the office was not a criterion for participation, as the layout was only designed to create a uniform starting point for the participants of the competition.

Structural as well as building technology related dependencies were to be taken into account for planning purposes, without becoming restricting factors. The innovative and creative implementation of interior furnishings and furniture was clearly at the front and centre of this competition. In this vein, participants were also encouraged to consider elements such as reception areas in addition to areas for concentration (workplaces), communication (meeting corners) and recreation (counters, lounge corners).

The information, instructions and product samples required for the competition were made available to all participants following registration in the form of a starter package. After all, one of the ideas was to provide the creative minds with an opportunity to experience the first components of their possible future office furnishings on a haptic level and explore the features of the products.

Products were divided into required products (e.g. 1 RAUKANTEX edge-band materials and 2 the solid surface material RAUVISIO mineral), which had to be used as part of the competition, and optional products which could also be used for designing the ideal office (e.g. 3 the creative weaving material RAUCORD).

The grading process
In addition to design quality and the general impression of the ideal office design, the grading process also included a consideration of the maximum degree of innovation, creativity and the integration and application of REHAU products - also in view of interpretation and combination of materials.

Notwithstanding the idea of the “ideal office”, there was also a need to meet the requirements for employee-oriented workplace ergonomics and ensure the general functionality of individual components.

The modularity and flexibility of designs constituted another important grading aspect, as the start-up office design was required to offer options for modifications and expansion, and an ability to adjust to new requirements in a flexible manner.

The judging process
The designs were assessed by a specialist panel of judges consisting of architects, interior designers, designers and industrial scientists - more information on the panel of judges and the difficult decision to pick the winning entry for the ideal office can be found on the following pages.

The documentation
You can order your personal copy of the documentation about the REHAU ARCHITECT CHALLENGE at www.rehau.com/architects

The starter package included samples and information for the participants.
THE PANEL OF JUDGES

JUAN HIDALGO
Architect (Dipl.-Ing.)
SEHW Architekten GmbH

Juan Hidalgo studied at the TU Berlin and the University of California at Berkeley. During his career, he worked in the offices of Daniel Libeskind and Carsten Roth.

Juan Hidalgo is a partner at SEHW Architekten, a group of architects which has done successful work in designing and implementing a number of different building tasks in building construction and interior design since 1997.

Well-known projects of SEHW Architekten include various redevelopments at the Klinikum Charité Berlin and the redevelopment and renovation of the Goethe Institut in Madrid.

“it is always impressive what architects and interior designers are able to come up with, even if they are only given a few things to work with. A particularly noteworthy aspect of the submissions to this competition was the wide range of interpretations of the REHAU product range. In the end, the final decision was made in favour of a design which involved the development of an intelligent modular system, and which offers a lot of flexibility for the furnishing of young start-up offices.”

HENNING EHHRARDT
Architect (Dipl.-Ing.)
Beehisch Architekten

Hennig Ehnhardt has been providing his services to a number of different architecture firms since 1997. He has been working with Behnisch Architekten since 2000, where he also participated in the draft design for the WPO headquarters in Geneva, among other projects.

He is currently working as a project partner in the construction of Harvard’s Allston Science Complex in Cambridge and the King Abdullah Financial District (KAFD) in Riyadh.

“With respect to the submissions for REHAU ARCHITECTS CHALLENGE, we have seen very different and diverse interpretations of the modern office - from completely new to more traditional – and it is evident that there was serious consideration of the aspects which must be taken into account today or in the future, with regard to new communication forms.”

“it is impressive to see how so many totally different approaches for innovative space and office concepts can originate from one question, and to see the high standard of the designs that have been submitted.”

“Overall, we noted an extraordinarily wide variety and high degree of creativity with regard to the designs – and notwithstanding the courageous interpretations, the functionality of the office of tomorrow was nevertheless always at the forefront.”

STEVEN RAPPOLD
Architect (Dipl.-Ing.)
Beehisch Architekten

Stefan Rappold completed his architecture studies at the “Technische Hochschule Stuttgart” and worked for renowned architecture firms such as Jauza + Gaus in Friedrichshafen and Dollmann & Partner in Stuttgart.

He has been working with Behnisch Architekten since 2000, where he also participated in the draft design for the WPO headquarters in Geneva, among other projects.

