

**philip schütz
portfolio**

2011 — 2016

Content

Chronological — starts 2016 & ends 2011

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40 — 47

Dior
Laboratoire

2014
product, package

8

48 — 57

MSF
Compost Drum

2014
product

7

58 — 67

Aéroports de
Paris — Toast

2014
product

00

04 — 07

About Me
CV

1989
human

e

08 — 09

Todd Bracher
Studio LLC

2013
work experience

e

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Nacar
HP

2015
work experience

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68 — 77

ÖBB
Rakäte

2013
product, transportation

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Volkswagen
Nemius

2012
product, transportation

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88 — 97

Wacker Neuson
Comb

2012
product, transportation

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14 — 25

Symphony of
Moments

2015
product

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Rotations

2014
art, furniture

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32 — 39

Flos
Verso

2014
furniture

3

98 — 105

Siemens
AVA

2011
product

2

106 — 109

Teilgleich

2011
package

1

110 — 113

Bauhaus?

2011
art, furniture

About me & what makes me tick.



“My basic aesthetic believe, is based on the simplicity of things. Minimalism is the poetic reduction of the need for function.”

Curriculum Vitae



philip schütz

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1060 Wien, Austria

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hello@philipschuetz.at
www.philipschuetz.at
skype — phil.snu



general

born: 21 – 03 – 1989
Sankt Pölten, Austria
raised in Krems, Austria

interests

Sports: Cycling, tennis, running,
 soccer & skiing;
Travel and foreign cultures
Music and mixing music
Exhibitions & theater

work experience

Studio Philip Schütz, Vienna, Austria
Founder — 08. 2016 – present

TRPPN, Vienna, Austria
Founder & Art Director — 01. 2016 – present

Nacar Design, Barcelona, Spain
Hewlett Packard, Barcelona Sant Cugat, Spain
Junior Designer — 11. 2014 – 07. 2015

Blob Europe Event & Sales, Krems, Austria
Art Director — 01. 2014 – 03. 2016

Todd Bracher Studio LLC
New York, Brooklyn, United States of America
Freelance Designer — 09. 2013 – 03. 2014
Junior Designer — 02. 2013 – 08. 2013

Johannes Scherr Design, Vienna, Austria
Design Intern — 07. – 08. 2012

Civil Engineering Retter & Partner, Krems, Austria
Civil Engineer Intern — 05. – 06. 2008

education

FH Joanneum — 2010 – 2016
University of Applied Sciences, Graz, Austria
Industrial Design
Master of Arts in Arts and Design with distinction 2016
Bachelor of Arts in Arts and Design with distinction 2013

Strate — 02. 2014 – 06. 2014
Erasmus Exchange, Product Master Degree, Paris, France

Civil Engineering School — 2004 – 2009
A Level graduation
Krems, Austria

languages

German
Native language
English
C1 Negotiation level

software

Mac OS
MS Windows
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Lightroom
Keyshot
Bunkspeed Shot
SolidWorks
Rhinoceros
Creo
Grasshopper
Autodesk Alias
Autodesk Auto CAD
Markerware 3D Printing Software
iWork
MS Office

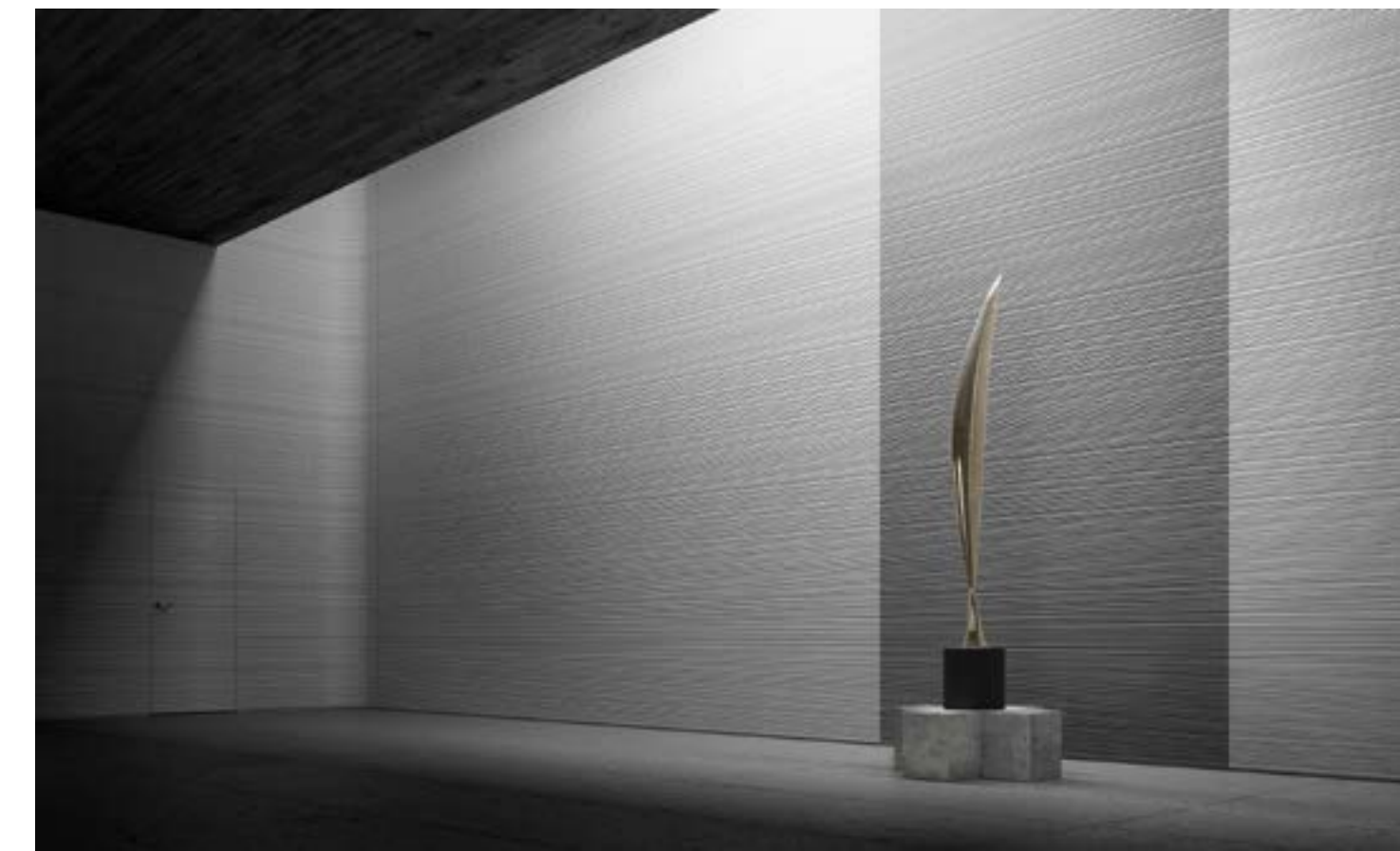
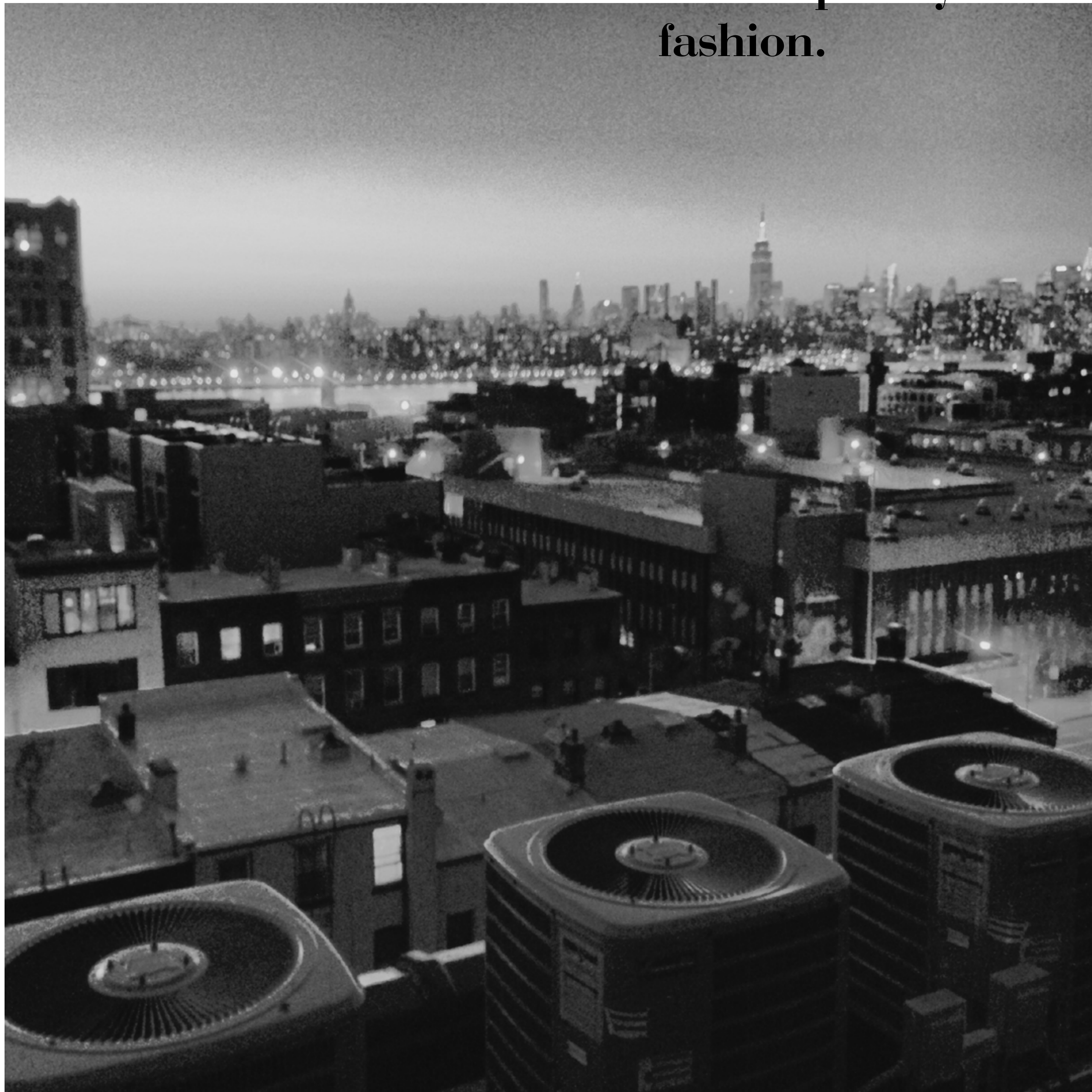
skills

Freehand sketching
Marker and chalk rendering
Tablet skeching and rendering
Clay modelling
Foam modelling
Used to standard workshop tools
3D Printing
CNC Milling

“I am proud to say, that I was able
to receive an iF, Red Dot and VDID
award for the project Comb.”

Todd Bracher Studio LLC

Following an artistic
path, inspired trough
contemporary art &
fashion.



2013 — work experience NYC

Todd was not satisfied with some “nice design”. Every object needed to have something that we had never seen before. The product needed to have one outstanding part, which makes it better in that point than the others. He believed that the simplest product needs to convince consumers why it is better than its competitors. This is the reason products are going to sell better

than the product of the competitors. Thinking out of the box, getting inspiration at contemporary art and fashion and following an artistic path seem to be the best way to exist in the field of Todd Bracher Studio. My main project were the wall panels Alyn for CH Briggs, which I mainly created with Grasshopper in Rhino.

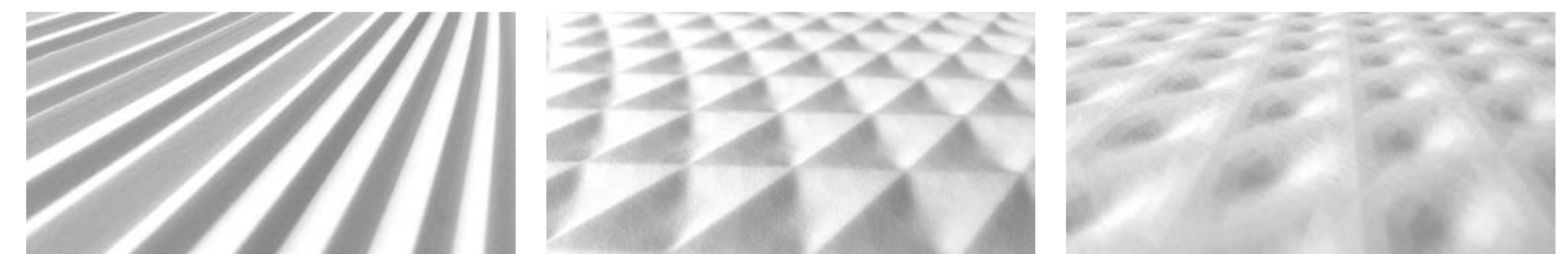
„Reduction is a very
important part for me...”

Todd Bracher



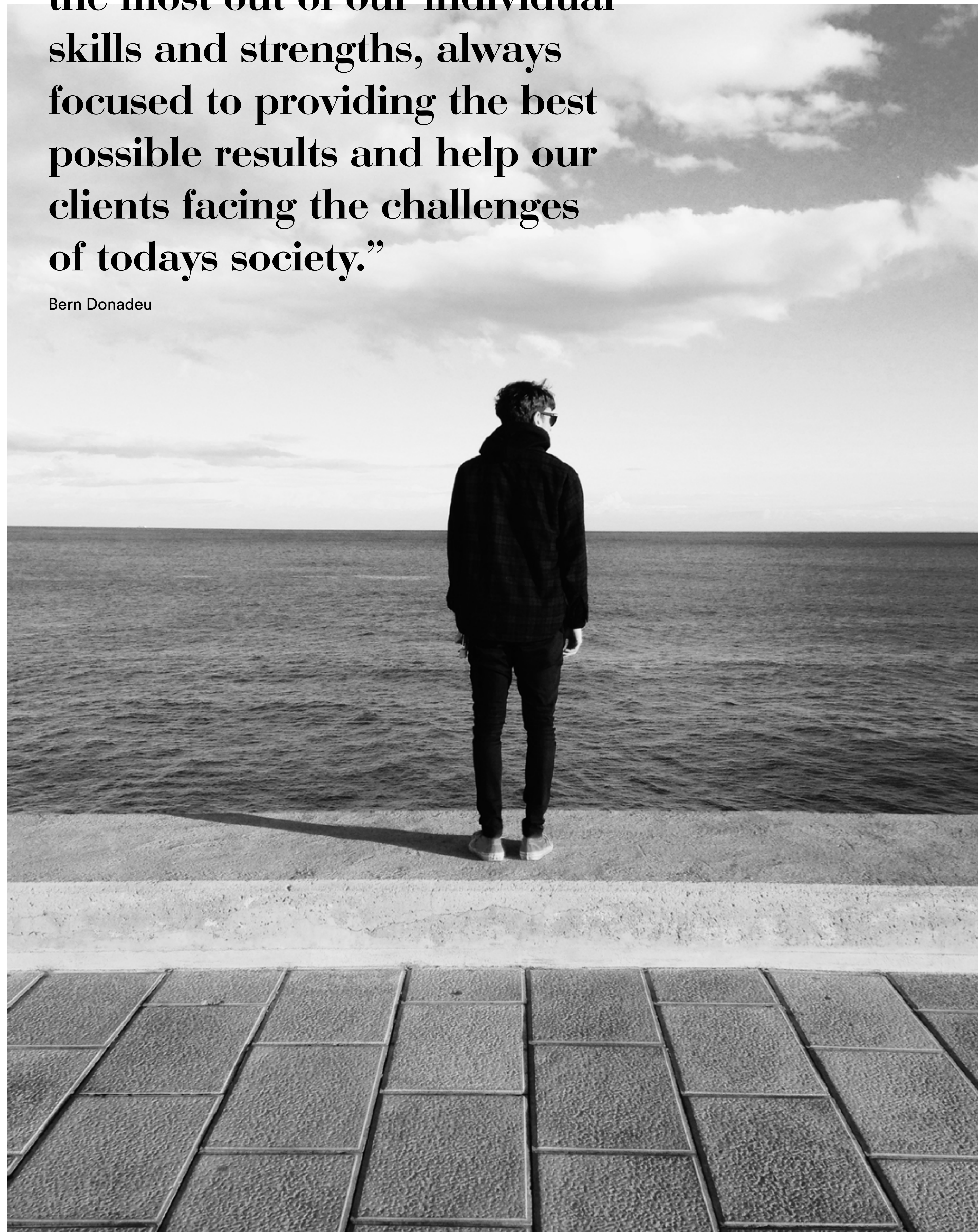
CH BRIGGS — ALYN

Textured wall panels — www.alynsurfaces.com



“We are a group of professionals, connected by common projects, we make the most out of our individual skills and strengths, always focused to providing the best possible results and help our clients facing the challenges of todays society.”

Bern Donadeu



Nacar Design, Hewlett Packard

2015 — work experience BCN

Teamwork. $1+1+1 = 111$

Nacar Design has a lot of clients and different Projects, hence there is a lot of work to do and I was very hands on, to deliver good design on time. Mostly I was creating design proposals, starting at fundamental research, creating universes & benchmarks merged in extensive sketch and Photoshop phases which finally lead me to CAD modeling in Creo, which I was able to learn there and finally visualizations and renderings.

At the HP campus my daily experience was mostly shaped

by conceptional work, cardboard modeling and meetings. I was enjoying the freedom of working on a completely new accessory for one of their plotters, which demanded all stages of design work.

My overall impression is that I gained an incredible impression of all areas and tasks of Nacar Design and Hewlett-Packard, while I was working for clients like Teka, Cixi JinKai, Pedro del Hierro Masats and Puig which in particular contained United Color of Benetton and Mango as well.



The background of the image is a white surface with intricate, flowing grey and black veins, resembling a marble or stone pattern. The veins are irregular and spread across the entire frame.

**This part was
about me & my
experiences —
projects are next.**

Man in his Bizarre Environment

—
The goal was to deliver a lifestyle that offers man a guide for a livable and decelerated life in our artificial environment. Based on this way of living, new product possibilities appeared and Slow Communication provides an example to.

