

Hartmut Esslinger

## DESIGN FORWARD

Creative Strategies for Sustainable Change

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### DESIGN FORWARD

Creative Strategies for Sustainable Change

Hartmut Esslinger's leitmotif as a designer is "things do not stand for themselves, but for us." His new work, DESIGN FORWARD, is a book about the history, practice, and future of Strategic Design.

Design is one of the few holistic disciplines in the industry that combine social and emotional desires and requirements with the realities and possibilities of technology, the economy, and resource planning, thus creating a more humane and ecological world.

Hartmut Esslinger's message is that the future challenges for businesses are increasing due to global warming, surplus production, and energy waste, and ineffective management strategies (cheap-effective) are no longer working. He is demanding new thinking toward objectives and processes and also humane capitalism! This also calls for the establishment of a creative-focused education (Creative Sciences) alongside today's focus on natural sciences and the liberal arts. This applies not only to finding and promoting all creative talent at an early school age, but also to then communicate the necessary professional expertise so that we are all in the position to constructively address the huge challenges ahead.

DESIGN FORWARD comprises three elements:

- 1/ The creation of a far-reaching creative culture of design with the aim of balance between logical and creative people—also in impact and influence—as well as a sustainable design within the "Third Industrial Revolution."
- 2/ Paths to a design revolution via creative, multi-disciplinary education to innovative management in business, politics, and economics. This section also includes frog design's most significant project of the last forty years with as yet unpublished studies for Apple as well as avant-garde concepts by Esslinger's students.
- 3/ Methods for "Leading by Design," including a comparison of the development by Hewlett Packard and Apple, as well as an outlook on the new realities of digital tools, media, and virtual social networks.

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**Winfried Stürzl**  
[presse@arnoldsche.com](mailto:presse@arnoldsche.com)

**ARNOLDSCHÉ** Art Publishers  
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Fon +49 (0)711 64 56 18-14 | Fax -79

**Press Material**

**The Author**

Hartmut Esslinger—founder of frog design, the leading global design and innovation agency with more than 1,000 employees in thirteen studios across America, Europe, Africa, and Asia—is one of the most influential designers and strategy consultants in the world. With “form follows emotion” he revolutionized the design world and established design and creative innovations at management level in businesses around the world. Together with his “frogs” he developed design strategies and products for WEGA, Louis Vuitton, Lufthansa, Disney, SAP, and Microsoft. With Steve Jobs he turned Apple into a leading global “design force.” Esslinger’s designs are in numerous museums worldwide: Die Neue Sammlung, Munich; Museum of Modern Art, New York; Museum of Modern Art, San Francisco—to name a few. The Parsons New School of Design, New York, venerated him as a “Doctor of Fine Arts” for his services to American Design.

Esslinger is also committed to education: he is founding professor of the Hochschule für Gestaltung (College of Design) in Karlsruhe, was the professor for Convergent Industrial Design at the Universität für angewandte Kunst (University of Applied Arts) in Vienna from 2005 to 2011, and has been professor for Strategic Design at the DeTao Masters Academy of the Fudan University, Shanghai, since 2011.

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WEGA SYSTEM 3000, 1969

Die Neue Sammlung, Munich

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WEGA FIRST COMPLETE LINEUP, 1969

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SONY WEGA AUDIO EDITION FIREBALL, 1976

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SONY WALKMAN STUDY, 1984

Based upon Diploma Project by Joerg Ratzlaff

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CTM 70, 1972

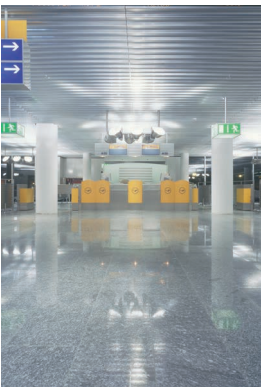
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YAMAHA, FROG 750 STUDY, 1986

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LUFTHANSA, FRANKFURT AIRPORT, GATE 1994

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FLATSHARE FRIDGE

Winner of Global Electrolux Award

Semester Project: Stefan Buchberger (lead), Martin Faerber

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