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TOBIAS WALLISSER
Prof. Dipl.-Ing.
LAVA

Tobias Wallisser founded the firm LAVA (Laboratory for Visionary Architecture) together with Chris Bosse and Alexander Reich in 2007. The firm works as an international network of specialists with offices in Stuttgart, Sydney and Abu Dhabi.

From 1997 to 2007, Mr. Wallisser was Associate Architect and Creative Director at the UNStudio van Berkel&Sloos in Amsterdam. In his role as project architect, he was responsible for the design and implementation of the Mercedes-Benz Museum in Stuttgart. He has been teaching “Digital Drafting” at the Stuttgart State Academy of Arts & Design since 2006.

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DR.-ING. WILHELM BAUER
Dipl.-Ing.
Fraunhofer IAO

Dr. Wilhelm Bauer completed his studies focusing on Industrial Engineering, Ergonomic and Data Processing at Stuttgart University in 1983, and subsequently graduated with a Dr.-Ing. degree.

He has been with the Fraunhofer Institute since 1984.

In 2009, Dr. Wilhelm Bauer became acting Managing Director at the IAO and the Institute for Human Factors and Technology Management (IAT) at Stuttgart University, as well as manager of the business area “Corporate Development and Work Design”.

MEETING OF THE JUDGES

The meeting of the panel of judges for the REHAU ARCHITECTS CHALLENGE was held on 8 July at the new educational centre “Prolin” in Rehau. What initially looked like an evaluation of designs in a casual atmosphere nevertheless turned out to be a very challenging and difficult but also very exciting and diverse task, as the panel of judges unanimously agreed.

The exhibited ideal office designs were examined, discussed and evaluated over several stages. “The exciting and rich array of designs and the wide variety was impressive evidence of the large creative potential of the participants,” said panel member Dr.-Ing. Wilhelm Bauer. Which did not make the judges’ job any easier.

Finally, they selected “Inspire Work”, the ideal office design by the “Schattraum” team. This concept was particularly convincing due to the modularity and flexibility of furniture and use of space, creating an impressive example of a modern start-up office.

More information on the winning “Schattraum” team and its ideal office can be found on the following pages.
The three young architects Christian Dahle, Christian Dirumdam and Timo Heise, who have won the REHAU ARCHITECT CHALLENGE, submitted a concept which views the modern office as a thoroughfare, meeting place and communications centre.

Their argumentation:
In contrast to activities related to production settings, office work is not necessarily tied to any particular place. Internet and mobile phones enable employees to work at any place, and at any time. In the foreseeable future, offices will only be used for personal meetings with customers or colleagues. In this context, achieving flexibility in the design of office areas and open work processes are important goals. From an interior design point of view, this “open space” concept addresses the requirements of an increasingly differentiated and more flexible work environment.

The submitted design concept provides for an open office structure with different zones, which are used for communication purposes but also offer quiet workplaces. This division is not implemented by way of separate rooms; rather, room sections flow from one to the next. This structure is created with the five basic elements, simple building block bodies, which can be used to implement sophisticated room and furniture concepts. Desk work boards, mobile filing pedestal garages, a free-form meeting table and moveable boxes expand the range of options with regard to form and interior design.

To ensure that the loft character was not disrupted by numerous smaller units, the architect team did not insert walls, but managed to create different room zones and hence a contemporary office ambience based on furnishings alone. The entrance leads directly to the reception and secretariat area. On the back, this zone is closed off by a library element. On the long side, opposite the window, the young architects placed a shelving wall, which offers an immense number of options: from a cloak area to a waiting area with seating, archive space, storage areas and a counter with bar stools.

An element as high as the room, which features a glass backing, separates meeting groups from the workplaces on an acoustic level. At the same time, the glass component maintains visual contact and ensures that the centre of the room still receives an adequate amount of light.

Using the five basic elements, it is possible to implement a number of different room and furniture concepts. The elements are based on a modular measurement system, which enables simple as well as complex formations.

The architect trio addressed the requirement of integrating specific REHAU products into the ideal office by using acoustic cabinet elements, edgeband materials as well as a meeting table made of the solid surface material RAUVISIO mineral. The free form of the meeting table uses the immense flexibility inherent in the properties of this material. In addition, the design of the form also allows for a great variety of different meeting constellations: from confidential two-person meetings to large groups.
Imagine yourself in the following situation: You are a young architect and receive a phone call from a journalist who would like to interview you and your colleagues, to find out more about the winners of an architecture competition. The journalist arrives, accompanied by a young photographer. A discussion quickly gets underway and an intensive dialogue unfolds, with questions and answers going back and forth. However, during the interview the visitors suddenly reveal themselves as representatives of a company in whose competition you also participated. They inform you that you have won the first prize of the competition under the name “Schaltraum”.

