



red dot design museum

Die Neue Sammlung
The International Design Museum Munich

For Immediate Release

“The German Design Standards - From Bauhaus to Globalisation” Exhibition Opens Refreshes Hong Kong’s Creativity with State-of-the-Art German Design

(11 December, 2012 – Hong Kong) –The Hong Kong Design Institute (HKDI) and Hong Kong Institute of Vocational Education (IVE) Lee Wai Lee Campus, the member institutions of the Vocational Training Council (VTC), partnered with Die Neue Sammlung – The International Design Museum Munich and red dot design museum in Essen to host “The German Design Standards - From Bauhaus to Globalisation” Exhibition. Officiated at the Opening Ceremony on 6 December were Gregory SO Kam-leung, Secretary for Commerce and Economic Development, Professor Dr Peter ZEC, Initiator and President of red dot design award, Dr Corinna RÖSNER, Chief Curator and Deputy Director of Die Neue Sammlung – The International Design Museum Munich and Clement CHEN Cheng-jen, VTC Chairman.

Commenced at the HKDI Gallery in HKDI and IVE(Lee Wai Lee) from 6 December till 4 March 2013, the three-month, admission-free exhibition showcases more than 120 exhibits of classic and contemporary German design masterpieces from both museums under historical and contemporary sections. The historical section features the valuable collection of The International Design Museum Munich, some with a history of over a century. The legendary Wassily Chair designed by the Modernism master Marcel BREUER in 1925 is undoubtedly the eye-catcher, which bends steel tubes with unparalleled ingenuity, thus inspiring innovative design in car and furniture production since then.

Tizio adjustable desk lamp and the Apple Mackintosh SE Personal Computer are also the epochal exhibits in historical section. Designed by famed German designer Richard SAPPER in 1970, the timeless Tizio revolutionised concepts of traditional desk lamp with movable and extendable arm and adjustable bulb in terms of direction and position. It became popular worldwide thereafter. The iconic Apple Mackintosh piece was designed under the Snow White design concept, setting the new tone and attitude characterised by pronounced clarity with regards to the radii of the curves, the inlaid logo without a border, and the product labeling.

Meanwhile, the contemporary section gives a recap on the winning works of the last ten years of the red dot award, hailed the Oscar of the design profession. This includes the latest series of Porsche 911 Carrera, a winner of red dot award 2012 and a dream car for many. A seventh-generation member from the Porsche 911 family, this new 911 Carrera



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inherits the family's distinguished features of sports car like the iconic rear-sloping roof line and a refined classic side window into a more sharply tapered quarter; yet it presents itself with an entirely new charisma through optimising its height-to-width ratio, precisely combining the modern elements and a maximum of sporting aesthetics.

For better understanding about the history of German design, guided tours by HKDI students are provided during the exhibition; or visitors can choose from the two alternative routes designed for viewing either in a chronological order or a flashback. A series of seminar are delivered concurrently with this exhibition by prominent design figures from the two German museums for further promotion of design.

Featuring as one of the VTC 30th Anniversary Badged Events and celebrating the 125th anniversary of "Made in Germany" in 2012, this exhibition illustrates the genuine meaning behind "Made in Germany" and the evolution of German design from industrial age and Bauhaus, to World War II and contemporary era that are exemplary of the ultimate practicality and functionality excellence of Germany. Moreover, HKDI and IVE(LWL) will continue strengthen the collaboration with red dot design museum in the future for promoting design in Germany and Hong Kong.

Details of "The German Design Standards - From Bauhaus to Globalisation" Exhibition are as follows:

Date:	6 December 2012 to 4 March 2013
Time:	10 am to 8 pm (Closed every Tuesday and all public holidays; except 25-26 December 2012, 1 January and 13 February 2013)
Venue:	HKDI Gallery, HKDI and IVE (Lee Wai Lee) (Free admission)
Web site:	http://www.hkdi.edu.hk/hkdi_gallery/gds/

About HKDI

The Hong Kong Design Institute (HKDI) is a member of VTC Group. HKDI was established in 2007 with the mission to be a leading provider of design education and lifelong learning. It brings together the strengths of design departments of the Hong Kong Institute of Vocational Education (IVE) to encourage synergy and interdisciplinary thinking in its broad range of design programmes. HKDI maintains a strong network with industry and provides its students with essential practical experience enriched with cultural sensitivities and sustainability. The brand new campus in Tiu Keng Leng opened in 2010 provides a creative, inspiring and vibrant learning environment for students.



