

# designkunst for strategies+brands+products

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## Dipl. Des. Sybs Bauer MA(RCA)

After an apprenticeship with Daimler, Sindelfingen, Sybs Bauer studied industrial design at the State Academy of Fine Arts, Stuttgart (Dipl. Designer) and at the Royal College of Art, London (MA(RCA)). Therefore, she got selected for scholarships from the Design Center Stuttgart and the DAAD (German Academic Exchange Program).

Sybs Bauer developed easily a high level of sensibility and developed free-spirit concepts convincing beyond fashionable trends with great success and already had been distinguished by design awards during her studies, such as the WK-Furniture Award and the Bavarian State Award for Industrial Design. Her workings combine analytical structured thinking with creativity, esprit, emotion as well as multicultural life experience,

After international experience by Random Product Design Ltd., London (British Airways), Design Storz GmbH, Austria (Audi, Nissan, Oakley, Salomon), Rolf Heide Interior Design, Hamburg (Bulthaup, Vorwerk) and CDE GmbH, Hamburg (Contax, Dr. Oetker, Beiersdorf, Schwarzkopf), she founded 1996 her own office. Between 1996 and 2000 she lived in Caracas, Venezuela, where she worked for the Goethe-Institute, the German Embassy and Servinave. Today her office "designkunst" is based in Hamburg and clients are Wüsthof Dreizack GmbH, Steinway & Sons, MAWA GmbH, Petri+Lehr GmbH, Weinbrenner, Euchner GmbH, Bahlsen GmbH&Co.KG, Hamburger Segel-Club, Kehrel AG and many more. Many of her designs are awarded or even "on stage", like the music stand "quintus" with Roger Cicero representing Germany at the Grand Prix 2007 in Helsinki.

Sybs Bauer' multifarious "designkunst" stands for business orientated and holistic strategies, including brand management (marketing), visual communication and exceptional industrial design. Part of her commitment is a passionate teaching of her profound theoretical and practical knowledge, which she passes on to design students world-wide. She taught and teaches at the Bauhaus University Weimar, at the Instituto Prodiseno Caracas, Strate Collège Paris, FHAarau in Switzerland, at the Swedish University Lund, Catholic University Duoc in Chile in German, English and Spanish. Since 2003 she is one of three acknowledged gender experts in Design in Germany and as part of the brand developments she is coaching experts and leaders within the cultural change process.

Sybs Bauer is highly recommended as participant of podium discussions, as competent speaker and as jury member, o.a. VolvoSports design award, Stahl-Innovationspreis, the red dot design award, Plagiarius and if design concept design award.

*"Both, creator like product are sui generis: exclusive, unique and particulary, and representing a class of its own."*

*Ralf Dzioblowski*



Foto: Frank Egel

*"Es sind Emotionen und Werte, die uns bewegen.  
Es sind Charakter und Authentizität, die uns begeistern.  
Es ist der Duft der Schönheit der uns betört.  
Es ist der Klang der Haptik, der uns verführt.  
Es ist ästhetische Funktion mit Seele."*

*Sybs Bauer*