Below are some of the questions and answers from the interview with the “Schaltraum” team.

How did you find out about the REHAU ARCHITECT CHALLENGE?

Through the invitation on the Baunetz online service. We should also mention that we had won another competition through the invitation on the Baunetz online service. We should also mention that we had won another competition with the “Schaltraum” team. The competition came at just the right time.

Was it difficult to design your own ideal office?

Yes, definitely. There were a lot of discussions. With other competitions, it did not take as long to arrive at solutions. Here, there was the requirement of integrating certain products. In addition, we scrutinized each step a lot more because of the question that was always at the back of our minds: Would I want to work in this environment, what do I need for my work, what are my or our common ideas on the topic of work?

What is the guiding theme behind your design?

We looked at the layout and quickly saw the issue that it must be possible to implement the concept to any other room as well. This is what is behind the idea of the modular furniture system, and the need to separate certain areas; and to create meeting corners or innovation islands, as well as library and reception areas.

Who are the “alleged reporters”?

The “alleged reporters” were just testing us. Only further into the discussion did we realize that this was for real, and that by winning the competition we were successful in getting our own ideal office, which also creates significant potential down the road. - Who would think that a company would be bringing such great news to us personally. Everything was very uncomplicated, happy and positive - it really suited us because it also corresponds with our own personalities.

Which REHAU product was the most exciting?

The solid surface material RAUVISIO mineral. We used it to design a table that utilizes the properties of this material very well. It features an organic form, and therefore lends itself to a variety of uses.

What was it difficult to integrate the specified REHAU products?

We received a lot of congratulations for a very successful year. The building blocks fit together very well, as did the time sequence. And, of course, we are extremely happy about this award. Everybody was excited about the furniture system, and everyone could imagine working with it themselves. It has increased people’s understanding of our work.

With this prize, are you taking the step towards self-employment? How do you feel?

We are looking forward to it. Of course, it’s a strange feeling in a way, but we have a lot of experience and are willing to work hard. Besides, no one has to do it all on their own, as we have ourselves, and each of us has a number of sub-networks.

What will the ideal office become a reality?

I think we will start our own office at the beginning of next year. First we have to find a suitable location where the furniture can be appreciated accordingly. We are thinking about an office with a beautiful large window front, so that we maintain a corresponding presence in Hamburg.
INNOVATIVE STUDIES, AN OWN SPECIAL EXHIBITION, THE "IDEAL OFFICE" OF THE REHAU ARCHITECT CHALLENGE

REHAU TO PRESENT MANY HIGHLIGHTS AT ORGATEC 2010

Between 26 - 30 October 2010, Cologne will again be hosting Orgatec and become the international meeting place around the topic “Office & Object”. Innovations and highlights for modern office environments will be introduced under this year’s theme “Work time is life time”. REHAU is also a part of this show - with numerous innovations and a unique trade fair concept.

It also focuses on the change that has taken place in the work environment over the past years, and which is still ongoing. Changing requirements on the part of employees, the continuous optimisation and further development of work processes, and an increasing degree of networking with respect to communication place new demands on interior and furniture design. New solutions - modular, flexible and multi-functional - are in high demand.

To ensure that it remains up to date in this area and provides the industry with new impulses in a proactive manner, REHAU is continuously researching and developing new products and system solutions.

At this year’s Orgatec, REHAU will be presenting a future-oriented development in terms of modern office furniture; in its study about “lifting door module” - a joint project with the architecture office "WEBERWÜRSCHINGER" - the multifunctional nature of furniture fronts and their innovative uses plays a key role.

In addition, the results of a study on acoustically effective partition elements, conducted by REHAU and the Coburg University of Applied Sciences, will be presented at the REHAU trade fair stand.

Moreover, for the first time REHAU will also be presenting another highlight to the “Office & Object” industry at Orgatec - a concept that has already gathered considerable attention in the kitchen and home furniture industry: the method of laser welding of edgeband materials.

This novel technology, combined with the innovative REHAU edgeband material generation, is setting new trends in terms of surface design, and has the potential to revolutionise the processing of edgebands. Laser welding creates an absolutely seamless transition between edgeband and board. This creates the impression of a solid material, similar to a casting - particularly in the interpretation of natural materials like wood or stone.

