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Book release

FORM FOLLOWS VISION

Ten explorations into tomorrow's design practice

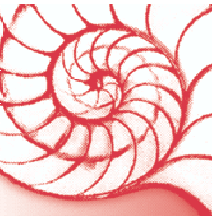
Two Decades of Design: Brandes en Meurs industrial design 1988-2008.

The successful Dutch-based design studio Brandes en Meurs industrial design is celebrating its twentieth anniversary. The book 'Form follows Vision' has been presented to mark this memorable occasion. The publication contains an overview of fifteen projects carried out between 1988 and 2008, as well as ten explorations into the future by guest authors whom all have a special bond with the design process and studio founder Michiel Meurs. The authors elaborate on the changes that have affected the design profession over the past two decades and on the role of designers in the next twenty years in a society drastically altered by globalisation and new technologies.

NEW TECHNIQUES SAME DRIVE Michiel Meurs and Michiel Brandes founded the design studio Brandes en Meurs industrial design in 1988. In 1996, when Michiel Brandes quit designing, Michiel Meurs decided to continue the studio under the original name. For twenty years now, Brandes en Meurs has been synonymous with carefully designed, relevant products. With product ranges for Skil and Ferm, manufacturers of power tools, the design bureau has more than once won the much-coveted German iF Awards, and Dutch GIO Erkenningen (Good Industrial Design Awards). In 2006, Brandes en Meurs industrial design was awarded the Dutch Design Award 2006 for the Skil Twist.

DESIGN AWARDS FOR FERM PREMIUM POWER RANGE In March 2008, Ferm launched the latest range of Premium Power Tools with Lithium-Ion technology designed by Brandes en Meurs. At the head of the line is a series of Battery Platform tools powered by one single powerful 18 Volt battery, these cordless tools achieve a performance comparable to that of corded devices. Another Premium Power tool is the 7.2 V drill / driver, a compact but sturdy tool. The Premium Power tools have won 2 GIO Awards in 2008 and 3 IF awards in 2009.

FROM A TO B PUBLIC DESIGN Right from its establishment in 1988, Brandes en Meurs industrial design has been developing products for public space and public transport, such as the well-known train seats for the NS Regiorunner, and the Kollekt 120 litterbins on NS platforms. Since 2001, the majority of these public projects have been incorporated in FromAtoB Public Design, a partnership between Michiel Meurs and Niels Greif. The basic principle of the brand development in public transport is the cohesion between graphic, spatial, and industrial design. FromAtoB received an iF Award for the Tilburg T Bus bus stops (2006), and a Dutch Design Awards nomination for the product formula of the Zuidtangent (2003).



THE AUTHORS

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TRENDS DISCUSSED IN THE ARTICLES Globalisation, digital revolution, global foot print, cradle to cradle design, mass consumption, reduced consumption, 'procumers', open source design, customisation, rapid manufacturing, revaluation of traditional crafts, population ageing, user-centred design, stress and other lifestyle-related diseases, collaborative design, and much more.

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