

Open minded to new visions – Presentation at Kaiserhof at Munich Residence during IAA MOBILITY 2021

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Munich/Nuremberg, Germany – bayern design will host the ‘Open minded to new visions’ stand in the Open Space at IAA Mobility 2021 from September 7 to 12 at Kaiserhof at the Munich Residence. The stand will showcase innovative forms of mobility which good design techniques and new technologies designed, developed, and made experienceable with agility, open-mindedness, and visionary vigor.

Design is presented as a discipline of the future and a central factor in the success of the entire mobility industry. With their holistic, user-focused mindsets, tangible, visionary workstyles, and open and solution-oriented approaches, designers play an essential role in the transformation towards sustainable mobility. Providing insight into mobility design processes developed by Bavaria-based companies, agencies, and universities, the exhibition allows visitors to experience this unique way of thinking and working. Another element of the presentation is Bayern Innovativ’s new traveling exhibition, a showcase of interesting facts about electromobility in Bavaria and new mobility concepts including the e-mobile Deutsche Alpenstraße project promoting sustainable tourism in the Alps.

bayern design’s presentation at Kaiserhof at the Munich Residence (RK640) during IAA MOBILITY 2021 is offered in cooperation with Bayern Innovativ and Deutsche Alpenstraße and is sponsored by the Bavarian State Ministry for Economic Affairs, Regional Development and Energy. “Bavaria is distinguished as an automotive site due to excellent design and technological performance. Coupled with the proper infrastructure, from Digitales Testfeld Autobahn to E-Alpenstraße this performance is the basis for tomorrow’s success,” says Hubert Aiwanger, Bavarian State Minister for Economic Affairs, Regional Development and Energy.

Open minded to new visions

In the design section of bayern design’s stand, the unique mindsets and workstyles of designers who play a key role in mastering economic, societal, and sustainable change come to life categorized under the buzzwords human minded, holistic, agile and open, visionary, and solution oriented. According to renowned automotive design expert Prof. Lutz Fügner, professor of transportation design and 3D design at Hochschule Hof, designers work “... on frontiers, in a heterogenous zone, where the quantifiable, unambiguous, and reproducible material and virtual worlds of engineers and programmers meet the worlds of the artistic, the vague, and the interpretable. Designers

need to master both, preferably simultaneously: going with the flow while having both feet on the ground.”

The Circular Heroes created by Spanish design icon Patricia Urquiola for BMW exemplify how designers make ideas and technical innovations understandable and tangible in visionary models. They offer users the opportunity to familiarize themselves with the principles of circular design in a creative way. Circular design is an essential parameter in BMW Group’s design strategy. The goal is to achieve circularity along the entire process, that is, new materials, new technologies, new processes, and new ideas overall.

The iterative approach so typical in design is illustrated in the Build-Measure-Learn process employed by the design and innovation house HYVE of Munich. Build-Measure-Learn provides insight into the agile and user-centric design methodology in which designers work hand in hand with customers and creative professionals. Various prototypes showcasing varying degrees of detail are developed to make different aspects of the digital solution experienceable and tangible at any early stage.

User-centric and holistic approaches are at the center of the two charging systems launched by JOLT Energy and Siemens. In cooperation with JOLT, N+P Industrial Design developed a mobile, high-performance e-charging concept for urban spaces to meet the increasing demand and at the same time offer maximum convenience to all stakeholders. The Siemens charging system is characterized by unique barrier-free access and universally implementable text elements, graphics, icons, and micro animations that facilitate intercultural use of the e-charging stations in more than 50 countries.

The VISION ZERO concept study developed by Yonghoon Lee at Hochschule München under the leadership of Prof. Othmar Wickenheiser describes the smart transfer of photosynthesis and convection. The result is City-Pendler, an environmentally friendly location for recreation in urban contexts. The holistic model merges cultural, aesthetic, and functional aspects with identity, energy awareness, and sustainability to form a convincing, comprehensive solution for personalized mobility in cities. VISION ZERO won the global 2021 PININFARINA Smart Individual Mobility Contest.

Another responsibility of design is to convey the functional and emotional qualities of products. How can these qualities be made comprehensible and attractive enough to make consumers want to use the products? The bicycle brand Canyon designed by KMS TEAM is an example of how acceleration can be converted typographically – by leaning to the left – to create a genuine brand identity.

The presentation in the Open Space at Kaiserhof at the Munich Residence (RK640) also includes exhibits by Star Munich design agency, Coburg University of Applied Sciences and Arts, Leonhard Kurz, and Bayern Innovativ’s traveling exhibition on e-mobility.

Traveling exhibition

The decarbonization of our power industry also affects our mobility by increasing the use of energy from renewable sources and by enhancing efficiency. Battery-operated drives that offer more than 70% total efficiency are the unparalleled masters in this scenario. Electric cars no longer require regular detours to fuel stations because they can be charged wherever they are parked – and they are parked an average of 23 hours a day! Other surprising features of electric cars include the relaxed driving experience, dynamic acceleration, and quieter operation.

These features can be thoroughly enjoyed, for example, on the oldest road used by vacationers in Germany. The [e-mobile Deutsche Alpenstraße](#) project has contributed to trend-setting and sustainable tourism in the Alps, allowing visitors to experience Bavarian originals along the route while protecting the environment and preserving resources.

These and other astounding facts about electromobility will be showcased at [Bayern Innovativ's traveling exhibition](#), presented for the first time at IAA under the roof of the *Open minded to new visions* stand.

Stand concept

Designed by Munich-based agencies Abc&D and Zanzotti Industrial Design, the 120 m² stand with its airy layout artfully addresses the motto *Open minded to new visions*. The three flat roofs protruding at various levels have been mounted on a reusable frame system, affording sufficient space in the interior for the exhibits in the design section and the traveling exhibition and for the canvasses mounted on the exterior, large parts of which are printed with the graphic design in red. The agencies were commissioned by bayern design, the competence center for design-centered knowledge transfer and collaboration in Bavaria. bayern design helps implement the state's design promotion programs and fosters connections among designers and stakeholders across disciplines, companies, universities, institutions, and associations – Design connects!

About bayern design

bayern design GmbH is sponsored by the Bavarian State Ministry for Economic Affairs, Regional Development and Energy and has been entrusted with sustainably fostering the introduction and development of design strategies created by companies and institutions in Bavaria. Its goal is to promote the state's reputation as a location of international renown in innovation and design. bayern design GmbH organizes Munich Creative Business Week (MCBW), the largest event of its kind in Germany, for designers and their clients. The next MCBW will take place in Munich from March 5 to 13, 2022.

For more information, please visit us at www.bayern-design.de and www.mcbw.de.