Of course, the focus of this year’s REHAU trade fair presence will be on the REHAU ARCHITECT CHALLENGE 2010 - the winning project will be exclusively featured at the stand in Hall 10.1, Stand H051, and the first components of the furnishings will also be shown. In addition, there will be a special exhibition for the winners and highlights from the competition in Hall 10.1, Stand F031 - here, visitors can get a glimpse of the enormous creative potential of competition participants.

The official REHAU ARCHITECT CHALLENGE 2010 award ceremony will also be held at Cologne’s Orgatec on 26 October 2010.
DESIGN ON DESK - WITHOUT DISRUPTIONS
PARTITION ELEMENTS FOR DOUBLE WORKPLACES

At the end of last year, REHAU assigned an exciting and challenging task to the students studying on the "Interior Design" and "Integrated Product Design" degree programmes at Coburg University of Applied Sciences. The young architects and designers were asked to develop acoustically effective partition elements for double workplaces. On the one hand, they were to be used for sound shielding and absorption purposes mainly in the language-relevant area, and on the other hand, they should also convince through their novel design. The study was supervised by Professor Dipl.-Ing. Schricker, Interior Design degree programme, and President of the BDA (Bund Deutscher Innenarchitekten or Association of German Interior Designers), as well as Professor Kampe (Head of Integrated Product Design degree programme).

The results are extraordinary: Seven young students submitted their presentations, all of which were very surprisingly creative and satisfied the highest designer-related requirements. In a first step, REHAU decided on a project by Armin P. Kanani and Tim Koneztka, which convinced with a mature total concept and sophisticated design. The selected acoustic partition element allows each employee to adjust his workplace to his or her requirements on both an acoustic as well as visual level - totally customised. The selected structure allows for an optimum configuration of acoustic effectiveness. The responsible persons at REHAU also saw an advantage in the option of expanding the product concept of the partition element for a double workplace into a room partition system, which would achieve a uniform design for the office environment. REHAU will be introducing the product concept in the form of a study at Orgatec for the first time.

INFO BOX "NEAR FIELD SHIELDING"

Direct sound shielding / Near field shielding - what to keep in mind?
Large offices feature a number of different sources of noise - from ringing telephones to printers and copiers, to individual employees - because it is particularly language that is considered as one of the biggest disruption factors. To prevent the drastic decrease in concentration performance due to noise, the intelligent combination of sound absorption and shielding therefore becomes a vital factor.

To achieve good concentration performance at the workplace, it is important to reduce the distribution of sound as early as possible. Sound absorption in the near vicinity of the employee is a must; the reverberation time must be kept to a minimum while at the same time maintaining a high degree of speech intelligibility.

In order to reduce disruptive sound in large offices, it is important that speech intelligibility decreases as the distance from the workplace increases. A high degree sound shielding in the near vicinity with an adequate amount of sound insulation areas warrants that speech intelligibility is less than 30 percent at a distance of five metres from the workplace.

Beyond this limit, the cerebrum can no longer make sense of the words that are perceived, so its attention is not diverted.

Particularly in the case of double workplaces, where two employees are sitting right across from each other, there is a particularly high degree of disruption to concentration performance due to direct sound. Direct sound transfer from the source to recipient must be interrupted by sound shields. Cabinets, partition walls/inserts between desks, or free-standing walls can serve as sound shields.

Sound shields should be impermeable to air to guarantee a minimum level of sound insulation; in addition, they can feature a sound-absorbing design on both sides - which results in an optimum combination of sound shielding and sound absorption, as was implemented in the REHAU study on acoustic partition elements.

High shields are most effective where the distance between source and recipient is small, whereby the sound shield should be placed as close as possible to the sound source. The individual adjustability of the REHAU acoustic partition element therefore means that adjustments can be made on an acoustic and visual level as required.

MULTI-FUNCTIONALITY IN NEW DIMENSIONS

REHAU PRESENTS STUDY ABOUT LIFTING DOOR MODULES

Another, future-oriented study concerning multifunctional office furniture, which will be presented at Orgatec, is a joint project with the architecture office WEBER-WÜRSCHINGER. A new, vertically adjustable front module for carcass furniture - also "lifting door module" - offers maximum flexibility and can be used in a variety of ways.