Master Thesis

12

Facts

—
4th Semester MA
Duration of 6 Months
July 2015 — January 2016.
Master Thesis

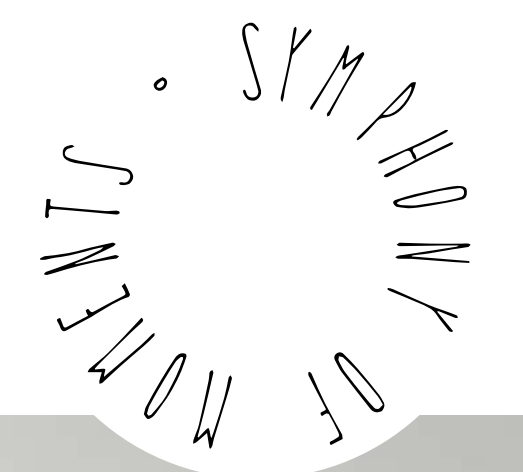
Supervisors

—
Dipl. Des. Lutz Kucher
Dipl. Ing. Michael Lanz

Publications

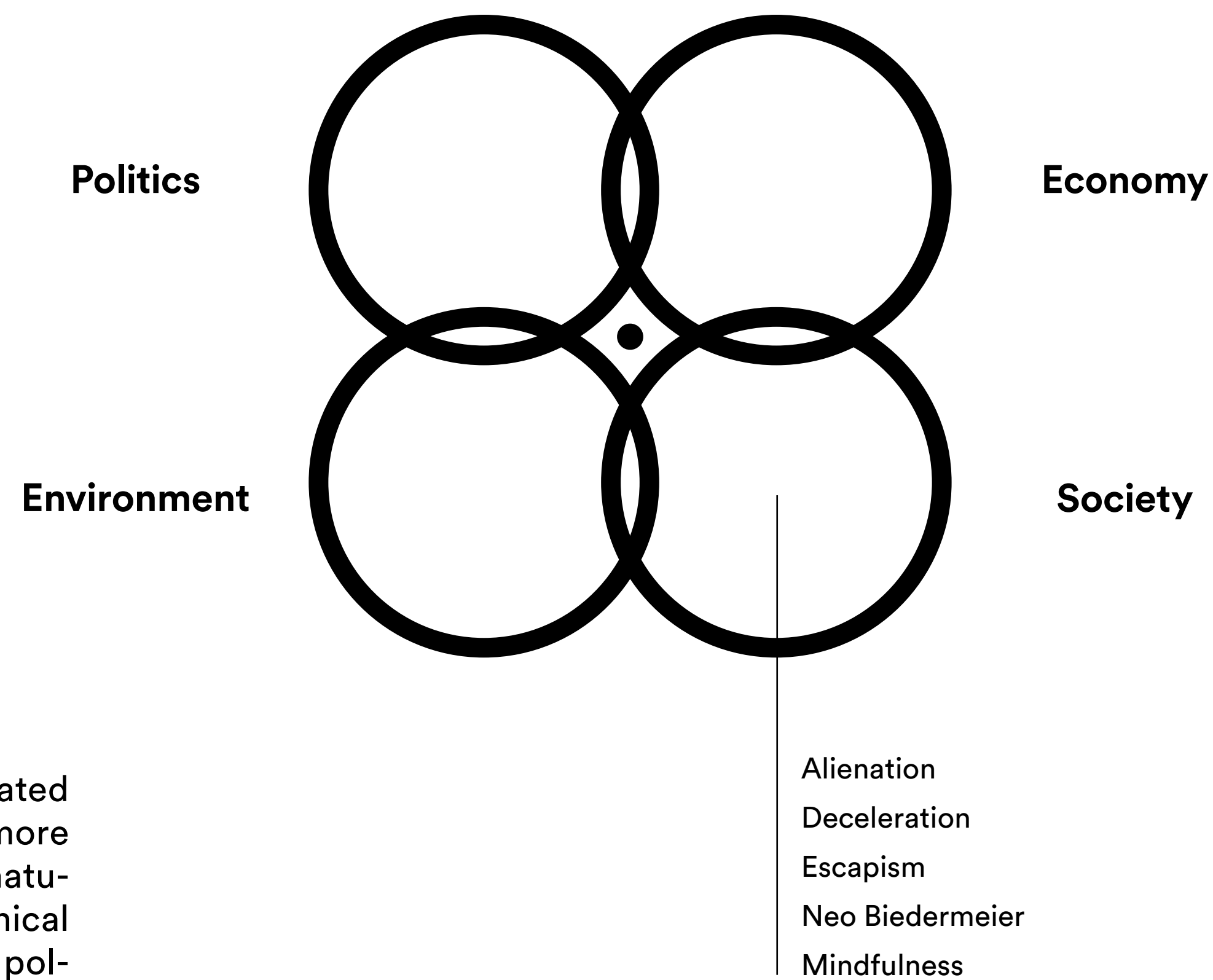
—
Design Basics von Gerhard
Heuffer 6. Auflage

Symphony of Moments

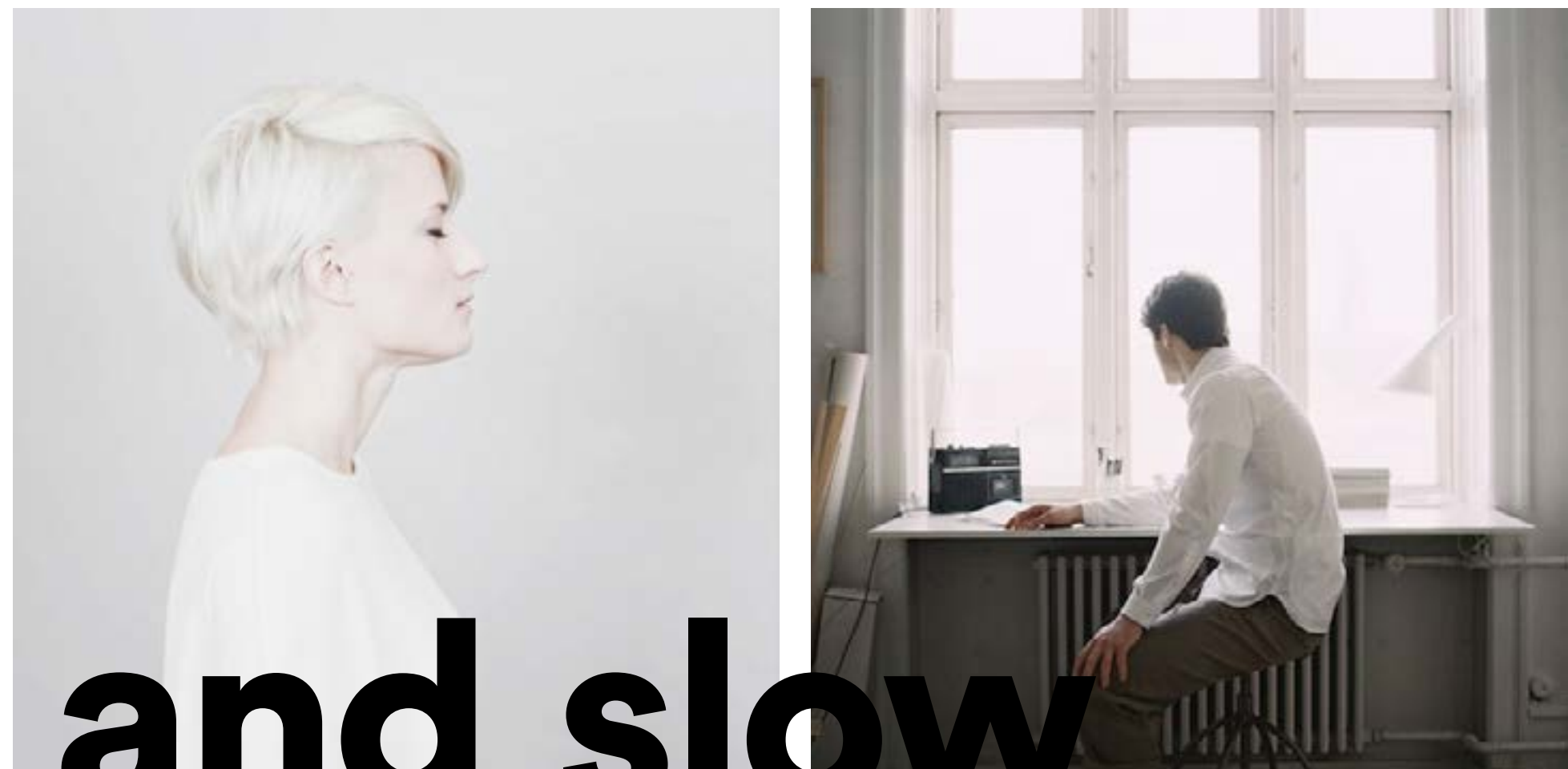


analysis

We live in an artificially created system which is becoming more and more detached from the natural habitat of man. Due to technical progress, changes in society, politics and the economy, the speed of our life is continuously increasing and man alienates further on. We need to rethink our values and alter our priorities, "Symphony of Moments" provides a guide for a thoughtful and livable lifestyle.



Simplify and slow your life down.



concept

A holistic but simple lifestyle which enables a conscious and decelerated life and serves physical, social, mental and spiritual needs of man. This new way of living opens a wide scope of new product and service opportunities. One striking example, which concerns social contact, especially digital communication and should be an executed sample for the countless number of opportunities in this new lifestyle.

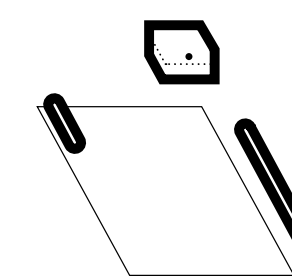
key idea

A conscious and decelerated way of living.

SYMPHONY
OF
MOMENTS

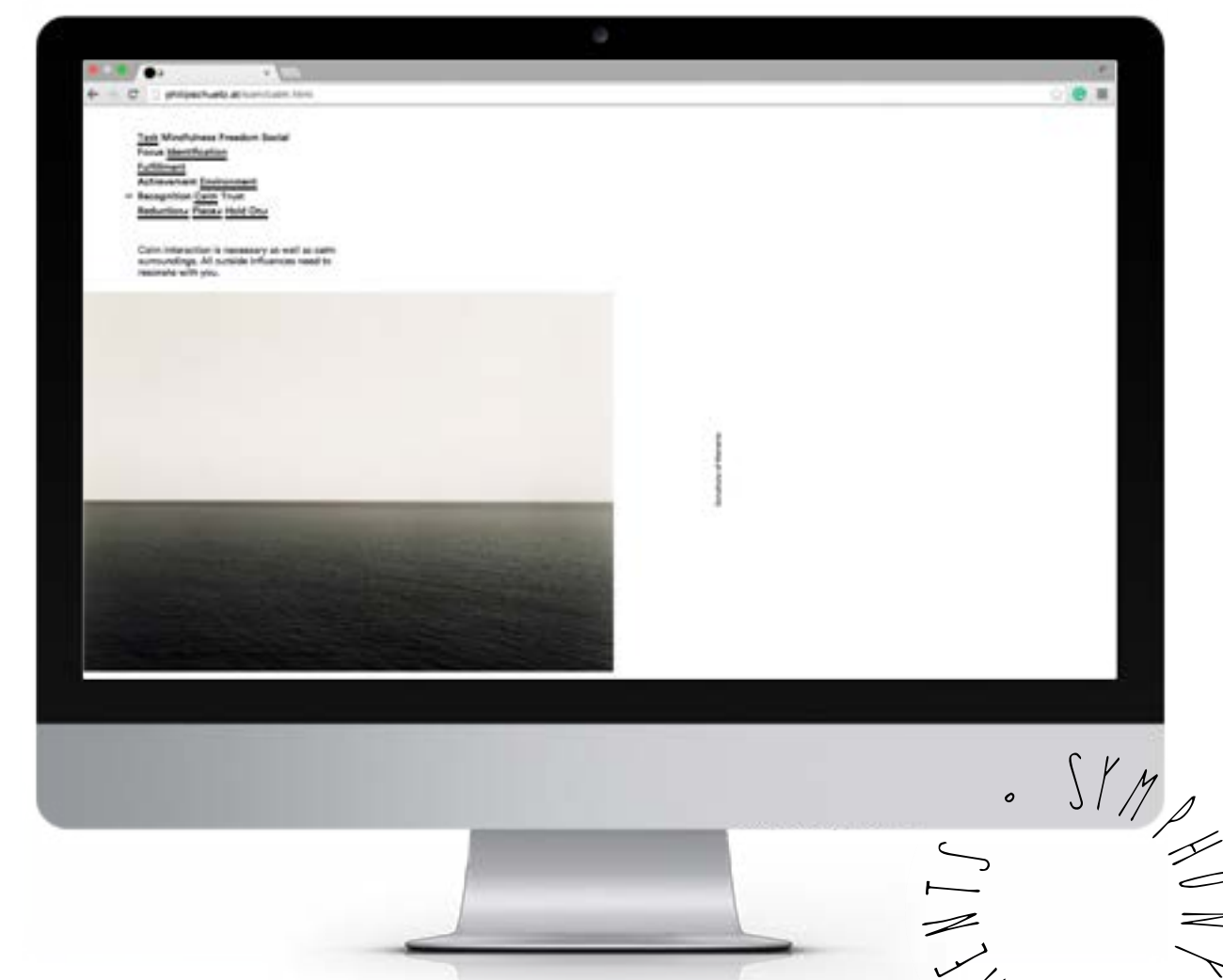
key idea

Conscious and decelerated virtual message communication.





Start Page

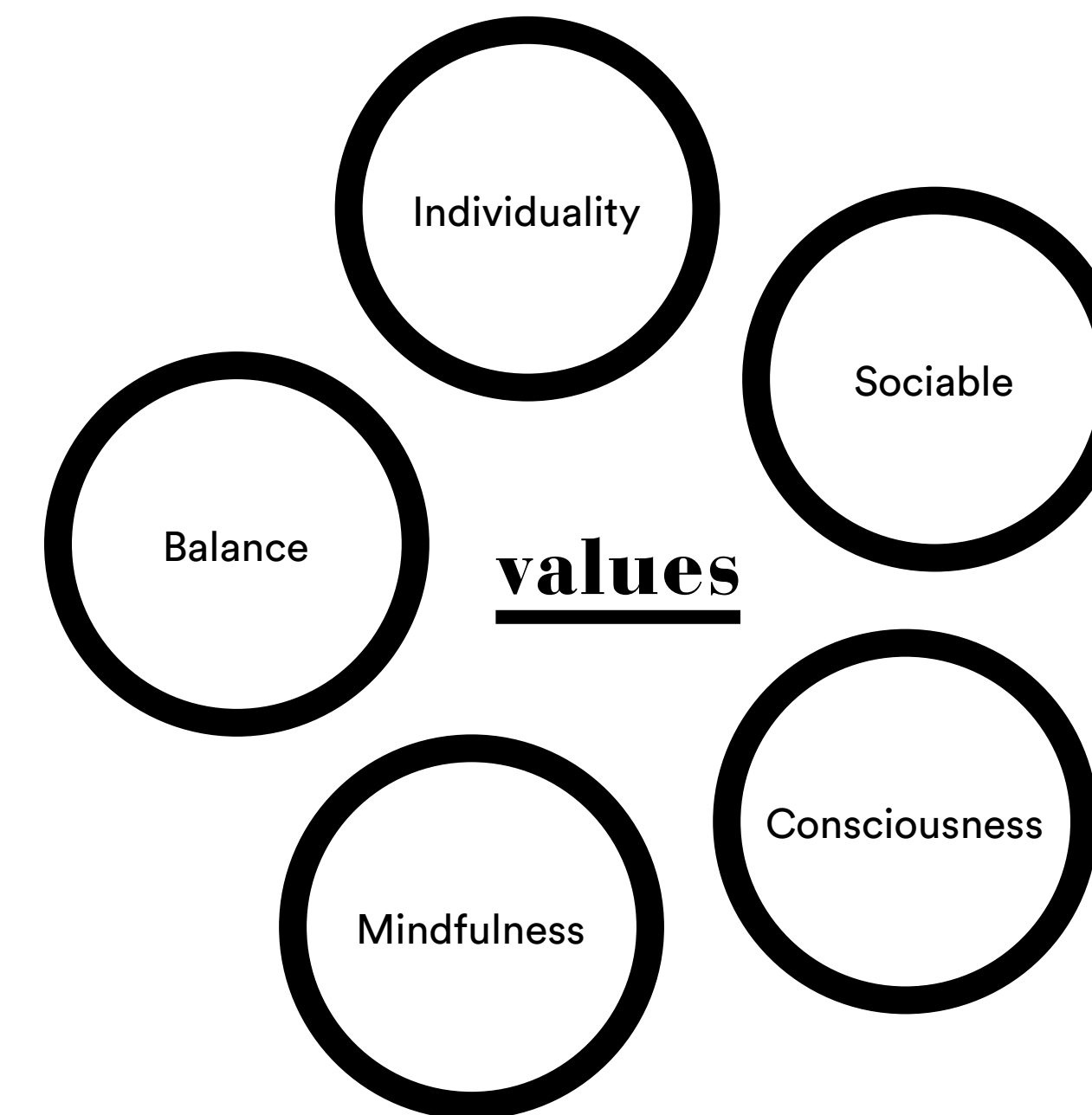


Navigation
Task — Identifiacation — Fullfillment — Environment — Calm

webpage — www.philipschuetz.at/som

The lifestyle can be experienced as webpage for a better understanding. It displays the four main impressions of the matrix on the entrance page. By selecting one impression, the related description text and a mood picture pop up. Furthermore subcategories appear which in turn feature more impressions.

“Symphony of Moments” should trigger a conscious and decelerated experience.



philosophy of life

“Symphony of Moments” was developed based on needs and values tailored to its target group, generation Y.

Physical needs

A job which makes fun — provides freedom, safety, health, wellbeing and balance.

Social needs

Love and security in relationships, with family and friends and appreciation of people & time.

Mental needs

New experiences to reach new consciousness and focus on reflection and sustainability.

Spiritual needs

Find sense and pass it on, in silence and anticipation

mood



Silence



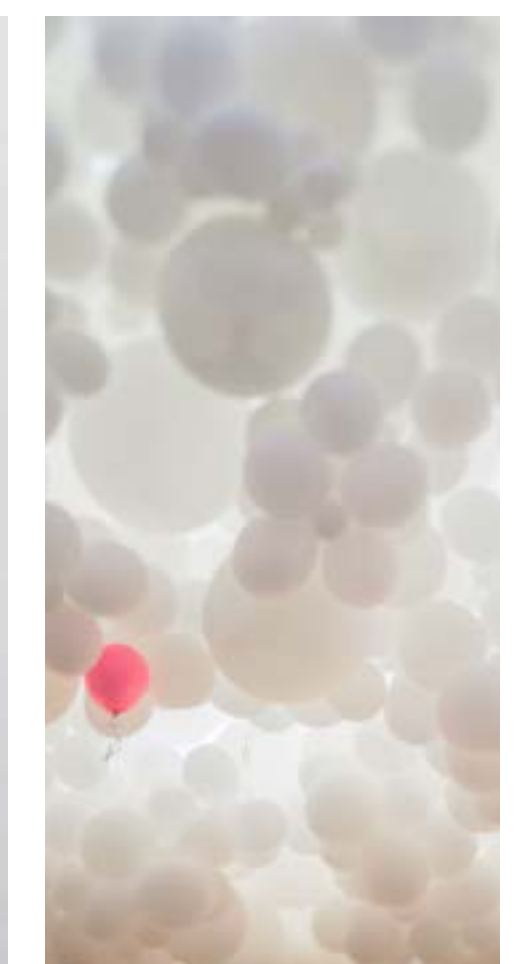
Craft



Real



Consciousness



Deceleration

**Slow Communication
— crafted with love
& received with
anticipation.**

scenario



01

Write and draw your message on any Paper you want. Pen and receiver record your handwritten message.



