

**IDZ**

**INTERNATIONALES  
DESIGN  
ZENTRUM  
BERLIN**

**BERLIN - WIELKOPOLSKA**

## **DESIGN FÖRDERN:** Trends, Schwerpunkte und Aktivitäten am Beispiel des IDZ Berlin

1. Berlin: „City of Design“
2. Internationales Design Zentrum Berlin
3. Aufgaben und Zukunftsthemen im Design

- » Unesco „City of Design“ seit 2006
- » 2.400 Design Unternehmen
- » 400 Mio Euro Umsatz
- » Hochschulen, Netzwerke, Initiativen, Messen

Seit 2000:

- + 47% Unternehmenszuwachs
- + 19% Umsatz
- + 20% Beschäftigungszuwachs



- » Berlin ist die Hauptstadt der Kreativität
- » Internationale Attraktivität und Reputation
- » Kunst und Kultur ist Wirtschaftsfaktor

### Herausforderungen:

- » Kleinteiligkeit der Branche
- » Umsätze der Branche, Professionalisierung
- » Markterschließung: national und international
- » Design und Mittelstand verknüpfen
- » Innovationspotential nutzen



# IDZ

Internationales Design Zentrum Berlin e. V.  
Gemeinnütziger Verein zur Designförderung

Netzwerk von DesignerInnen, Agenturen und Unternehmen  
Interessensverband zum Thema Design





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Kompetenzzentrum für Design  
Ausstellungen, Weiterbildung, Veranstaltungen, Kooperationen



**Design ist ein sozialer, ökologischer, kultureller  
und ökonomischer Faktor**

**„Das beste Design für eine Straßenbahn ist,  
wenn sie auch nachts fährt.“**

**Lucius Burckhardt**



# IDZ

## Design und Nachhaltigkeit Verantwortung für die Zukunft übernehmen











### UNIVERSAL DESIGN Designing Our Future

We are delighted to welcome you to the exhibition *Universal Design: Designing Our Future*. Using an interactive structure it presents everyday products which improve the quality of life for both young and old because of their user-friendliness. Visitors should feel free to touch and test. Arranged in modular form, the exhibition roams through kitchen, bathroom and living room, and also presents the areas of hobby and garden as well as public space and transport. In addition, it introduces concepts and ideas. Interviews and a short film provide an insight into the experiences of different users with regard to the usability and accessibility of products and services. The exhibition makes it clear that design needs to engage not only with new technological developments but with social changes as well.

Like most other industrialized countries, Germany is faced with the consequences of an increasingly aging and simultaneously declining population. Depending on geographic region, demographic change can have severe consequences on society and infrastructures, product design, information and communications systems and the design of services as well.

The needs of older people are often not considered sufficiently by design, planning and architecture, or by trade and industry. We have not yet come to fully realize the extent of a society of longer living. Elderly people are still considered a marginalised group of society with special requirements. Products on the market aimed at older people are often stigmatising. Additionally, people with limited capabilities are excluded from the outset, from using certain areas, goods and services.

This is where the concept of Universal Design comes in. The concept was defined in the mid 1980s by the US architect Ronald L. Mace. It follows an integrative and generation-spanning approach to design. Equal participation in society should be made possible for all people, irrespective of their individual capabilities, their age and gender or their cultural background. An environment without barriers, products that are safe and easy to use, and technologies that are geared to the people's needs result in a better quality of life for everyone.

Gutes Design befähigt,  
schlechtes Design  
behindert.  
Good design enables,  
bad design disables.

# IDZ

**VIELEN DANK  
FÜR IHRE AUFMERKSAMKEIT.**

**[www.idz.de](http://www.idz.de)**

**Cornelia Horsch**

IDZ | Internationales Design Zentrum Berlin e. V.

Reinhardtstr. 52 | 10117 Berlin

Tel.: 030 28095 111 | Fax: 030 280 95 112

E-Mail: [ch@idz.de](mailto:ch@idz.de) | [www.idz.de](http://www.idz.de)