The diversity of today's new work methods is also accompanied by numerous new requirements for room design and office furniture. Formal and informal meetings, rooms to withdraw to for recreational purposes, individual and team workplaces - all of these require modular and flexible solutions.

With the "lifting door module", REHAU and WEBER-WÜRSCHINGER have developed a concept which hits the nail on the head. The two-dimensional fronts can be used as display, whiteboards, presentation areas or pin boards, for flexible sound absorption and shielding, or simply as design elements.

Possible placement of sound absorbers in the office
- Acoustic ceiling or - if the continuous installation of such a ceiling is not possible - acoustic screens over the workplaces
- Partition element to reduce direct sound
- Sound absorbers on wall areas close to speaker positions
- Acoustic furnishings or partition walls behind employees, to prevent the distribution of sound
- Cabinets, partition walls, movable walls and shelving can be used for the acoustic separation of individual workplaces

ARMIN P. KANANI
Born on 17 Jan. 1983 in Hildesheim
Education: German final secondary-school examinations 2003
6 month collaboration at the Institute for Integrated Product Design in Coburg (2009)
Since 2009 - self-employed with own design agency "Designvlug", in Coburg, with partners Johanna Lukotka und Julian Böhrer

TIM KONEZTKA
Born on 21 January 1979 in Aachen
Education: German vocational diploma 2000 (Special area Design)
Studies in mechanical engineering at Augsburg University (2001-2002)
Freelance designer since 2009, also research collaborator at Coburg university
INTERNATIONAL DESIGN AWARD 2011
LARGEST STUDENT DESIGN PRIZE GOES INTO THE NEXT ROUND

October 1, 2010 was the start date for registrations for the 8th International Design Award 2011. Architecture and design students will have a chance to submit their designs until 31 January 2011. The conceptual realignment of the largest student design competition has simplified the participation process and awards universities that tender and submit term papers.

An international panel of judges will be evaluating the submissions at the MArTA Museum in Herford on March 1st and 2nd 2011, and announce the winners. The five best designs will be awarded the sculpture of the International Design Award. In addition, the students will receive prize money of EUR 2,000 each.

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Prizes will be awarded as part of a ceremony which will be held at the university or university of applied sciences of the respective winner; this event will be jointly organised by the companies Hettich and REHAU, together with the educational institution. "Until now, the award ceremony has always been held at the Interzum trade fair in Cologne. By moving the event into the countries of the respective winners, we wish to emphasise the global nature of this competition", explains Wolfgang Steib, Director of Marketing and Sales at Hettich.

DISCOVERING TOMORROW'S TRENDS TOGETHER
FUTURE BIZZ OPEN “FUTURE WORK ENVIRONMENTS”

How will we live in 20 years? Where will we live in 20 years?

How will we work in 20 years? When we think about all the changes that have occurred with respect to the workplace during the last 20 years - from 1990 to the present - we can only surmise what our daily work life may look like by 2030. These developments became a subject of discussions about the future of interior designs and furniture at REHAU.

The project
One of these projects is “Work Environments 2030” - a cooperative effort between the companies Hettich, Bayer MaterialScience, REHAU, Vodafone and Swisscom. Böttcher Consulting has assumed the project manager role.

The workshop
For the purpose of further developing these scenarios, the “Work Environments 2030” project team issued an invitation to a creative “Open Innovation Workshop” which was held on September 6th and 7th 2010, at team member REHAU. Approximately 30 experts from large German companies (e.g. Bayer MaterialScience AG, Steelcase Werndl AG, Bene GmbH) and research institutions (e.g. Fraunhofer IAO, Institute of Ergonomics at Darmstadt University of Technology) took up the invitation and discussed, evaluated and added several interesting aspects to current project results.

The network
future_bizz is an association of leading companies in a variety of different industries, which jointly gather knowledge about the future, identify areas for action and develop ideas for innovative business models at the “front end of innovation”. This work, which is conducted as part of an interdisciplinary network, bundles resources, combines knowledge and skills, and creates cooperation options for further projects.

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For the first time, designs for the International Design Award will be submitted electronically. It facilitates the submission process for students, and is also more cost-effective. We do think that this feature will lead to even more submissions from around the world”, says Andreas Albig, divisional manager for furniture at REHAU.

Participation, panel of judges and award ceremony
Participation is open to architecture and design students, and for the first time also to entire classes or groups.

The first ten universities tendering and submitting term papers will receive financial support of EUR 500 each following the end of the competition.

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