02

Write „SEND...“ and the Name of your contact to actually send your Letter.



03

The receiver sends the message to any contact you want.



04

This Contact receives the message and the Pen indicates this with a small light which glows up.



05

The receiver projects the new message on any surface you like.

visual concept

The pen is like a good classic craftsman's tool: Precise — with its geometrical overall shape and tip. Warm and inviting — through its simplicity, wooden shaft and reflected balance. Precious — through the use of highest quality materials. And Personal — through the individual traces of use and its storytelling patina."





animation

<http://philipschuetz.at/images/som-animation.gif>

GIF Animation of the flow of use, made with Photoshop and convertet into a video.



incoming message

The new message will be displayed by the Projector on any surface. Controlled by gestures, the user is able to browse through all his received letters.



write messages

The pen and the peg recorde the written message, as a digital handwritten letter. To send a message, no button or screen has to be touched. A simple “send to” and the name of your contact dispatches the written text as soon as you underline it. In order to create contacts the code will be: “add contact”, the name and phone number; and also underline it.



personalisation

Personal laser engraving.

figm. freud

aging

Untreated wood enables the pen of „Symphony of Moments“ to age in pride. Traces of its usage and change of color make it seem alive. Yet it's Branding stays Glossy, due to its clear painting.

material

Wood enables a feeling of warmth, and softness, to provide a pleasant grip.



communicate on spots you love

It is 100% portable but not made for communication on the go.



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Everyday Object

—
Our task was to create a machine
which designs an everyday object.

Facts

—
2th Semester MA
Exchange Term at Strate
Duration of 2 Months
May 2014 — June 2014

Supervisors

—
Pierre Lapeyronnie, Strate

Publications

—
Designboom 2015

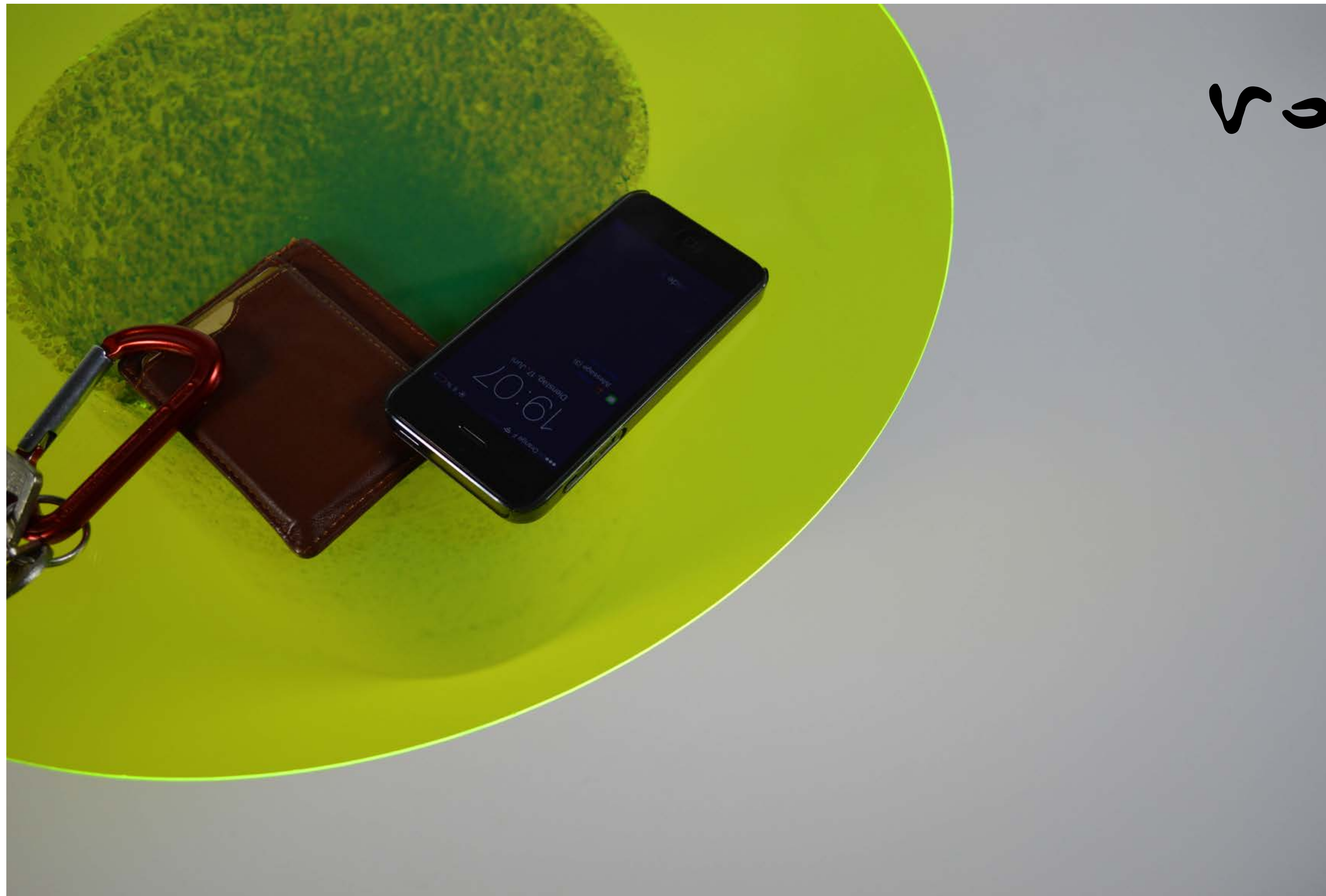
Rotations

rotations

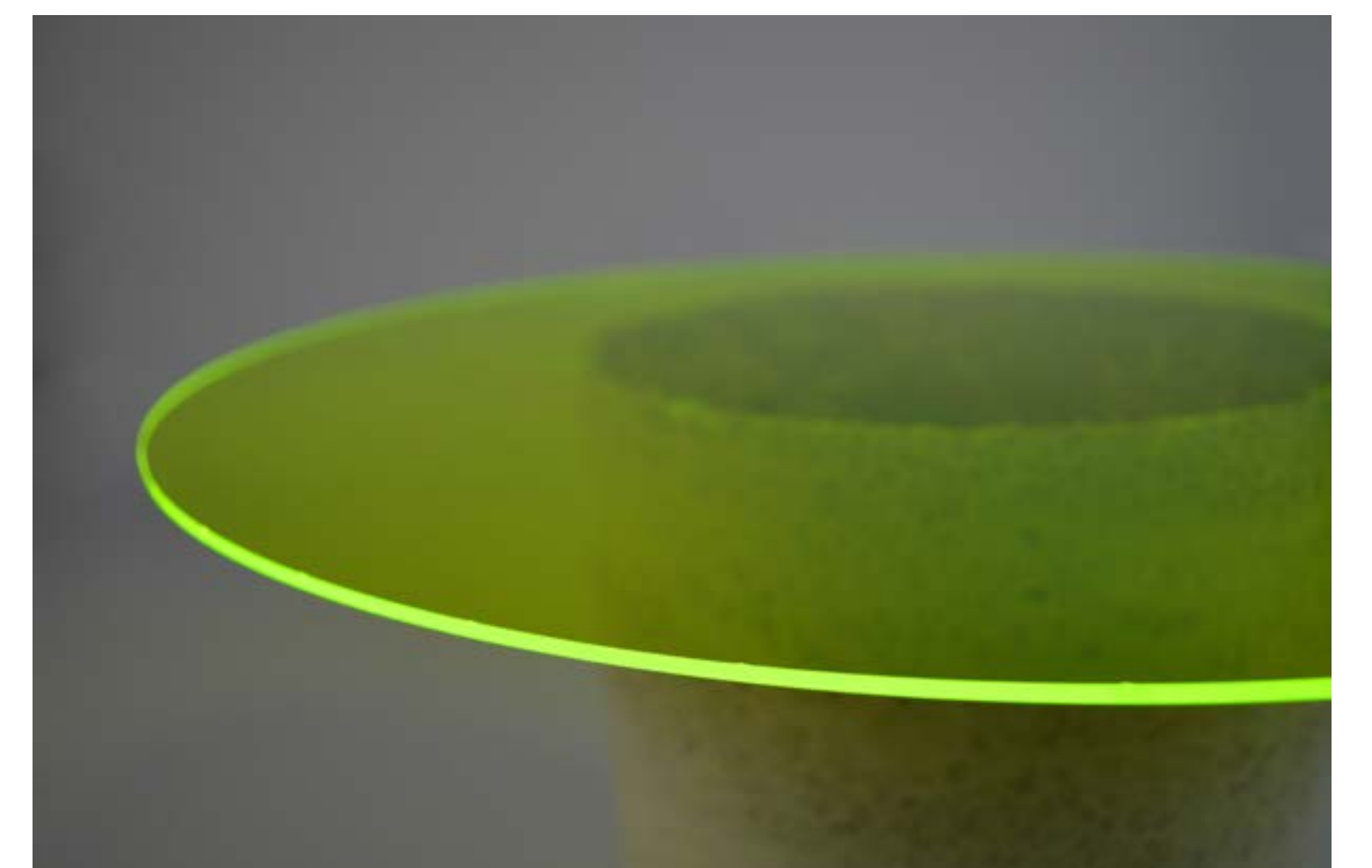
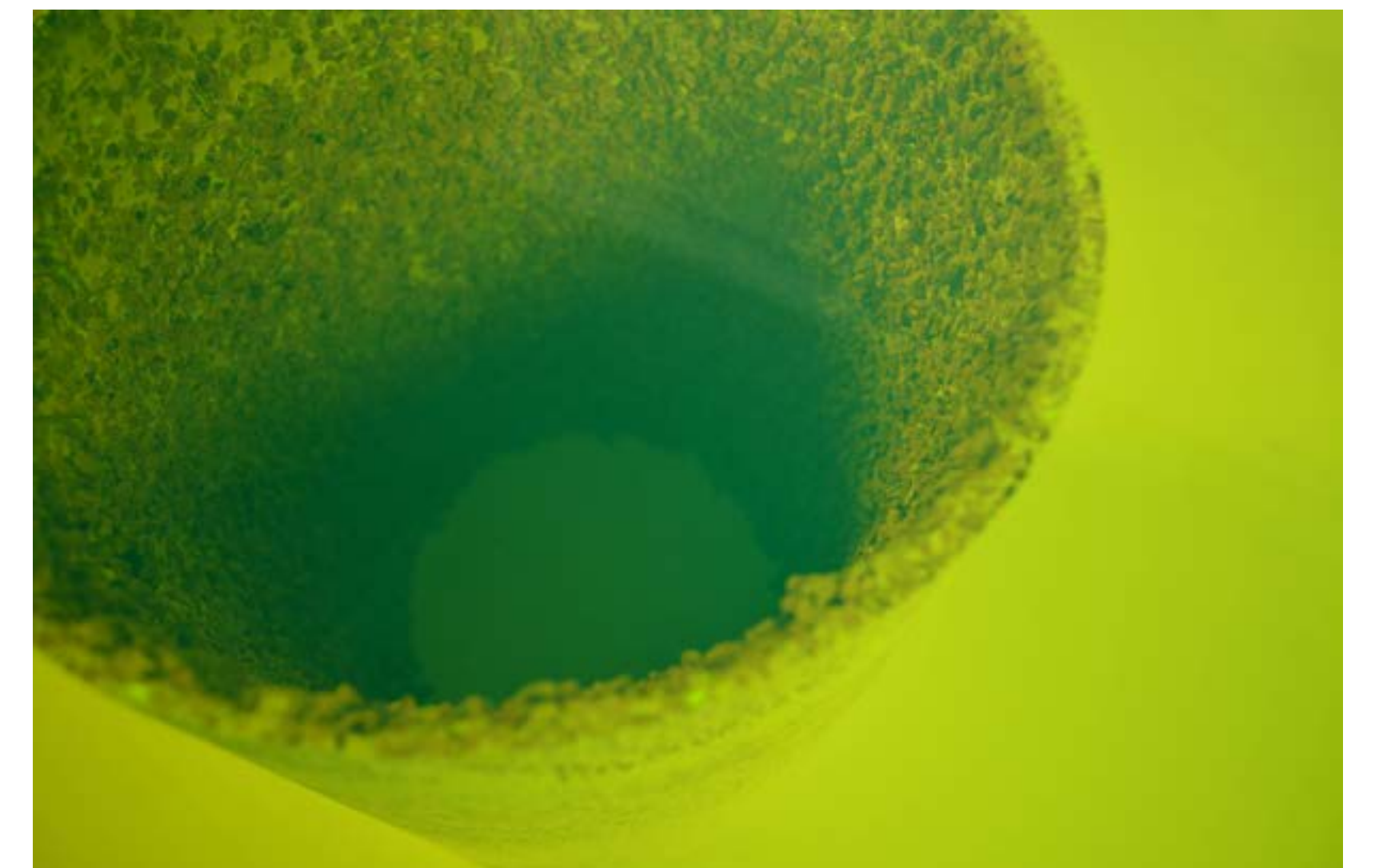


1440 rotations

... pedaled by Marion, were needed to produce the cylinder. To finalize the first coffee table a yellow acrylic glass is glued onto it.



rotations 001
always different



Facts

—
2th Semester MA
Exchange Term at Strate
Duration of 2 Week
February 2014

Supervisors

—
Pierre Lapeyronnie, Strate

Everyday Object

—
The goal was to create a product family of three objects for a special brand.

Designed for
FLOS

Flos — Verso

VER__
_SO°

10



concept

I wanted to create a lamp which is able to provide an ambient atmosphere as well as a direct one. With just one mechanical movement the user is able to shift from one to another.

up
passive

Ambient

Direct

key idea

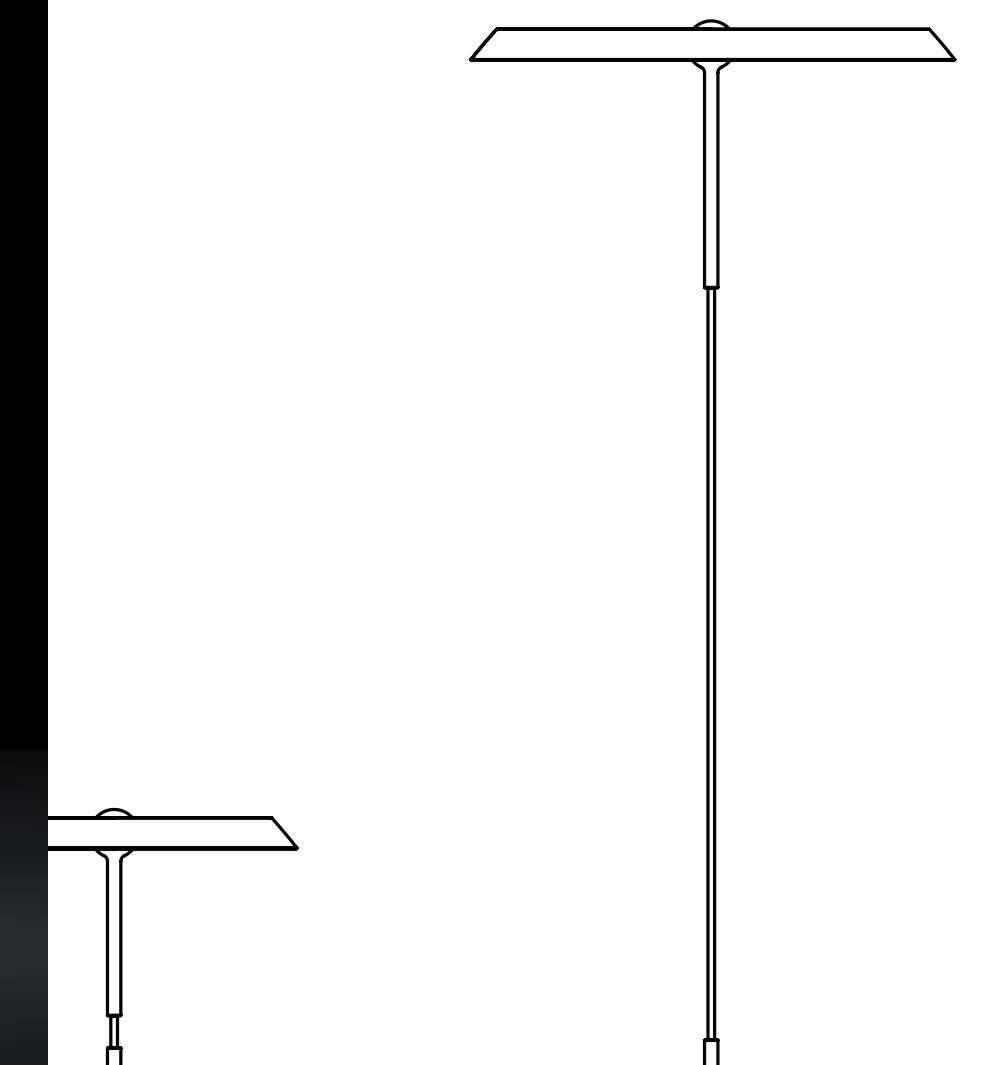
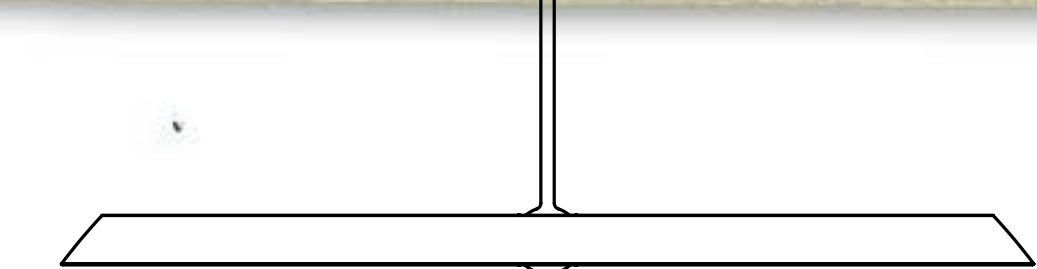
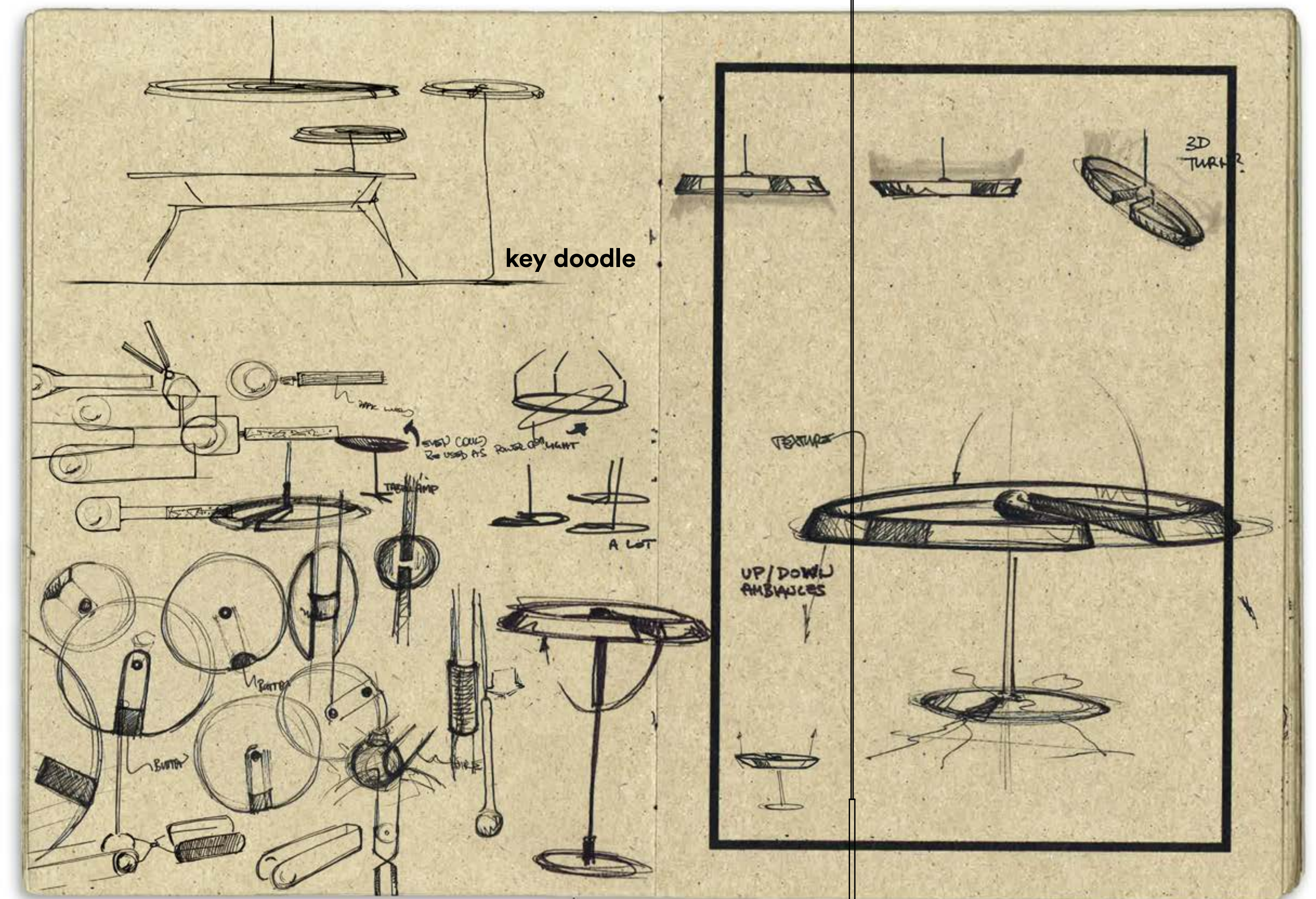
Shift light
mechanically.

