

Dr. Silke Claus

Personal Information



Dr. Silke Claus studied architecture and psychology at TU Braunschweig, Leibniz University of Hannover, TU Berlin and at the University of Austin at Texas. She worked in several international design research projects e. g. in Barcelona and Paris, taught at the University of Hannover, the Technical University of Dresden and prepared an interdisciplinary workshop at the MIT in Boston. She operated as executive vice-president for the media agency MACINA Hannover/ Dubai, before she took over the chief executive position at the International Design

Centre Berlin in 2005. There she initiates programs and was involved with new technologies in design, sustainable design, design research, international exchange programs and design management.

In August 2009 she became Executive Director of bayern design Ltd, the design promotion institute of the federal state of Bavaria located in Nuremberg and Munich as. www.bayern-design.de

Personal Member of

German Werkbund www.werkbund-berlin.de

German Museums Association www.museumsbund.de

Participation

Board of Faber-Castell Academy <http://akademie.faber-castell.de>

Communication Committee of Chamber of Commerce and Industry / IHK Nürnberg für Mittelfranken

University teaching positions:

2003 – 2004; Lectureship and academic at Institute for Industrial Planning and Construction, Technical University of Dresden, Germany

1995 – 2003; Lectureship and academic at Institute for Architecture- and Planning Theory; Leibniz University of Hannover, Germany

International Research:

2004 Workshop “Architecture of Awareness”; SLOAN School of Business; MIT Boston

1998 - 1999 Empirical research studies in Public Design: Paris, Barcelona, Berlin

Reference

Lectures (selection)

“The value of connecting creative industry with the Construction of Hainan International Tourism Island”; Symposium on Creative Industries; 1st April 2011; Hainan International Creative Harbor; Haikou; China

“German Governmental Design Promotion - The operating methods and ideas of Bavarian Design”; Forum; Jiangsu (Taicang) LOFT Creative Industrial Park; 30th March 2011; Taicang; China

„Essential factors about the development & co- operation of industrial design”; Symposium on Creative Industries; 20th April 2009; Taicang; China

“Design for a sustainable future”. Green Solutions for Everyday Living: Germany and Japan; keynote and panel, Deutsches Haus, 42 Washington Mews, New York, NY, Tuesday April 7th, 2009

„ECO Design Germany“, Symposium Japanese-German Center Berlin [JDZB] supported by the German Chamber of Commerce and Industry, Tokyo Japan Industrial Design Promotion Organization (TBC), Tokyo, October 2008

“Does the industry already face the demographic change?” (Ist die Industrie vorbereitet auf den demographischen Wandel?) Symposium of the State Government Berlin for Economics and employment, IBB (Investment Bank Berlin), 29th September 2008

„Strengthening Innovation through Design“; Keynote EU World Innovation Days, 8th-12th September 2008, Poznan, Poland

“Public Design in Germany”, Workshop for KIDP | Korea Institut of Design Promotion, 4. September 2008, Berlin

“Creative Metropolis Berlin”; Industrial Design Forum, May 2008, Jiangyin, China

“Design in High Level Industries”; Collaboration Symposium, May 2008, Shenzhen, China

„Responsible Design, oder warum Perspektiven durch Haltung entstehen”; Unternehmerforum Bayern Design; April 2008

„Create Relevance“; Keynote: International Industrial Design Seminar and the 12th National Industrial Design Academic Annual Conference; 7. December 2007, Shenzhen; China

„Das neue Designverständnis“; (The new understanding of Design); Keynote: German Design Conference; 23th – 24th Oktober 2007; Berlin

„**Universal Design**.“ Lecture at 1. German Designforum NRW; Essen; 12. Oktober 2007

„**Considering Aspects of time in Design**.“ Opening of BEDA (Bureau of European Design Associations) Conference; Berlin 23th March 2007

„*Schnittstellenkommunikation und ihre räumlichen Implikationen*“; (**Spatial implications of communication**) Lecture at Advanced technical and economical college; FHTW Berlin; 14th January 2007

„*Gestaltung von Kommunikation*“; (**Design of communication**) Lecture and Workshop; 11th January 2006; Advanced technical college; FH Oldenburg

„**Urbane Interfaces**“; Key Note: Symposium „Hybride Räume“ 2./3. May 2005; Prof. Selle, Üstra Remise Hannover

„*Leitbilder für die urbane Erneuerung im Wandel der Arbeitsgesellschaft*“; (**Models and guidelines for contemporary urban developments**) Europäische Symposium zum Thema: Wem gehört die Stadt?; 5. – 6. Juni 2003; Linz; Austria

„*Öffentliche Stadträume zwischen Freizeit, Konsum und dem Anspruch an die Initiierung öffentlichen Lebens.*“; (**The future of public urban spaces**) Munich Lecture: „Was ist los mit den öffentlichen Räumen?“ Internationaler Expertenworkshop; TU München; Institut für Geographie, 02.-05.07.2002

„*Die gesellschaftliche Bedeutung des öffentlichen Raumes*“, (**The democratic relevance of public urban spaces**) Bayrisches Staatsministerium des Innern, Weiterbildungsveranstaltung für Stadtplaner/innen in Bayern; Sulzbach-Rosenberg, Juli 2000

„*Urbane Qualitäten und Hafencity*“ – (**Urban Qualities of the Harbour City Hamburg**) in "Neue Perspektiven der Stadtentwicklung", Experten Podium, Hochschule für Wirtschaft und Politik, Universität Hamburg, 19.11.1999

„*Barcelona - Planungsinstrumente und die Entwicklung von Gestaltungsansätzen für öffentliche Räume*“, (**Barcelona – Town Planning Instruments and Best Practices**) AG Öffentliche Räume des Stadtforums Hannover, Dez. 1998
(...)

