

Head, Hand, Heart

Design meets Craftsmanship

Introduction

Good design begins in the head. It takes form in the hand. It unfolds its impact through the heart.

Head, hand, heart—this leitmotif of the exhibition expresses an approach that unites design and craftsmanship. From this foundation emerge products that open new perspectives, render ideas tangible, tell stories, and help shape our culture. At a time of digitalisation and ecological transformation, this approach is more vital than ever.

The **head** stands for thought, knowledge, and imagination. Design methods and technologies help identify needs and develop ideas for the future. The **hand** transforms these ideas into tangible form through prototypes and material experiments, giving rise to sustainable,

haptic products. The **heart**, finally, gives everything meaning and resonance—allowing objects to shape our way of life and identity.

The **bayern design** exhibition makes this principle tangible, presenting eight projects that demonstrate how innovative, sustainable, and connecting outcomes emerge from this way of thinking.

formfeld

Simon Vorhammer,
Schreinerei Obermaier

formfeld develops algorithmically designed surfaces from natural materials. Simon Vorhammer, architect and computational designer, creates unique reliefs that optimise rooms both acoustically and atmospherically: algorithms generate complex, three-dimensional structures — each as distinctive as a fingerprint — which are manufactured using CNC technology. The Obermaier carpentry workshop in the Upper Bavarian town of Schonstett then realises these designs, uniting mathematical precision with traditional craftsmanship, and merging a fascination with nature with digital manufacturing.

FLOCK

Mareen Baumeister

FLOCK demonstrates the untapped potential of European sheep's wool through a fully recyclable stool. Tons of this wool are discarded annually because it is too coarse for clothing. Berlin-based designer Mareen Baumeister developed a robotic tool that creates three-dimensional structures with varying degrees of hardness using purely mechanical means. She explores how material can guide design, advancing traditional felting techniques for the circular economy.

clay model

Technical College for Product Design in Selb

From hand to pixel: In the automotive industry, precision begins with haptics, as this clay model demonstrates. Created in a BMW Design Modelling Workshop at the Upper Franconian Technical College for Product Design in Selb, student Darius Bulicke designed an exterior concept for the BMW “New Class”. He shaped the design by hand from clay, refined it digitally with Autodesk Alias, and visualised it photorealistically. The exhibit thus traverses the entire design process, combining classic model making with digital precision.

HempLands

TUM School of Engineering and Design,
Professorship of Architecture and Design

HempLands researches industrial hemp as a recyclable material—from plant to prototype. Students at TUM experiment with the manual foundations of materials research in the Architecture & Design Studio: Anton Scherer and Jonathan Wahl mix hempcrete with organic binders such as agar-agar, press blocks as building material, and test their load-bearing capacity. Laura Schieferdecker and Johanna Roth weave a carpet from hemp wool depicting agricultural landscapes in southern Germany—a conversation starter that renders the discourse on regional value chains tangible. Material innovation begins with craftsmanship: through experimentation, hands-on experience, and exchange.

KARAK

KARAK Tiles

KARAK manufactures ceramic stove tiles in Vorarlberg by hand using the Japanese raku technique. Each tile is handled approximately 30 times during the process—modern ornamentation meets ancient craftsmanship: fired at 900 degrees, removed from the kiln while still glowing, placed in sawdust and quenched in cold water. The extreme elemental forces shape each surface differently: no two are alike. Sebastian Rauch and Thomas Rösler run the manufactory, which emerged from an art project by ceramicist Marta Rauch-Debevec.

AEKI

Auerberg & Relvãokellermann

AEKI defines itself as a versatile all-rounder—a step stool, bedside table, and side table all at once. The Munich-based design studio RELVÃOKELLERMANN drew inspiration from the IKEA BEKVÄM stool, with the intention of improving upon it: the four legs meet the panels at an angle, creating both sculptural form and exceptional stability. AEKI is manufactured by AUERBERG in Upper Bavaria from PEFC-certified oak. The visible wood joints are engineered for strength, ensuring the furniture will last as long as it takes a tree to grow.

Colo

STUDIOFAUBEL & Porzellan Manufaktur Nymphenburg

Colo revives traditional craftsmanship: Porzellan Manufaktur Nymphenburg has collaborated with the designers at STUDIOFAUBEL to create a wafer-thin porcelain lampshade, a challenge even for their master craftsmen. The Lower Bavarian crystal glass manufacturer Theresienthal supplied the mouth-blown, colored glass base. When illuminated from within, a colored stripe appears at the edge of the porcelain shade—hence the name Colo, from colour. The table lamp demonstrates how design dialogue functions: STUDIOFAUBEL negotiated every millimetre of wall thickness to allow for maximum light.

HUTSCHN

Andreas Bunsen, Matthias Bunsen,
Andreas Baumann

Colo revives traditional craftsmanship: Por-Hutschn—that’s what they call a swing in Bavarian dialect. Andreas Bunsen, Matthias Bunsen, and Andreas Baumann craft them from solid oak that has been air-dried for at least ten years. This is followed by 15 steps of craftsmanship, using spliced ropes instead of knots and ergonomic bending rather than steam treatment. The three friends from the Berchtesgadener Land region began their passion project of building swings for life in 2017. Today, they can be admired at cultural installations and along the European Swing Trail in the Alps.

bayern design

bayern design is the international competence center for design in the Free State of Bavaria. Its mission is to communicate knowledge about design and foster networks through the munich creative business week, as well as numerous other events and projects.

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