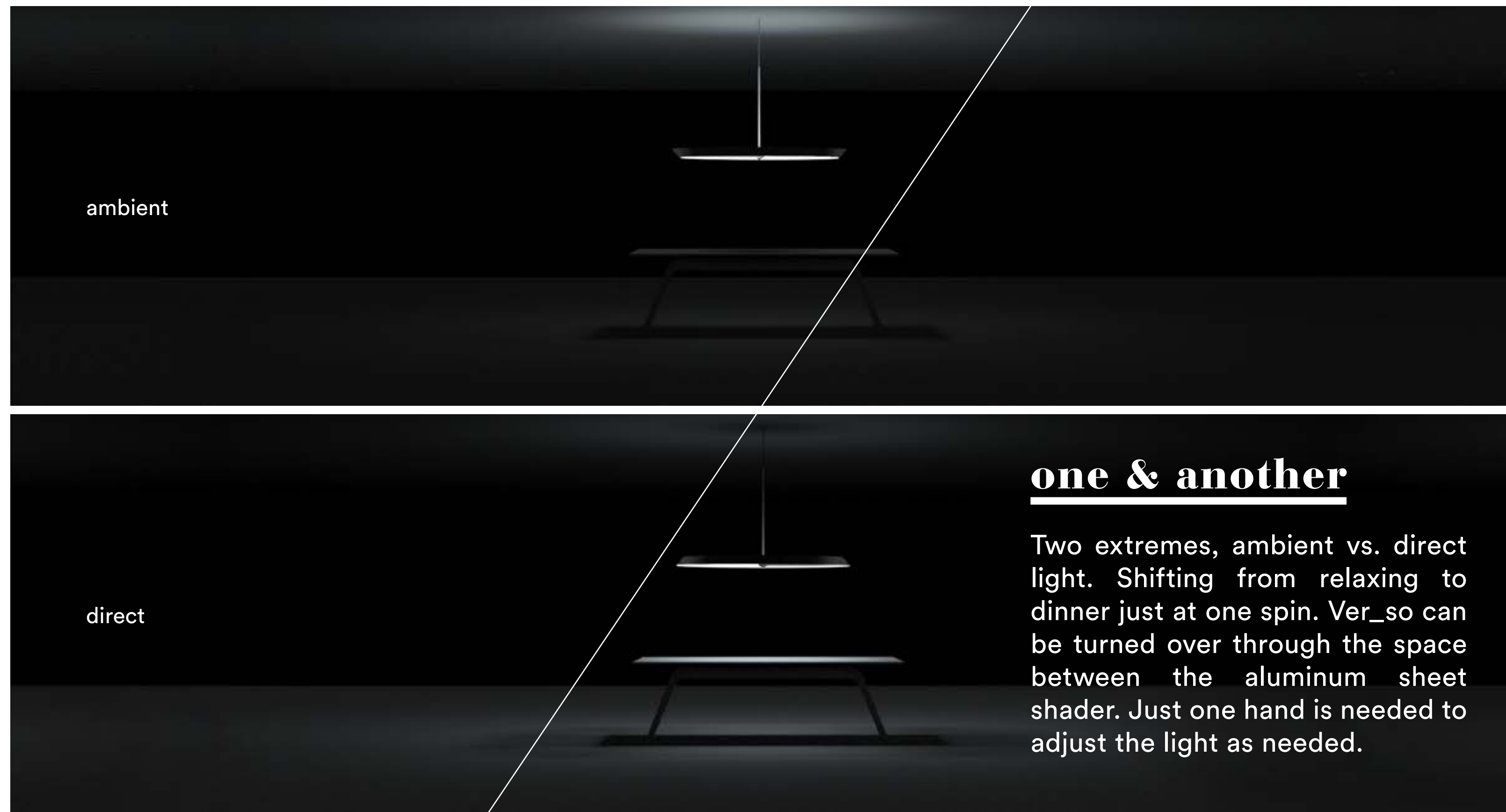
active
down



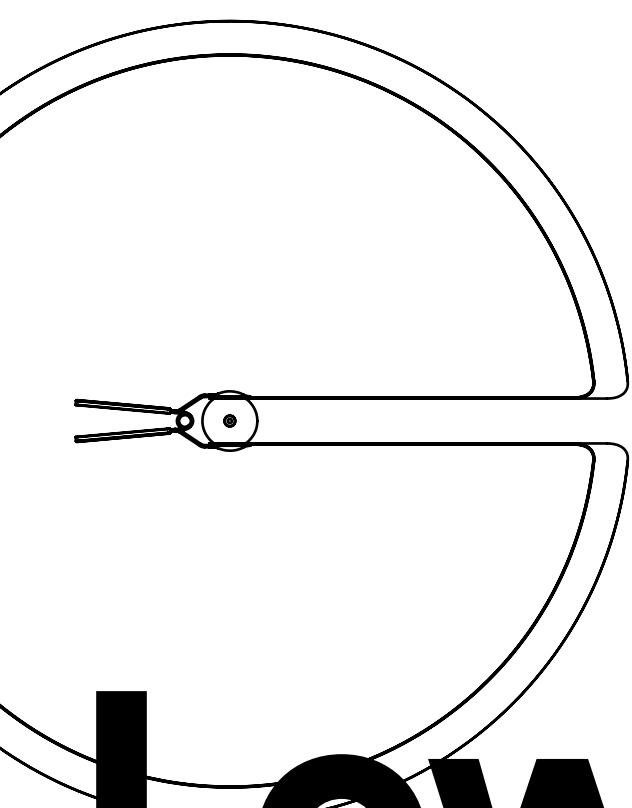
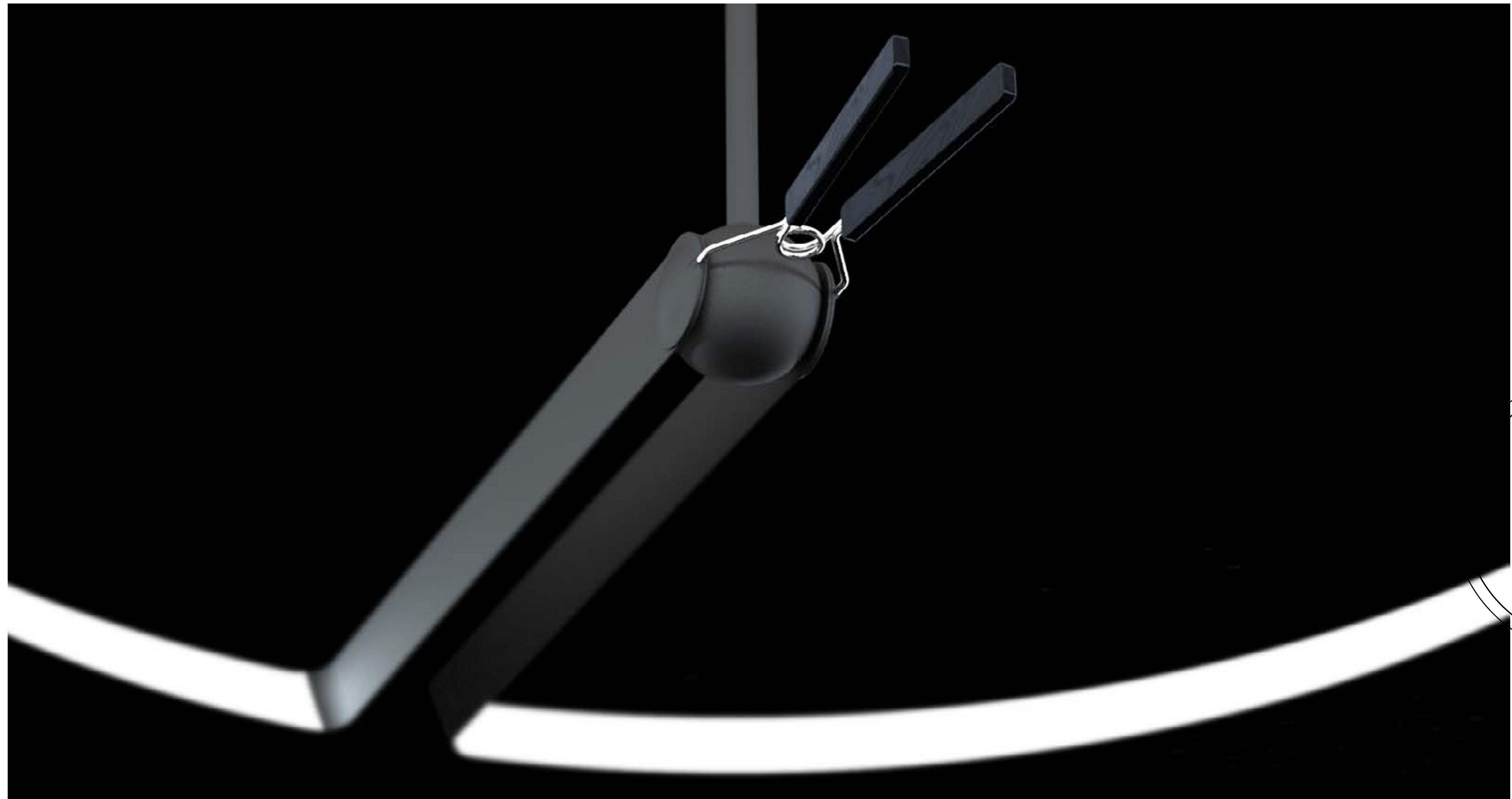
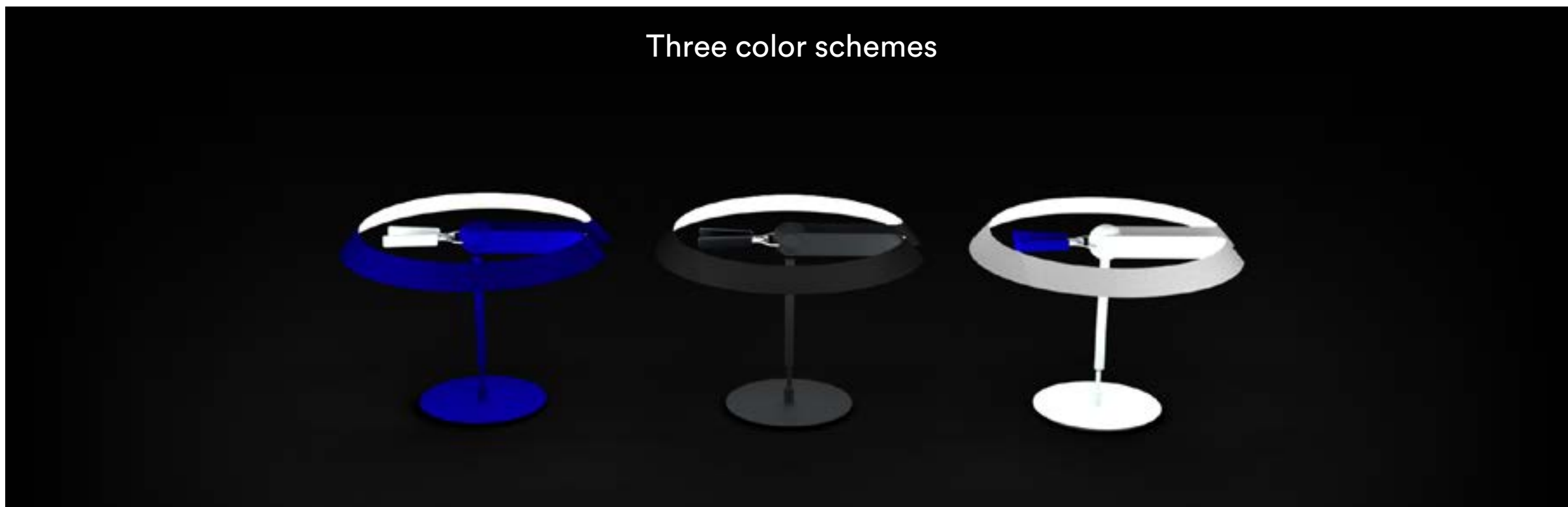
formal mood

idiation

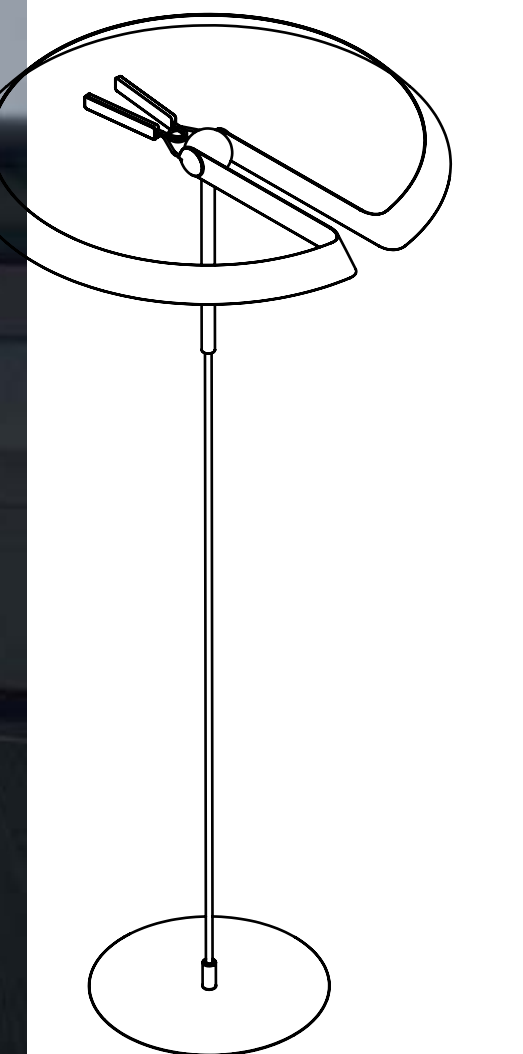
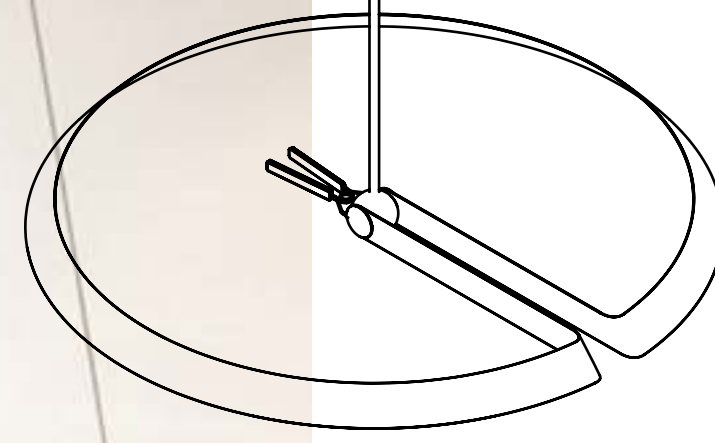




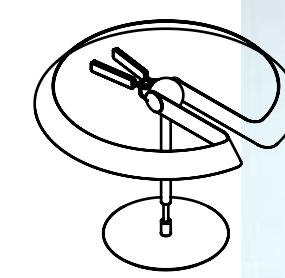
showroom



Low number of parts – high value.



