

INHALT

|                                                                                  |                |
|----------------------------------------------------------------------------------|----------------|
| <b>VORWORTE</b>                                                                  | <b>4-11</b>    |
| Wertschöpfungsfaktor und Impulsgeber<br>→ Dr. Patrick Rapp MdL                   | 4              |
| Transformation, Zukunft und Design<br>→ Susanne Bay und Christiane Nicolaus      | 6              |
| <b>DIE JURY</b>                                                                  |                |
| Julian Appelius                                                                  | 52             |
| Matthias Bohner                                                                  | 80             |
| Claudia S. Friedrich                                                             | 114            |
| Linda Ruth Schmidt                                                               | 144            |
| Judith Tenzer                                                                    | 150            |
| Prof. Mario Zeppetzauer                                                          | 180            |
| <b>AUSGEZEICHNETE PRODUKTE</b>                                                   | <b>14-195</b>  |
| 1 Investitionsgüter, Werkzeuge                                                   | 14             |
| 2 Healthcare                                                                     | 54             |
| 3 Bad, Wellness                                                                  | 60             |
| 4 Küche, Haushalt, Tischkultur                                                   | 66             |
| 5 Interior                                                                       | 82             |
| 6 Lifestyle, Accessoires                                                         | 104            |
| 7 Licht                                                                          | 116            |
| 8 Consumerelectronic, Entertainment                                              | 138            |
| 10 Gebäudetechnik                                                                | 146            |
| 11 Public Design, Urban Design                                                   | 152            |
| 12 Mobility                                                                      | 170            |
| 13 Service Design                                                                | 182            |
| 14 Materials & Surfaces                                                          | 186            |
| <b>INTERVIEWS</b>                                                                |                |
| Hubert Schneider, Tec Target Schneider GmbH                                      | 20             |
| Sebastian Rieger,<br>UP Designstudio GmbH & Co. KG                               | 26             |
| Stephan Möck, Pica Marker GmbH                                                   | 32             |
| Alexander Schlag, yellow design gmbh und<br>Dr. Roland Harig, Bruker Optics GmbH | 38             |
| Sven von Boetticher, ID AID GmbH                                                 | 88             |
| Raphael Pozsgai, Pozsgai Möbelschreinerei                                        | 94             |
| Bernd Schreiber, Schreiber Innenausbau GmbH                                      | 122            |
| Manfred Wolf, Serien Raumleuchten GmbH                                           | 128            |
| Andreas Brunkhorst, Braun-Steine GmbH                                            | 158            |
| Marcus Wallmeyer,<br>Supernova Design GmbH & Co. KG                              | 176            |
| Philipp Ziegler, Vaude Sport GmbH & Co. KG                                       | 192            |
| <b>MIA SEEGER PREIS 2023</b>                                                     | <b>196-213</b> |
| <b>APPENDIX A-Z</b>                                                              | <b>214-219</b> |
| Adressen                                                                         | 215            |
| Namensregister                                                                   | 218            |
| Das Design Center                                                                |                |
| → Let's Thank                                                                    | 220            |
| → Alle Formate und Services                                                      | 222            |
| Impressum                                                                        | 224            |

CONTENTS

|                                                                                 |                |
|---------------------------------------------------------------------------------|----------------|
| <b>FOREWORDS</b>                                                                | <b>4-11</b>    |
| Value Chain Factor and Stimulus<br>→ Dr Patrick Rapp MdL                        | 5              |
| Transformation, the Future and Design<br>→ Susanne Bay and Christiane Nicolaus  | 9              |
| <b>THE JURY</b>                                                                 |                |
| Julian Appelius                                                                 | 52             |
| Matthias Bohner                                                                 | 80             |
| Claudia S. Friedrich                                                            | 114            |
| Linda Ruth Schmidt                                                              | 144            |
| Judith Tenzer                                                                   | 150            |
| Prof Mario Zeppetzauer                                                          | 180            |
| <b>THE AWARD-WINNING PRODUCTS</b>                                               | <b>14-195</b>  |
| 1 Capital goods, tools                                                          | 14             |
| 2 Healthcare                                                                    | 54             |
| 3 Bathroom, wellness                                                            | 60             |
| 4 Kitchen, household, table                                                     | 66             |
| 5 Interiors                                                                     | 82             |
| 6 Lifestyle, accessories                                                        | 104            |
| 7 Lighting                                                                      | 116            |
| 8 Consumer electronics, entertainment                                           | 138            |
| 10 Building technology                                                          | 146            |
| 11 Public design, urban design                                                  | 152            |
| 12 Mobility                                                                     | 170            |
| 13 Service design                                                               | 182            |
| 14 Materials & surfaces                                                         | 186            |
| <b>INTERVIEWS</b>                                                               |                |
| Hubert Schneider, Tec Target Schneider GmbH                                     | 20             |
| Sebastian Rieger,<br>UP Designstudio GmbH & Co. KG                              | 26             |
| Stephan Möck, Pica Marker GmbH                                                  | 32             |
| Alexander Schlag, yellow design gmbh and<br>Dr Roland Harig, Bruker Optics GmbH | 38             |
| Sven von Boetticher, ID AID GmbH                                                | 88             |
| Raphael Pozsgai, Pozsgai Möbelschreinerei                                       | 94             |
| Bernd Schreiber, Schreiber Innenausbau GmbH                                     | 122            |
| Manfred Wolf, Serien Raumleuchten GmbH                                          | 128            |
| Andreas Brunkhorst, Braun-Steine GmbH                                           | 158            |
| Marcus Wallmeyer,<br>Supernova Design GmbH & Co. KG                             | 176            |
| Philipp Ziegler, Vaude Sport GmbH & Co. KG                                      | 192            |
| <b>MIA SEEGER PRIZE 2023</b>                                                    | <b>196-213</b> |
| <b>APPENDIX A-Z</b>                                                             | <b>214-219</b> |
| Addresses                                                                       | 215            |
| Index of names                                                                  | 218            |
| The Design Center                                                               |                |
| → Let's thank                                                                   | 220            |
| → All formats and services                                                      | 222            |
| Publishing details                                                              | 224            |