

## **“Design as a matter of culture”**

### **Wilkhahn’s involvement in “Sitzen in China – Sitting in China”**

The design development of the Modern Age has influenced the history of Wilkhahn more than that of virtually any other office furniture manufacturer. In collaboration with Deutsche Werkstätten and the Ulmer HfG (Academy of Design, Ulm), as early as the 1950s the foundations of a design approach were laid that is an even greater burning issue today than it has ever been due to global challenges:

Design as a matter of culture that goes beyond economic success, and also embraces responsibility towards society and the environment.

If cultural knowledge about others grows in a globalized world, then understanding of one another can also grow. That is the prerequisite for doing business with dignity on an international scale as well. For this very reason, Wilkhahn is actively committed as an official ICSID partner and is involved in three exhibitions on the global culture of sitting which are to be shown on the occasion of the International Design Congress:

- At the “Design Lab”, which is part of the exhibition “Setz dich – Sit down”, we will be making a contribution to events in the form of a presentation by Prof. Werner Sauer in which he will elucidate the design process, using Signo as an example, the new office chair he has developed for Wilkhahn.
- Thanks to our close contact to the artist involved, for the exhibition “Sitting in Chairmany” we have been able to provide active support for the Deutscher Werkbund Nord not only financially but also in terms of concept and organization to make this special exhibition possible.
- With the ambitious exhibition “Sitting in Chairmany”, the wiege Design Studio will be showing together with Wilkhahn how aesthetics and ergonomics can be combined at the workplace of “Homo Sedens” (contribution to Design Aspects, Pro Office, Theaterstraße 4-5, Hanover).

Chairs and the manner of sitting this involves are some of the oldest cultural assets in the world. They rank as a mirror of social developments. Many designers and architects regard the chair as the crystallization point of relations between people and the environment they create.

At the exhibition “Sitzen in China – Sitting in China”, every sitting object and every picture generates fascinating stories in the minds of the viewers. They convey more than economic data and statistics could ever do about the most densely populated region in the world...

The promotion of culture in difficult economic times as well is an integral part of Wilkhahn’s self-image. This is, of course, in Wilkhahn’s interest too: sustainable developments require products designed on the basis of quality – and an enlightened market too.

A further exhibition is showing on the occasion of the ICSID at the initiative and with the involvement of Wilkhahn (7 – 14 September, Kurt-Schwitters-Forum, EXPO-Plaza 2, Hanover):

- Under the patronage of the Minister for Science and Cultural Affairs of Lower Saxony, the Deutscher Werkbund Nord and the Fachhochschule Hanover are presenting the exhibition “Produktgestaltung – eine Einführung mit Beispielen aus der Praxis” (Product design – an introduction with examples taken from practice). The exhibition, designed by the wiege Design Studio, is primarily aimed at schools with a view to creating the awareness of sustainable design at an early age.

**We warmly welcome you to these exhibitions too and supporting events– for example on the occasion of the Wilkhahn press programme at the ICSID.**

For further information, please see: [www.wilkhahn.com](http://www.wilkhahn.com)