**Mutable atmosphere
for every space.**



Mascara Cake

—
The focus of this one week workshop given by the LVMH group, was to design a new way of use for Mascara in its solid shape — the cake. The aim of this new user experience was to increase the interest of the customer in the origin product itself.

In Cooperation with

LVMH
MOËT HENNESSY • LOUIS VUITTON

9

Facts

—
2th Semester MA
Exchange Term at Strate
Duration of 1 Week
April 2014
Team Project (3)

Supervisors

—
Sébastien Gerbier, Strate
Olivier Beune, Strate
David L'Hote, Strate

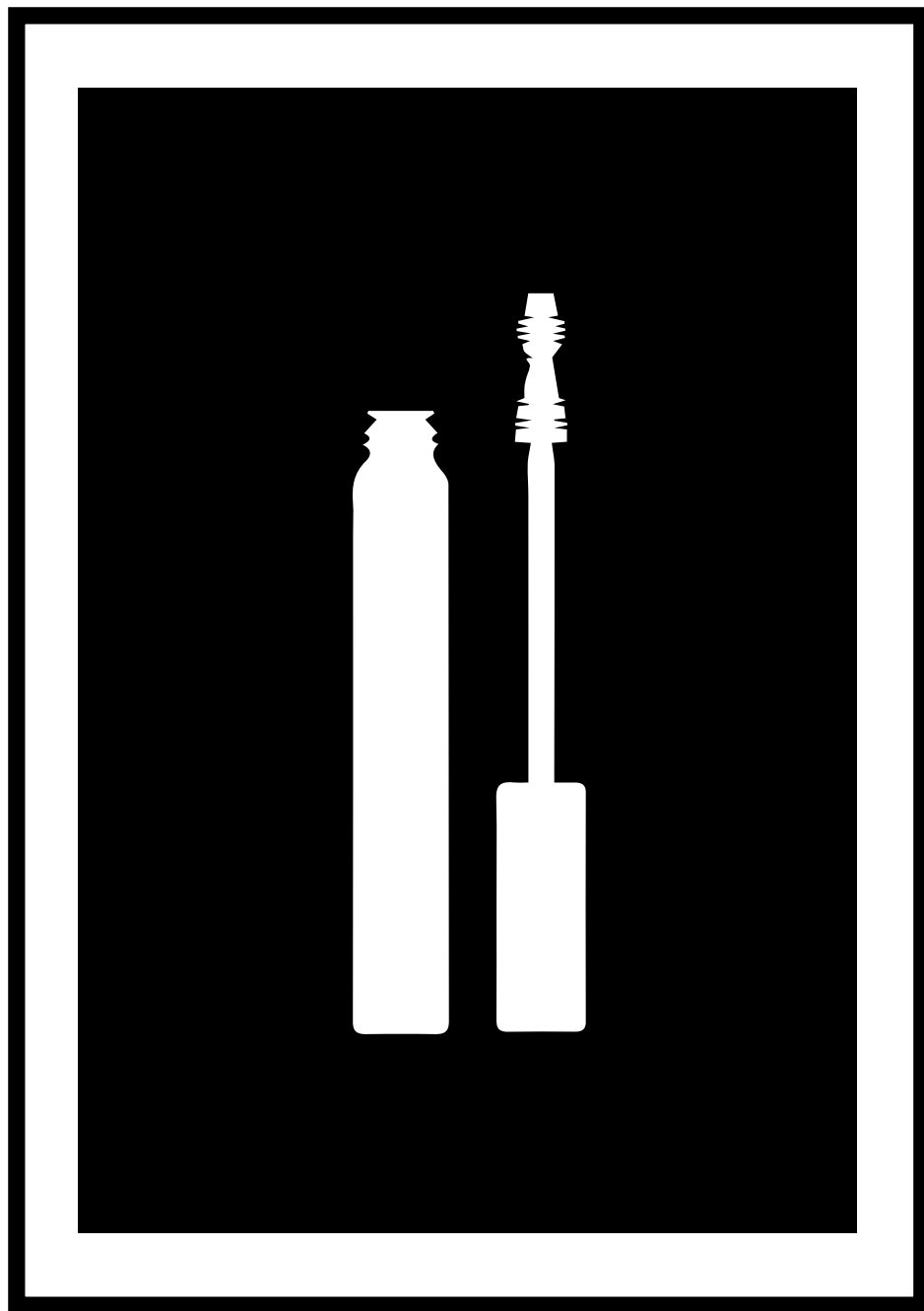
Dior Laboratoire



Dior^{Lab.}

analysis

Users identify the product by its shape, a 20-centimeter tube containing the mascara cream. Packaging are always dark and the product itself is never shown to the user. Different kinds of brush are also proposed in order to adapt to the user's needs. Often these brushes get dry very soon, because air is pumped into, so that it is imperative to replace them after a few usages.



If light is reflected on black – it transforms.

concept

The new Mascara will be inspired by the concept of black marks. The black lines that the Mascara traces during the usage have not to be seen as a sign of dirtiness, on the contrary as an element of personalization of the packaging itself. The packaging will become a personal painting that the user will transform everyday while using the product. The inspiration for this concept comes directly from Pierre Soulages' work, he is a French painter, engraver, and sculptor and is known as "the painter of black".

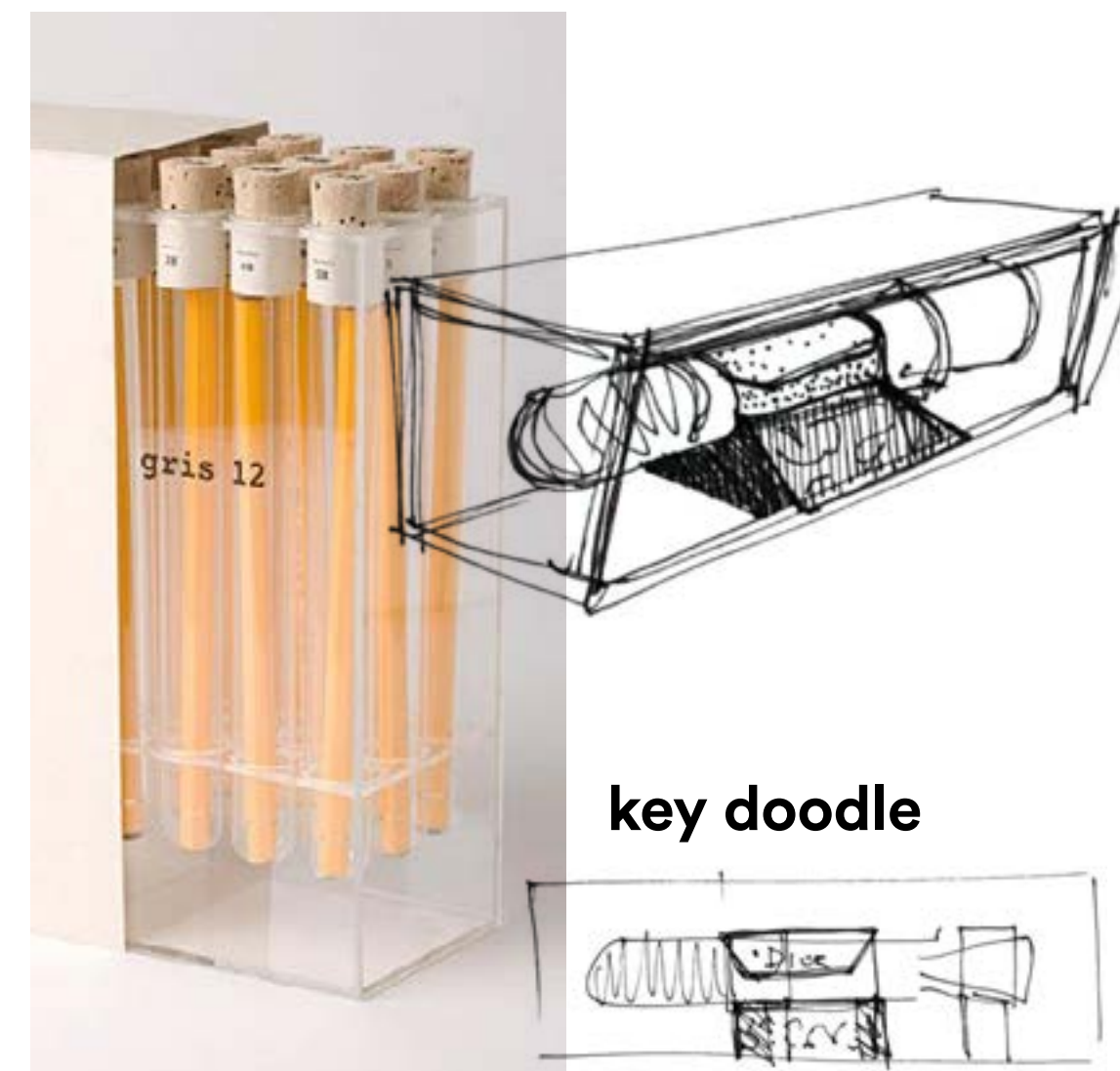
key idea

Personalization
through a new way
of usage.



outline

We decided to set the Mascara into a new universe that we created for it. The concept of the Laboratory was designed with purpose to match the ideas of beauty and care. We want to tell a story about it, where the main characters are the Mascara cake and the packaging which is designed for it.



details



Graphics

The customer can easily identify the product through the label on the top of the tube, which is inspired by the idea of the chemical laboratory.

Material

The raw material is emerging from the contrasting graduation of color and the transparency of the packaging wants to reveal the secret of the product.

Experience

The user experiences a new tactile feeling thanks to the use of the unusual materials cork and glass for the package.

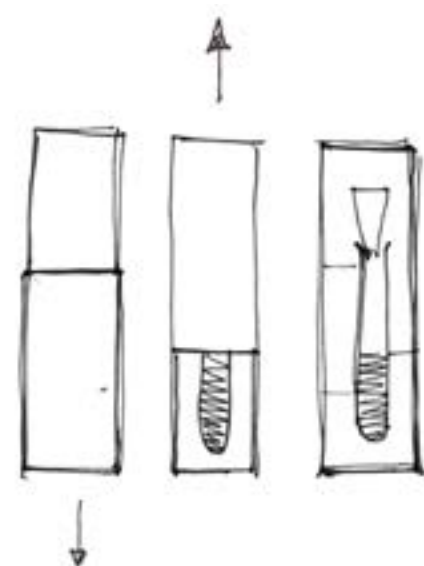
evolution

The upper part of the tube will be used to rub the brush — beautiful marks will appear on the glass, so that the packaging will become a portrait of the user itself.

Ages in dignity.

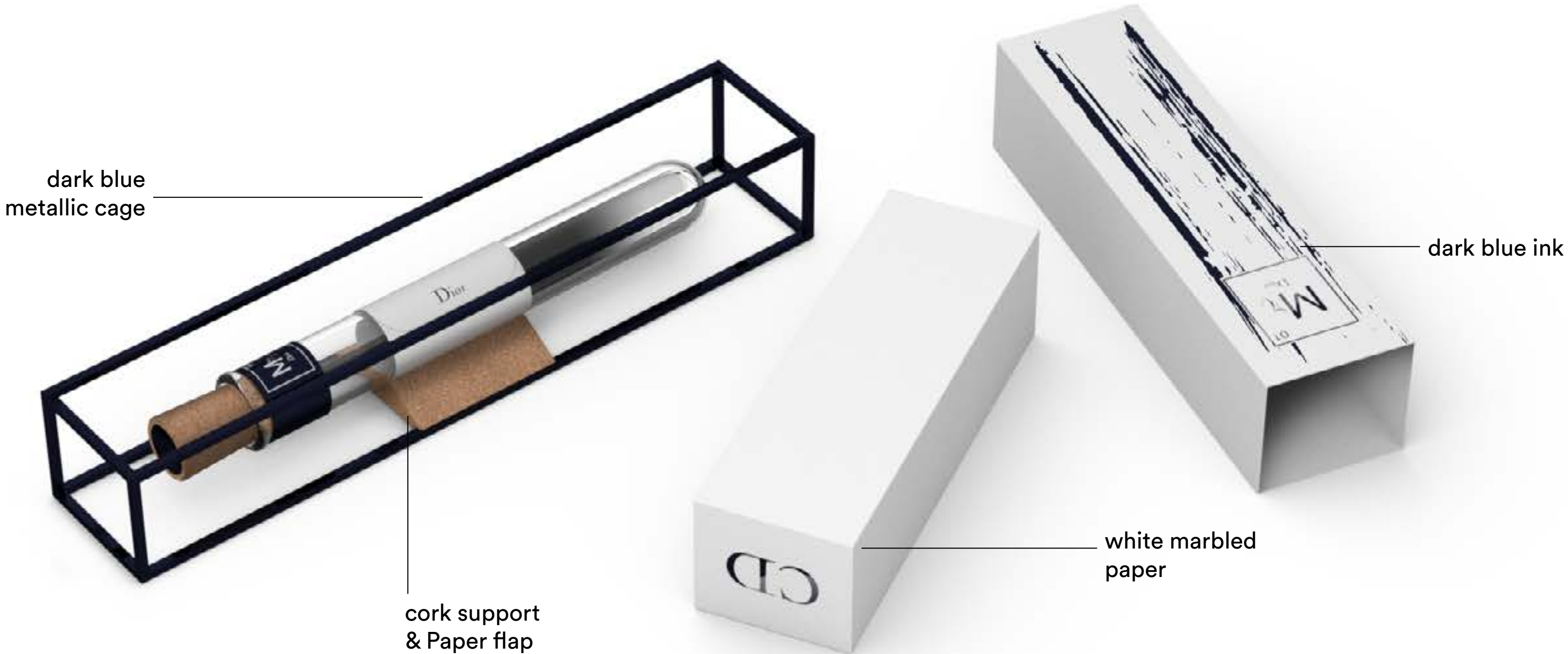


Customers magically discover it – step by step.



packaging

The Product is sold in a white marbled paper box. The tube is floating inside the metallic cage thanks to the cork support and the paper flap.



point of sale

Le Laboratoire by Dior is the brand-new line of products for Beauty Care, designed for the brand Christian Dior. Each product belongs to a “chemical” group of the make-up process. In each group, it is possi-

ble to find several elements corresponding to the different effect on the body. The two letters and the number of the element identify the product.



Refugee Camp Yida

—
Médecins Sans Frontières Paris asked the students of Strate College to do an in depth research for the refugee camp Yida, in South Sudan. Arising this gained knowledge we had to create a Product that reveals a solution regarding our research.

In cooperation with



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Facts

—
2th Semester MA
Exchange Term at Strate
Duration of 2 Months
March 2014 — April 2014
Team Project (3)

Supervisors

—
Olivier Beune, Strate
David L'Hote, Strate

Publications

—
Displayed at MSF headquarter
Paris 2014

MSF Compost Drum





Diseases in Yida are caused by poor sanitary conditions.

research

One out of three refugee camps doesn't have a proper sanitary system, Yida is affected as well. Diseases like Acute Jaundice Syndrome and Hepatitis E are the consequence. Those are the leading cause of mortality and morbidity and get transmitted through fecal and oral route by Contaminated water and food.

[World Health Organisation]



Latrines

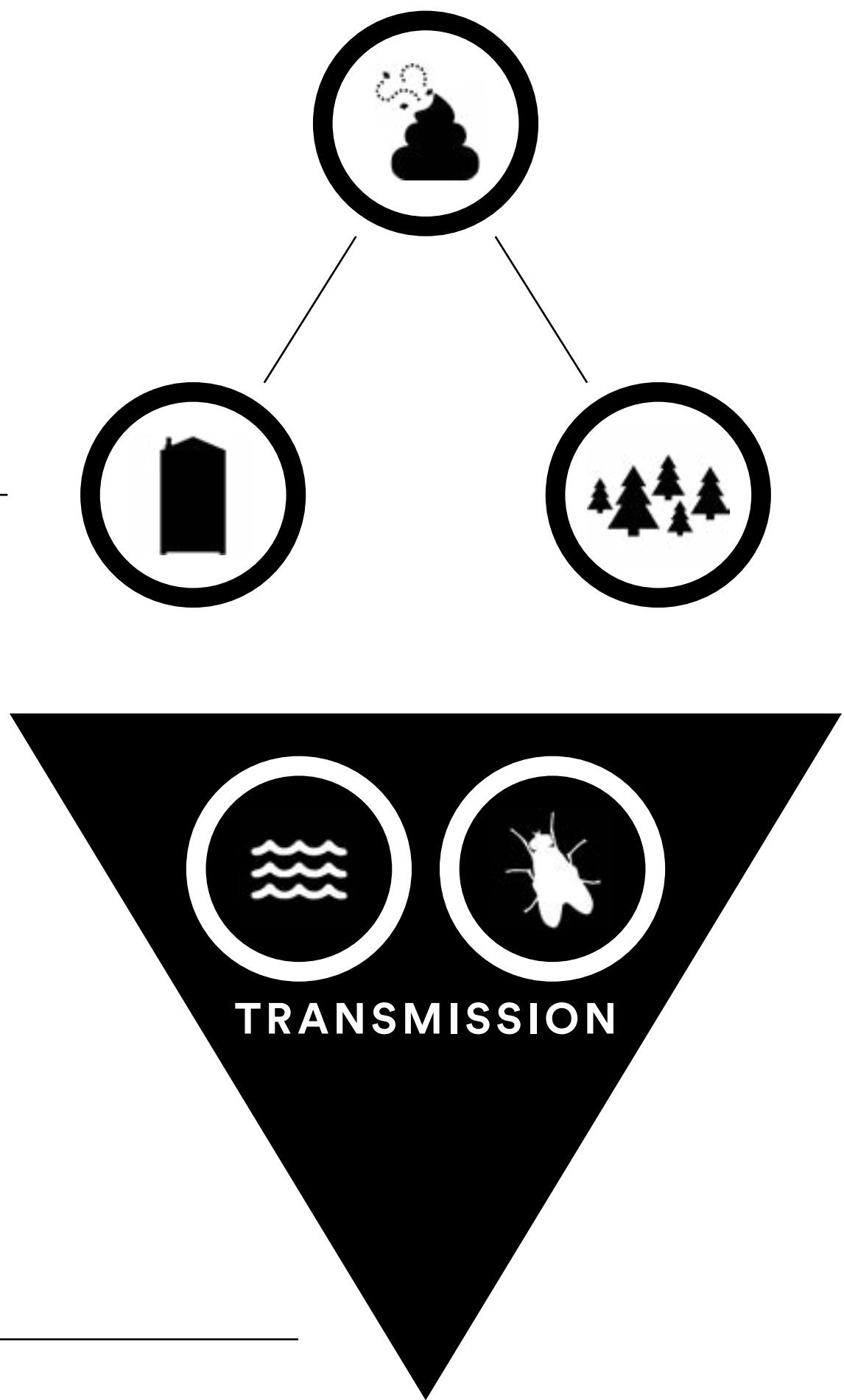
One latrine should not be used by more than three households due to health reasons, which is not possible because of the huge amount of people in the Camp. The weak spot of this toilets is to get them fly proof and preventing to get in contact with fecal matter.