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About IVE

The Hong Kong Institute of Vocational Education (IVE) is a member of VTC Group. The 9 IVE campuses are located across the territory. Together they provide vocational education for secondary 7 graduates and secondary 6 graduates under the new academic structure as well as people in employment. IVE courses leading to the award of higher diploma, diploma or foundation diploma cover various academic disciplines including Applied Science; Business Administration; Child Education and Community Services; Information Technology; Engineering; and Hotel, Service and Tourism Studies.

About red dot design museum

The red dot design museum is unique. It displays the world's largest and surely also the most unusual exhibition of contemporary design. Over 4,000 square metres of floorspace provide a showcase for around 2,000 products from across the globe - all of them winners of the red dot. The names of the designers and manufacturers read like a who's who of design. And all that in the breathtaking architecture of the former Zollverein colliery.

A watch or a bracelet, a mobile phone or a television set, a food processor or a car. Every one of us possesses a multitude of different objects, and each of those objects is a living example of our everyday preferences and product culture. Over 180,000 visitors each year can explore all the areas of daily life, such as kitchen utensils, furniture, cars, office furnishings, fashion accessories or tools.

All the products on show are winners from the red dot design award, one of the world's leading and largest design competitions which is staged annually by the Design Zentrum Nordrhein Westfalen. The best products of each year are awarded the red dot, the seal of quality for outstanding design achievements, by an international jury. The award-winning products are shown for four weeks each year in a special exhibition in the Stoker's Hall at the red dot design museum. The products are then integrated in the permanent exhibition at the museum and displayed there for at least one year.

About Die Neue Sammlung – The International Design Museum Munich

Established around 100 years ago, Die Neue Sammlung is considered the world's oldest design museum – regarded as such long before the word design acquired this meaning in German. Since then, Die Neue Sammlung has been making design history with its international acquisitions and stimulating exhibitions.



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Today, with some 80,000 objects from the fields of industrial design, the applied arts, and graphic design, this state museum boasts, in its permanent collection, the world's largest design collection and is one of the leading museums dealing with this subject for the 20th and 21st centuries.

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Photo captions:

(Please download below photos and other exhibition photos via <https://www.dropbox.com/sh/ygley4merxgss5h/x5DqGTnys7>)



Photo 1: The Opening Ceremony of the “German Design Standards – From Bauhaus to Globalisation” Exhibition was held at the Design Boulevard of HKDI and IVE (Lee Wai Lee).



Photo 2: Welcoming speech was delivered by Clement CHEN Cheng-jen, VTC Chairman, at the opening ceremony.



Photo 3: Gregory SO Kam-leung, Secretary for Commerce and Economic Development wished the Exhibition a great success.



Photo 4: Professor Dr. Peter ZEC, Initiator and President of red dot design award introduced the details of the “German Design Standards – From Bauhaus to Globalisation” Exhibition.



Photo 5: Speech was delivered by Dr. Corinna RÖSNER, Chief Curator and Deputy Director, Die Neue Sammlung – The International Design Museum Munich at the opening ceremony.



Photo 6: Guests visited the “German Design Standards – From Bauhaus to Globalisation” Exhibition.



Photo 7: The contemporary section gives a recap on the winning works of the last ten years of the red dot award, hailed the Oscar of the design profession. This includes the latest series of Porsche 911 Carrera, a winner of red dot award 2012 and a dream car for many.



Photo 8: The iconic Apple Mackintosh piece was designed in 1987 under the Snow White design concept, setting the new tone and attitude characterised by pronounced clarity with regards to the radii of the curves, the inlaid logo without a border, and the product labeling.



Photo 9: With its completely novel and rounded exterior, the Wega Color 3030 desk-top television-set successfully stood out from its competitors. It was the success design of Hartmut Esslinger (later frogdesign).



Photo 10: From 1933 onwards, all German radio manufacturers had to build the “Volksempfänger” to identical specifications.



Photo 11: This Design combines porcelain with a textile surface stimulating the user’s tactile senses when touching it. In addition, the velvet-soft coating serves as thermal insulation and anti-skidding.