Publications:

Books:

„**Universal Design – Design our Future**“ (2008): Hrsg. Internationales Designzentrum Berlin; Scientific Leitung: Dr. Silke Claus, Cornelia Horsch, Ingrid Krauß; ISBN 978-3-9811519-2-3

„**Design Management**“ (Part 1-3) (2007): Publisher: Claus, Silke; Hase, Holger; Hinz, Katrin; Schnackenberg, Hanna; ISBN 978-3-9811519-0-9; Advanced technical and

economical college; FHTW Berlin/ International Design Center Berlin; FHTW Transfer 45-2007

Claus, Silke: „*Kommunikationsorientierte Gebäudegestaltung in unternehmerischen Standortgemeinschaften*“; (**Communication Orientated Building Design and Structures**);

Verlag Duehrkohp & Radicke; Göttingen 2003; ISBN 3-89744-218-3

Paravicini, Ursula; Claus, Silke; Münkel, Andreas; von Oertzen, Susanna (2002): „*Die Neukonzeption städtischer öffentlicher Räume im europäischen Vergleich*“; (**The new conception of public urban spaces in Europe**); Institut for Architecture- and Planning Theory; NFFG Bd. 3; BOD Hamburg; ISBN: 3831135223

Articles: (selection)

„*Design. Raum der Möglichkeiten*“; (**Design. Space of Possibilities**); Claus, Silke (2007) in Hrsg. Medienboard Berlin-Brandenburg GmbH „*whoiswho? Medien. Kommunikation. Kreativwirtschaft Berlin-Brandenburg.*“ (2008), S. 93-98

„*Das neue Designverständnis, die Gestaltung von Wissensräumen*“, (**The new Understanding of Design – The Creation of Knowledge Spaces**) Claus, Silke (2007) in: Designbericht Bayern 2006/2007, Hrsg. bayern design GmbH 2008, S. 44

„**Responsible Design.**“; Claus, Silke; (2007) in: Design Management: Part 3; Advanced technical and economical college; FHTW Berlin/ International Design Center Berlin; ISBN 978-3-9811519-1-6

„*Beratungsbedarf im Bereich Design.*“ (**The Demand of Business Qualifikation in Design**) Claus, Silke; Kobuss, Joachim (2007) in: Plan B – Kulturwirtschaft in Berlin „**Urbane Interfaces**“, Claus, Silke; in: Selle, Klaus et al (Hrsg.): *Hybride Räume*; AGB Bericht (Januar 2006)

„*Raumgestaltung fördert Interaktion*“, (**Design influences Interaction**) Claus, Silke (2001) in Journal, Gesellschaft für Kommunikation und Beratung mbH, Juni 2001; S.148-150

Research, studies and projects

2008

Research Study: Demands of the industry to realize the concept Design for All (Studie zur Ermittlung des Bedarfs im Thema: Design für Alle); IDZ; Financed by the German Federal Ministry of Economics (BMWi)

2007-2008

IMPROVE Design Business; Establishment of a Business Qualification Program for Designers; Financed by the State Government for Economics and employment; Berlin

2007

Establishment of a National Competence Network „Universal Design“ and exhibition concept. (Aufbau eines Kompetenznetzwerks Universal Design und Konzeption einer Ausstellung); Financed by the German Federal Ministry for Families, Senior citizens, Adults and Women

2007

Concept and Realization of the 6th German Design Conference 2007
(Konzeption und Durchführung der „6. Deutschen Design Konferenz 2007)
Financed by the State Government Berlin for Economics and employment

2006

Universal Design – Development of a Certification for Consumer Products
(Universal Design – Entwicklung eines Gütesiegels für Generationsübergreifende Produkte); in Cooperation with TÜV Nord. Supported by the German Federal Ministry of Economics (BMWI)

2005

Designmanagement for small and medium size enterprises (SME)
„Designmanagement für kleine und mittlere Unternehmen in Berlin“, in Cooperation with FHTW Berlin; financed by the European Fund for Regional Development (EFRE);
(2005 – 2007)

2004

Mobile Life - Development of methods to analyze Mobility Structures
Case Study Technology Centre, Munich Garching
(„Mobile Life“ – Konzeption und Durchführung einer Untersuchung von Mobilitäts- und Aufenthaltsstrukturen an der TU München Garching)
Financed by: HENN Architects, Munich and the Technical University of Dresden

2003 - 2004

Preparation of research: **Design implications of communication orientated factory processes** („Kommunikationsorientierte Fabrikprozesse“) DFG Stiftung (German Research Foundation); in Cooperation with: TU Dresden: Prof. Dr. Gunter Henn und des IFA (Institute for Factory Planning and Logistics), Leibniz University Hannover; Prof. Dr. Peter Nyhuis

1998 – 2000

Public Design – the conception of public urban spaces in Europe;
Comparison of Planning and Design Concepts in Barcelona, Berlin and Paris; Analysis of Case Studies; Development of empirical measures and methods for the description of social-spatial interaction. Leibniz University Hannover: Prof. Dr. Ursula Paravicini, Dr. Silke Claus, Andreas Münkel MA, Dr. Susanna von Oertzen; financed by NFFG

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