[OMS WEDC Report]

Floods & Flies

Floods wash out latrines and spread fecal matter all around the camp where it gets exposed to flies.

Defecating



Uncontrolled Toilet

To little available trenches and latrines lead to uncontrolled toilet. Defecating in risk zones at the riverside or in farming lands is the result and should just be an emergency solution and has to be replaced by a more lasting system.

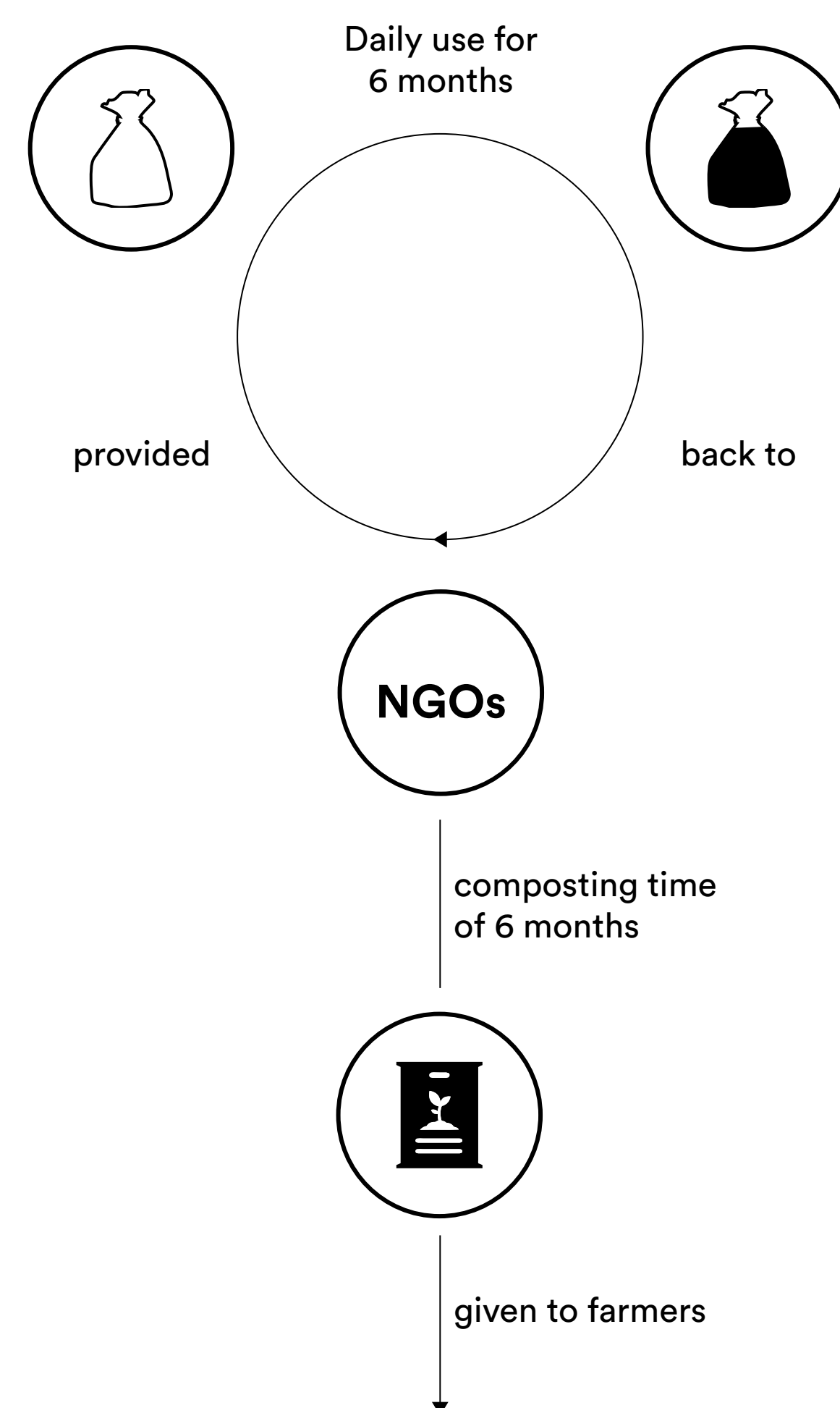
[OMS WEDC Report]

Food & Water

Contaminated flies get in touch with food and drinking water gets infested.

key idea

Provide better sanitary conditions, with fertilizer as a side product to reduce starvation.

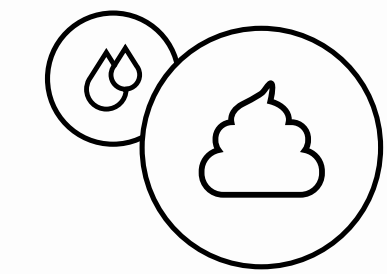


scenario

Every household will be given one Compost Drum. The drum itself will remain in the family, whereas the plastic bags will have to be replaced when it attain full capacity.

The full bag will be handed back to the NGOs, they will be in charge during the whole composting process.

As a trade for a full bag of fecal matter, the refugees will be given a new and clean bag to replace it in their drum.

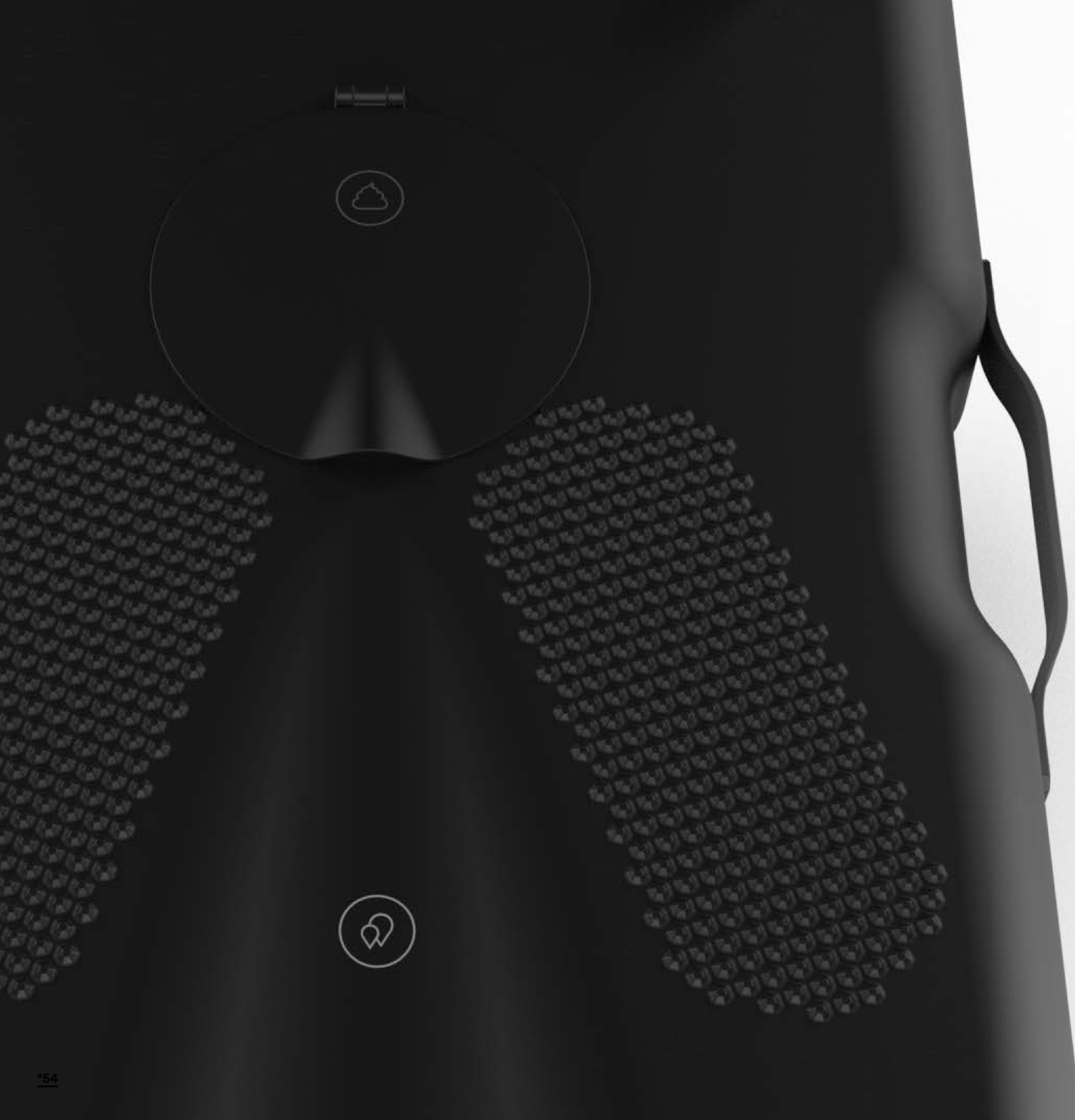


A cycle to decrease diseases & increase food production.

concept

Compost Drum is a clean and save way to defecate. Refugees are able to shut the drum to make it water- and flyproof. Its remarkable features are, low production costs, easy to transport and stackable. It can even be used as container for needed goods (soap, rice & oil) while shipping.

Every household is provided one Compost Drum. The fecal matter transforms into compost after 6 months of storage. The compost will be used as fertilizer by the farmers in the camp.



showroom

Conceptional Brief

The shape of Compost Drum is designed to be thermoformed and stackable. Plus, the remarkable stiffening ribs reduce the material thickness, that leads to a lower quantity of material, which minimizes the production costs.

user guide

step by step

01

Place the plastic bag in the Compost Drum and secure the edges on the outside of the drum.

02

Shut the drum and open the circular lid.

03

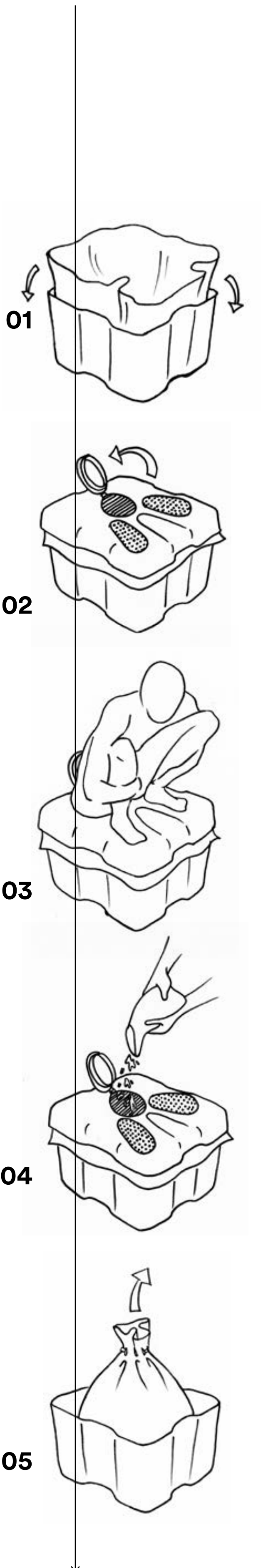
Step on the drum and proceed to defecate. The fecal matter and urine are naturally separated.

04

Pour a handful of ashes above the fecal matter and close the lid.

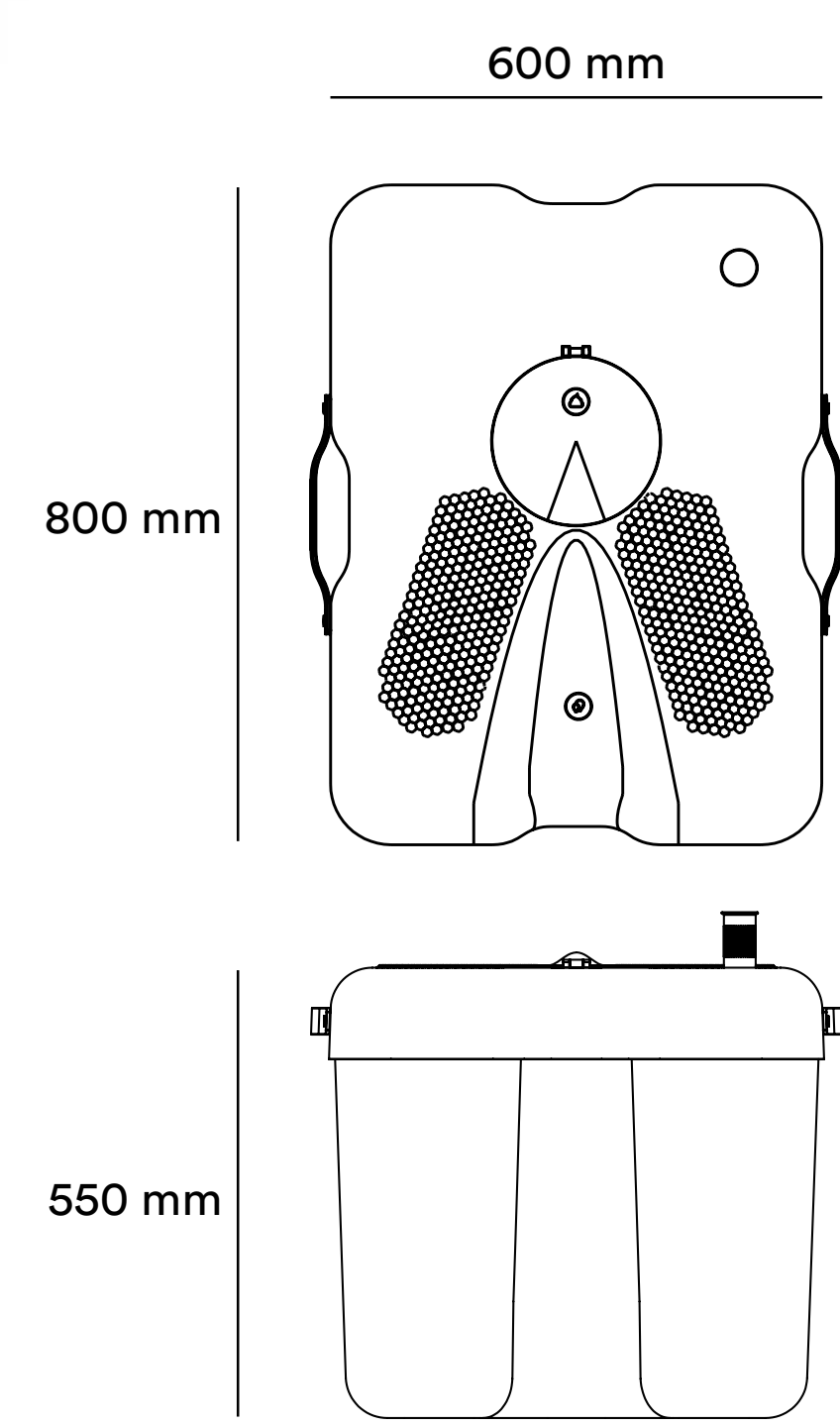
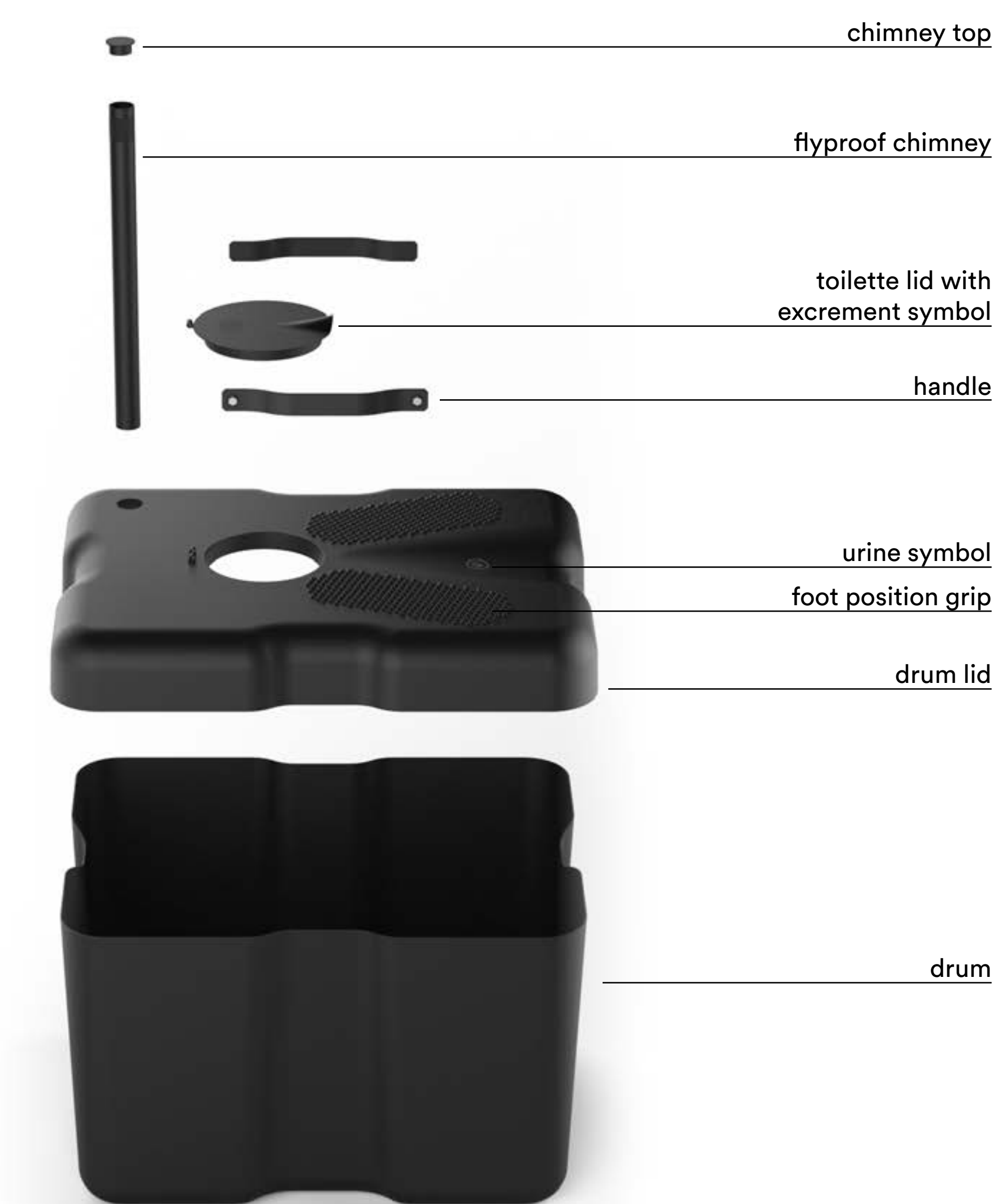
05

If the bag reaches its full capacity, remove the cover and collect the plastic bag.

