

CONTENTS

001 INTRODUCTION

PART 1 CREATING A NEW CULTURE OF DESIGN

008 1 A Creative Power Shift

028 2 Establishing the Creative Sciences

MARKUS KRETSCHMER

050 3 Think Green and Social: Victor Papanek

MARTINA FINEDER AND THOMAS GEISLER

PART 2 SHAPING THE DESIGN REVOLUTION

068 4 Creating with Hands and Mind

082 5 Frog Classics of Strategic Design

Wega, Sony, CTM, KaVo, hansgrohe and Villeroy & Boch,
Louis Vuitton, Apple, Next, Helen Hamlyn Foundation,
Yamaha, Olympus, Lufthansa, SAP, Dual, Disney, Sharp,
frog advertising, frog junior

202 6 Building Tomorrow's Design Leaders

216 7 A Portfolio of Work: my Students in Vienna

Health, Life and Work, Life and Fun, Mobility,
Digital Convergence, Survival

PART 3 LEADING BY DESIGN

248 8 The Boiling Frog

268 9 Creative Business Leadership

JOHANNA SCHOENBERGER

288 10 Conclusion: Design Beyond Innovation