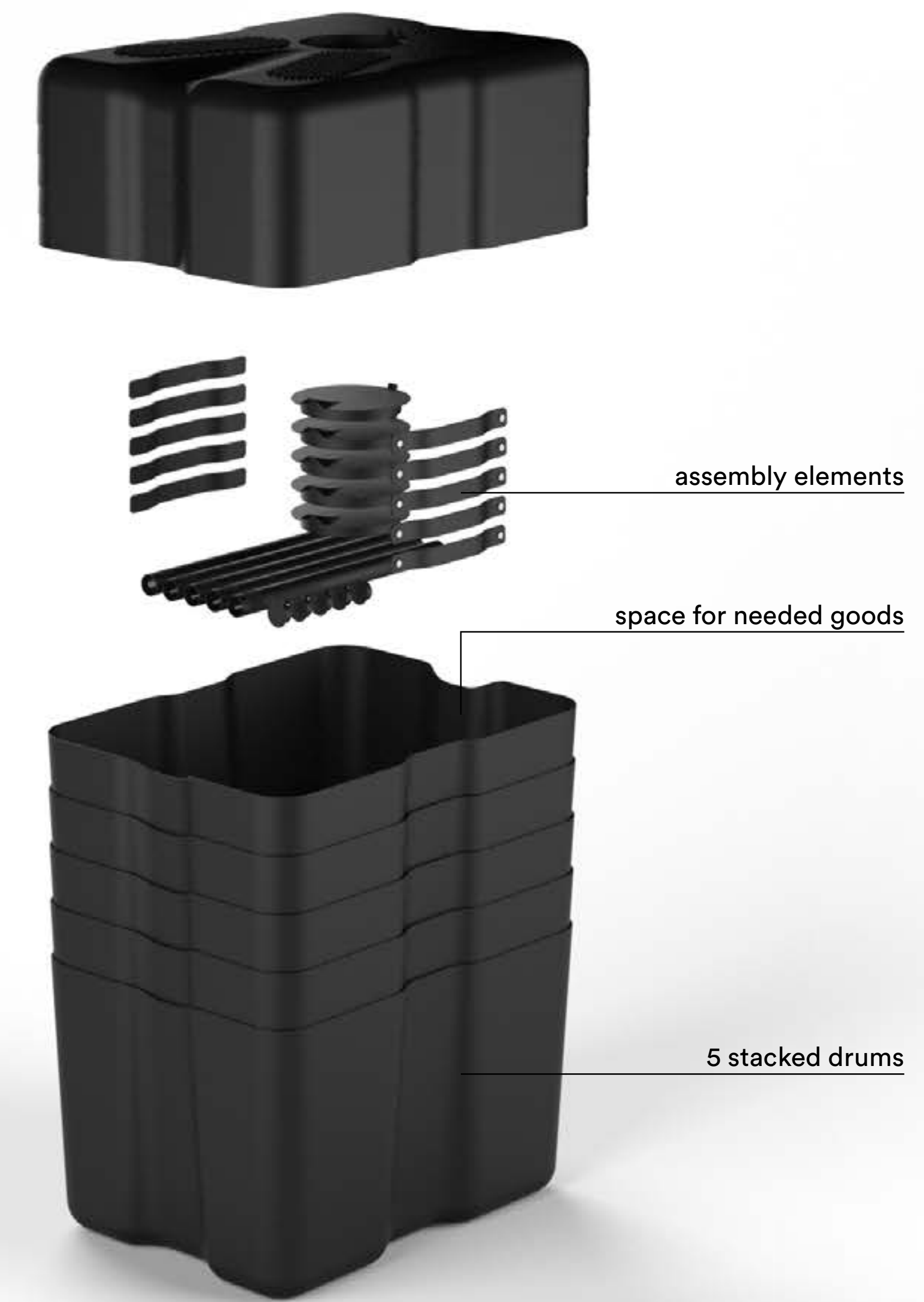


package

Developed for standard palettes.



Measurments
Bag volume: 50 Gallons
189 Liter



shipping

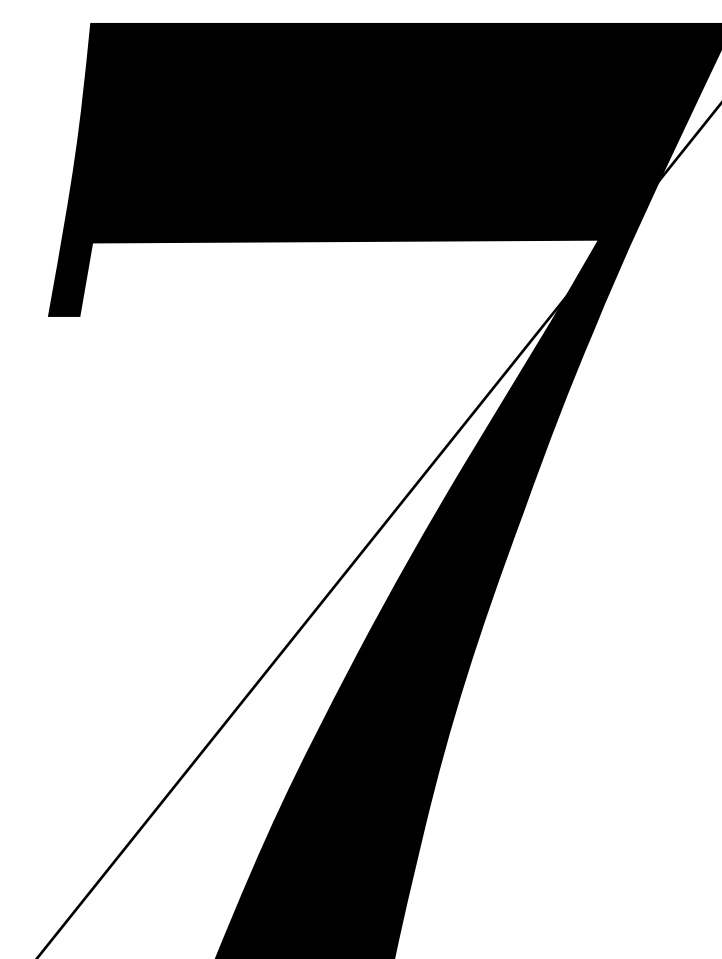
Ten empty Compost Drums can be stacked and transported on a standard palette at once. The empty space in the top Drum can be filled with needed goods like Soap, Rice or Oil.



Airport Comfort

Aéroports de Paris was looking for solutions to increase the comfort and wellbeing of people who are traveling through their Airports.

In Cooperation with



Facts

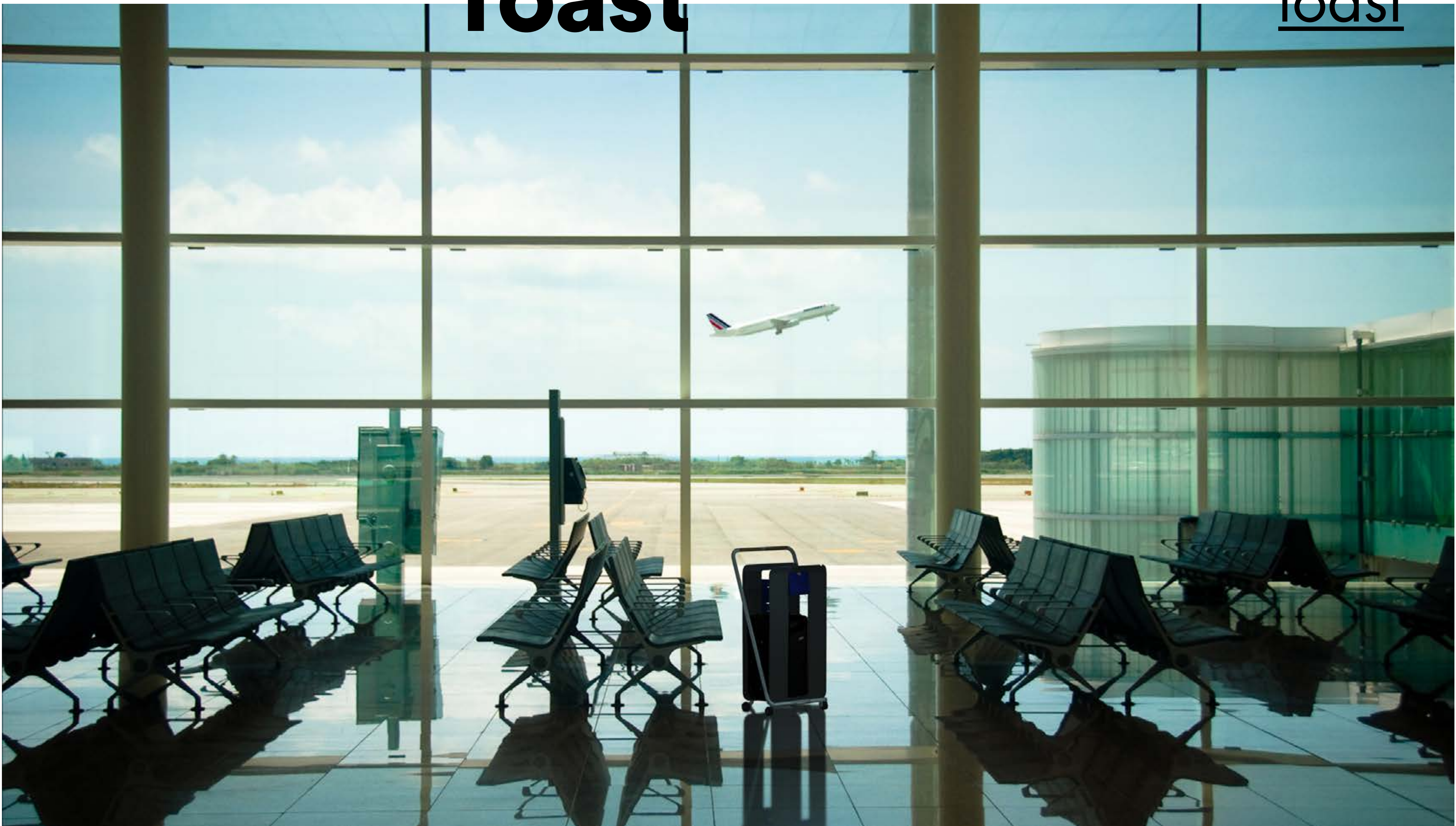
2nd Semester MA
Exchange Term at Strate
Duration of 4 Months
February 2014 — May 2014
Team Project (3)

Supervisors

Olivier Beune, Strate
David L'Hote, Strate

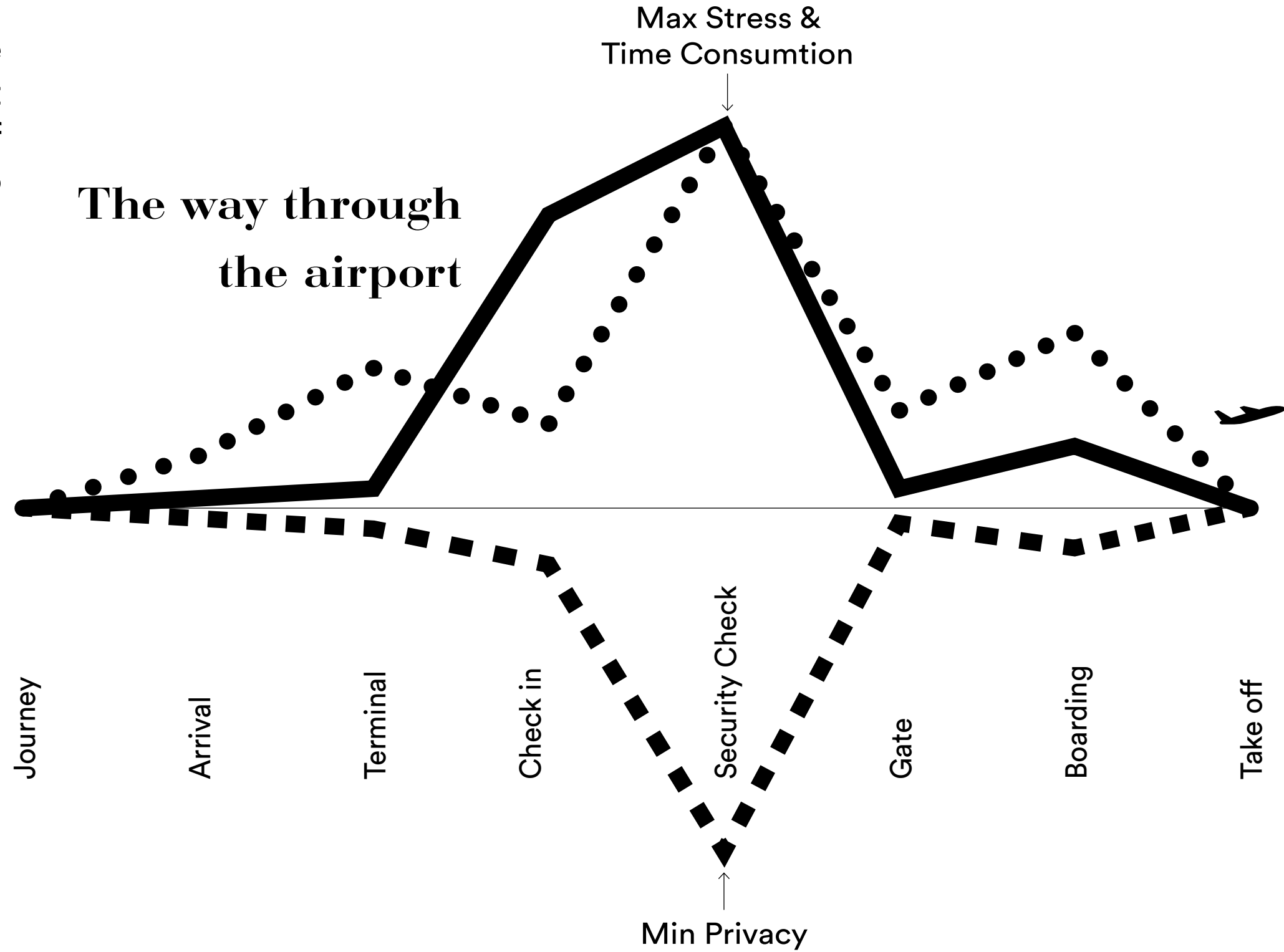
Aéroports de Paris Toast

toast

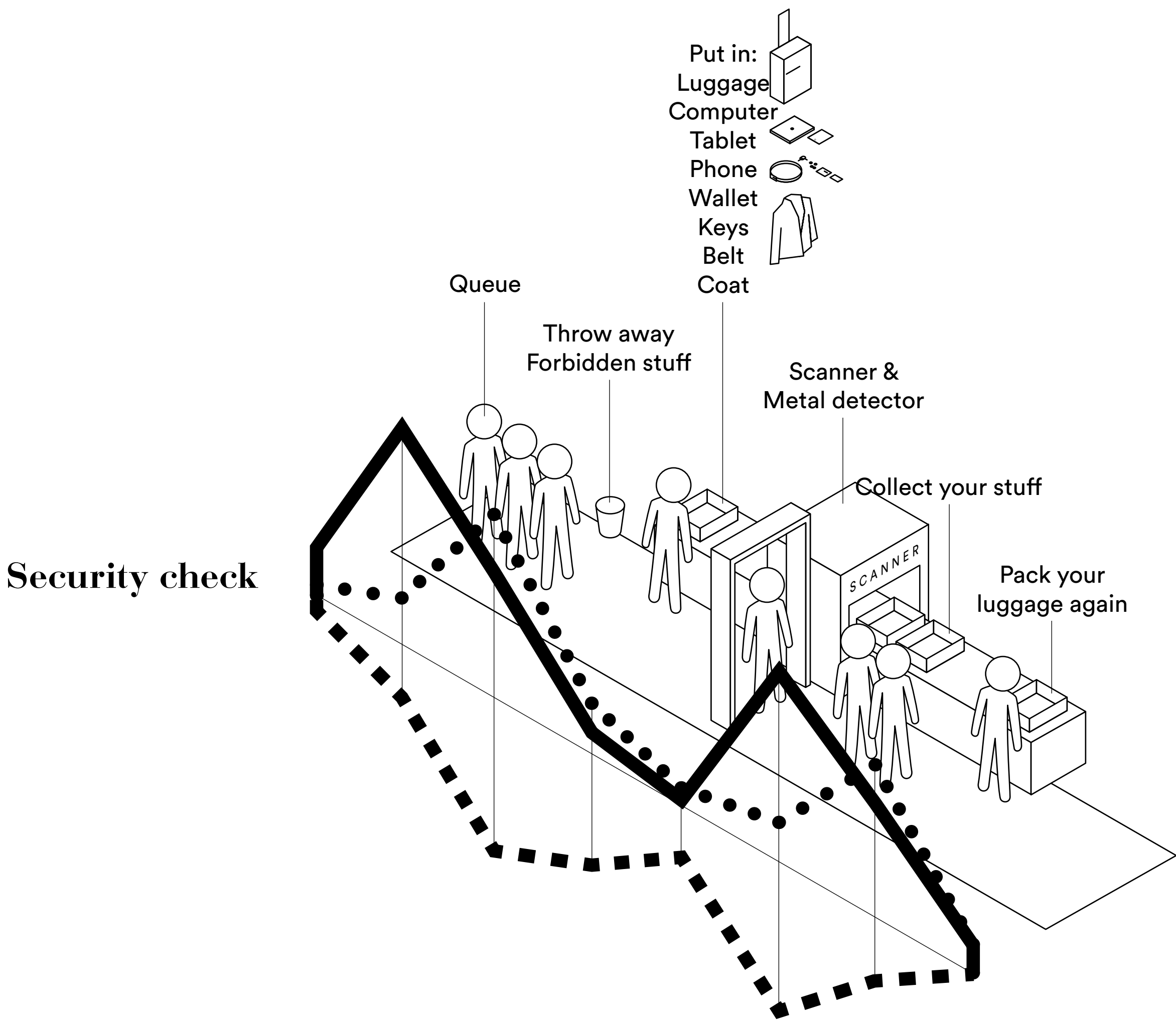


analysis

On a travelers ways through the Airport he has to deal with a lot of situations which cause a high level of stress.
Our research showed that the security check is the most unpleasant area — getting you and your stuff ready in a very short time leads to a confusing situation.



status quo



concept

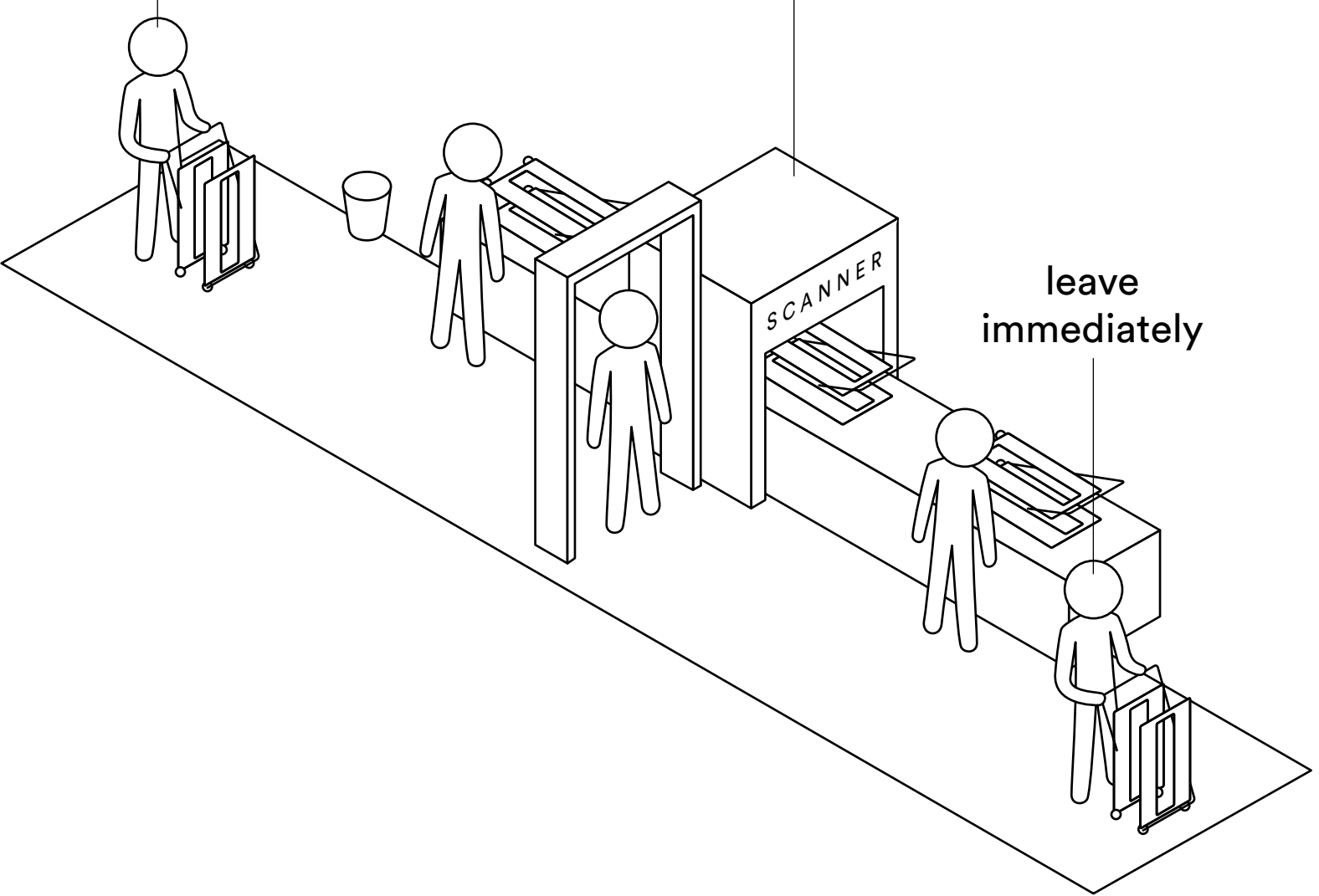
Toast is a trolley — it has special resizable compartments for all your personal stuff which you carry, after the check in. It is designed that the user does not have to do anything but put it on the scanner's conveyor belt to pass the security control stress free, time efficient and with privacy.



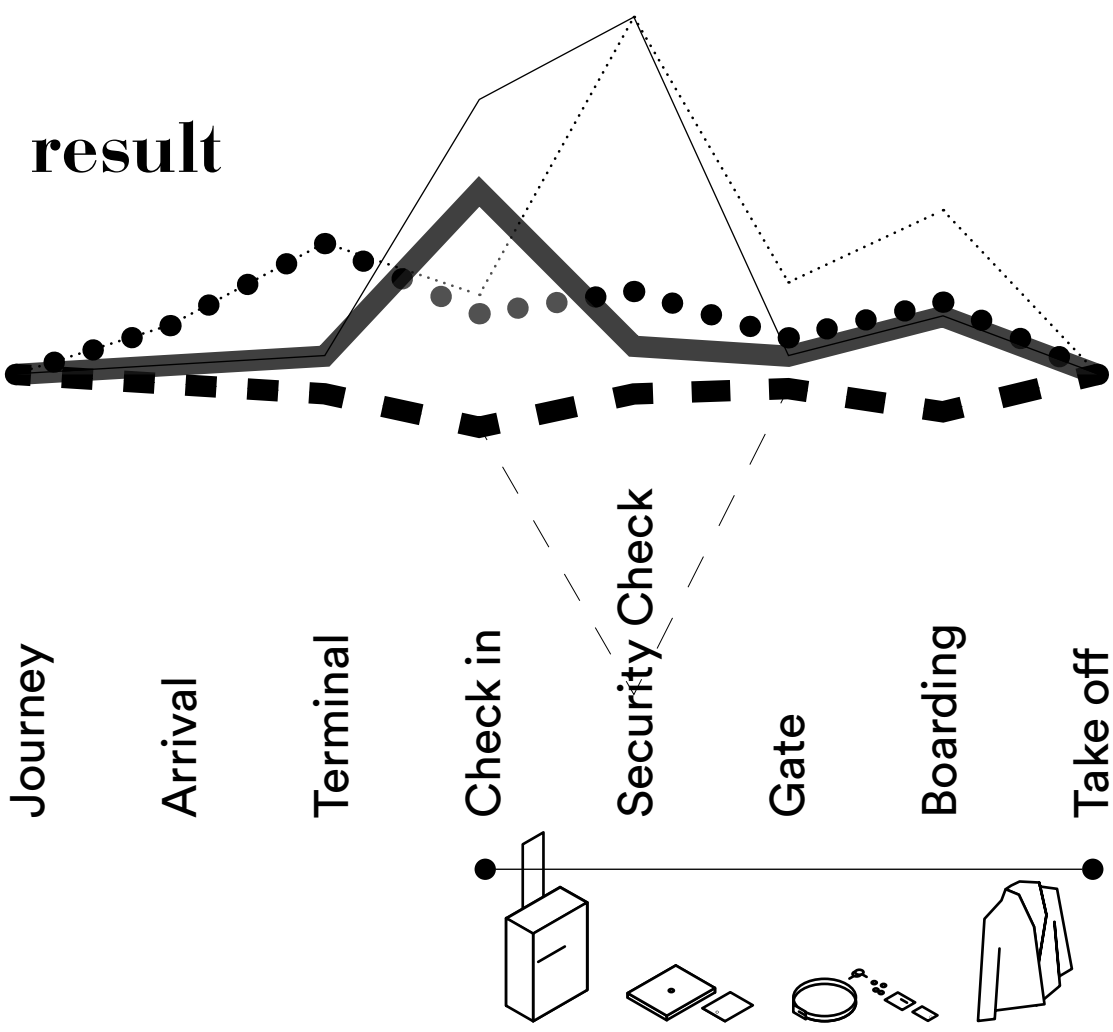
Peacefully getting Ready for the security check

No unpacking & Undressing in this Area

scenario



result

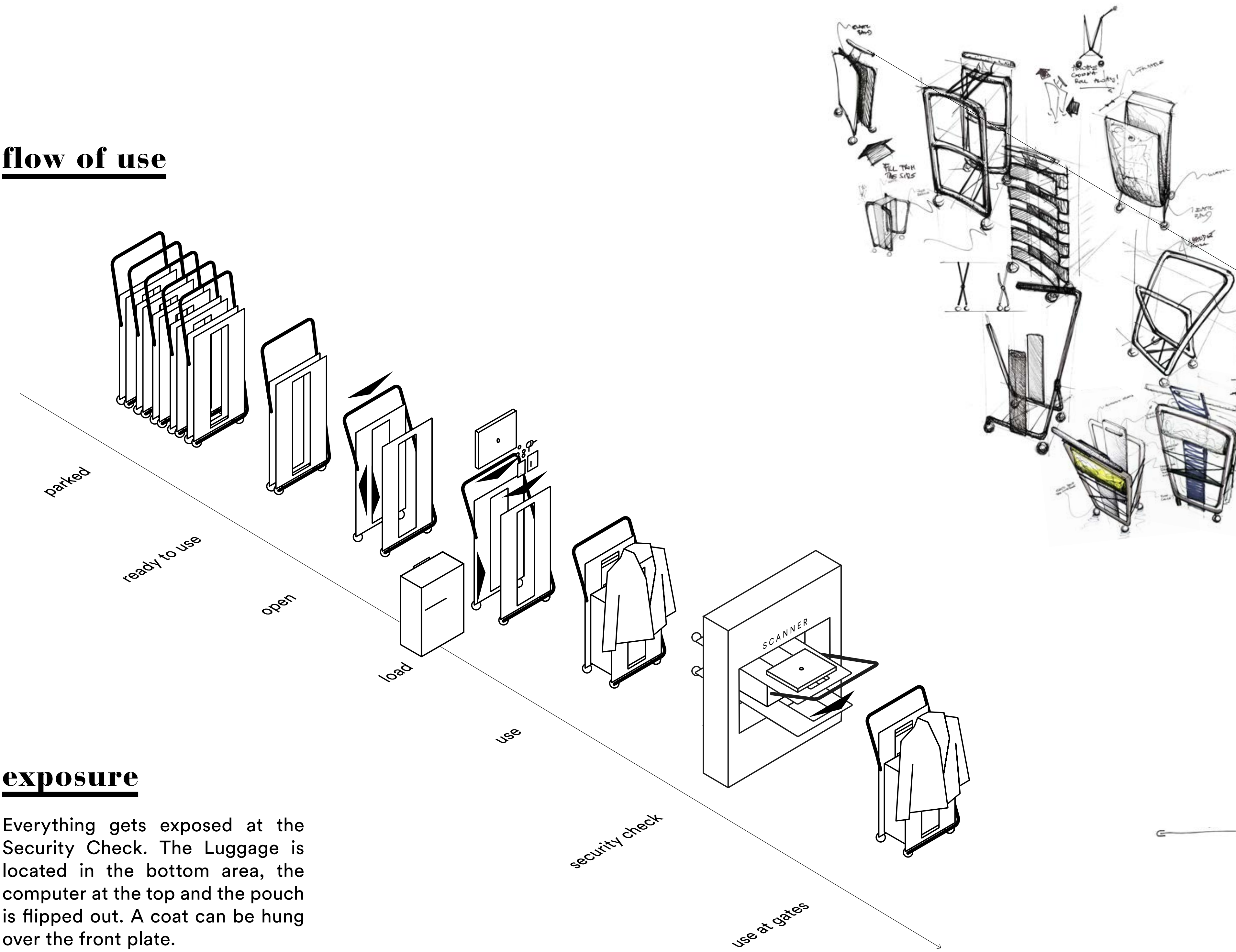


key idea

Accompany the traveler, facilitating and easing its way through the airport.

Everything has its compartment and resizes for the users needs.

flow of use



exposure

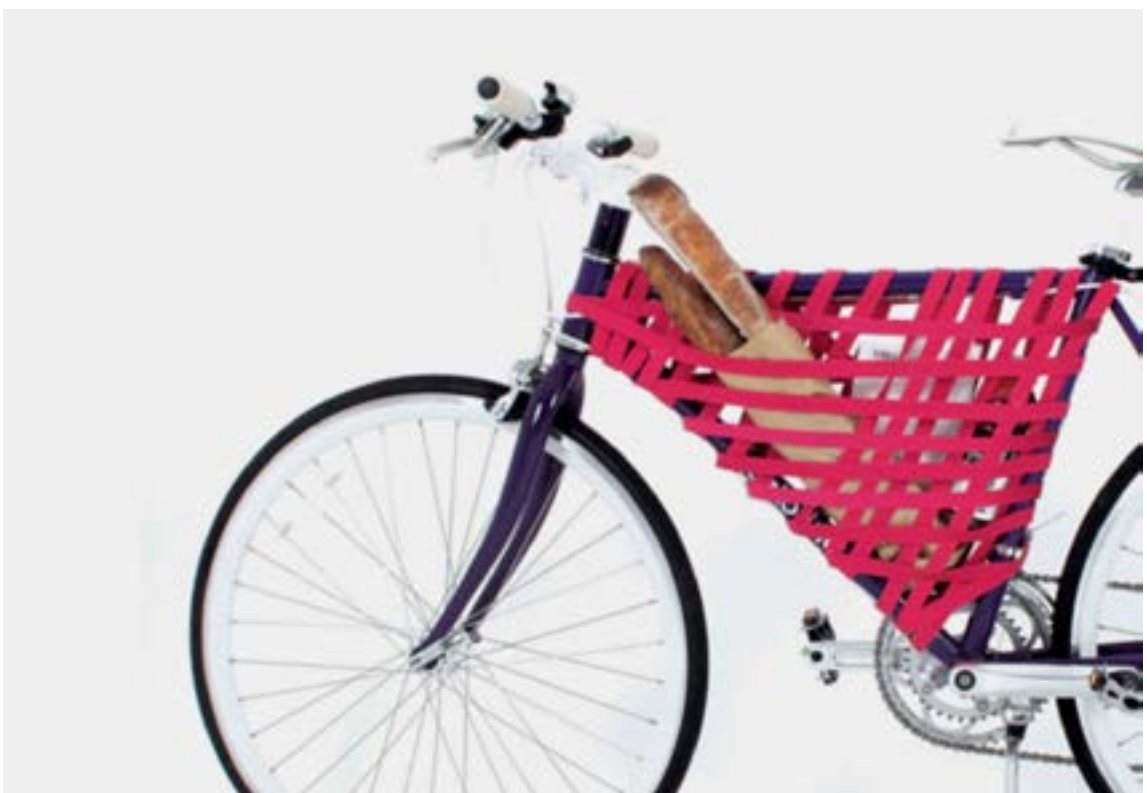
Everything gets exposed at the Security Check. The Luggage is located in the bottom area, the computer at the top and the pouch is flipped out. A coat can be hung over the front plate.

formal mood

Lightness



Handsfree



Adaptable

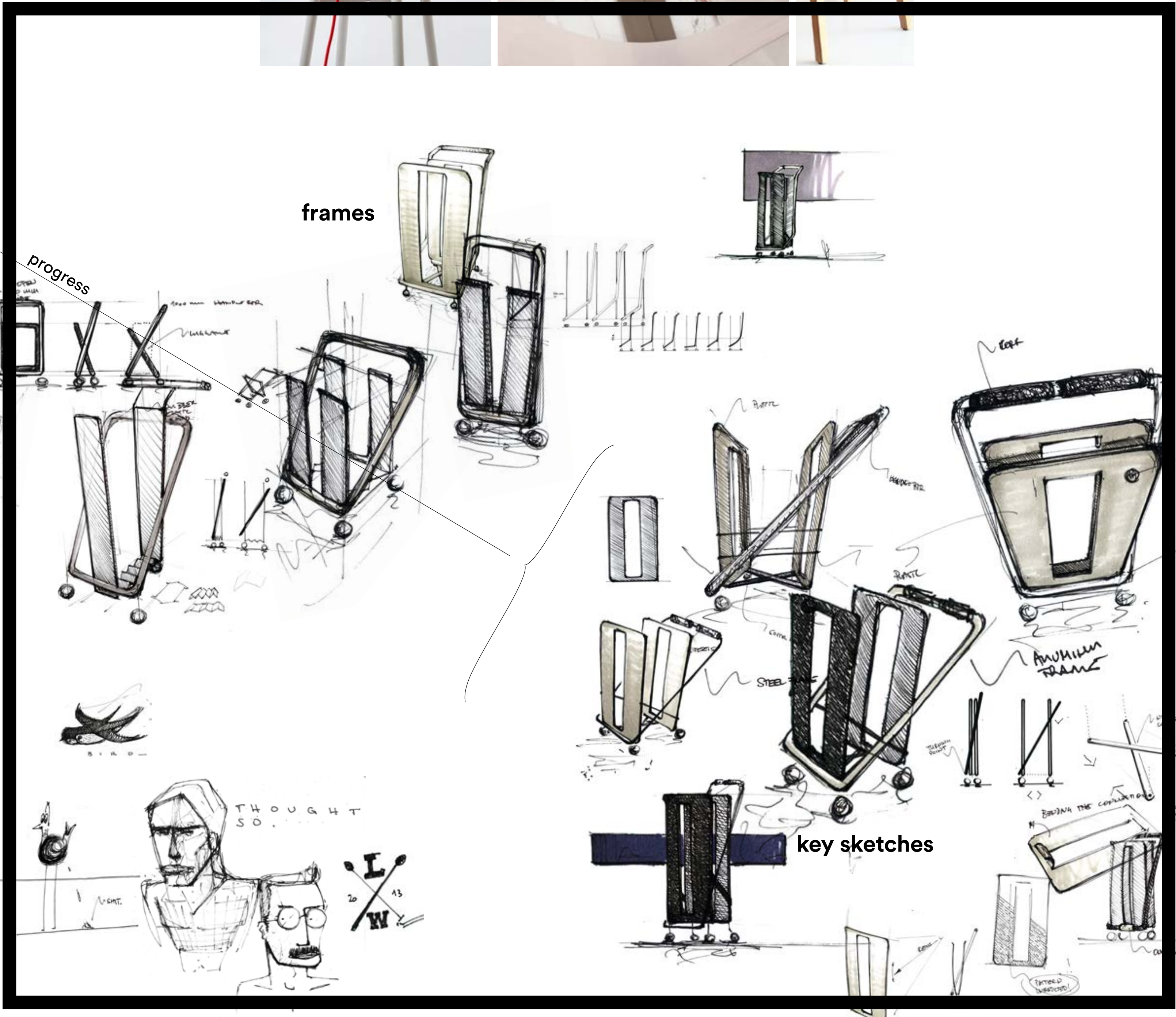


Privacy



Stress-Free

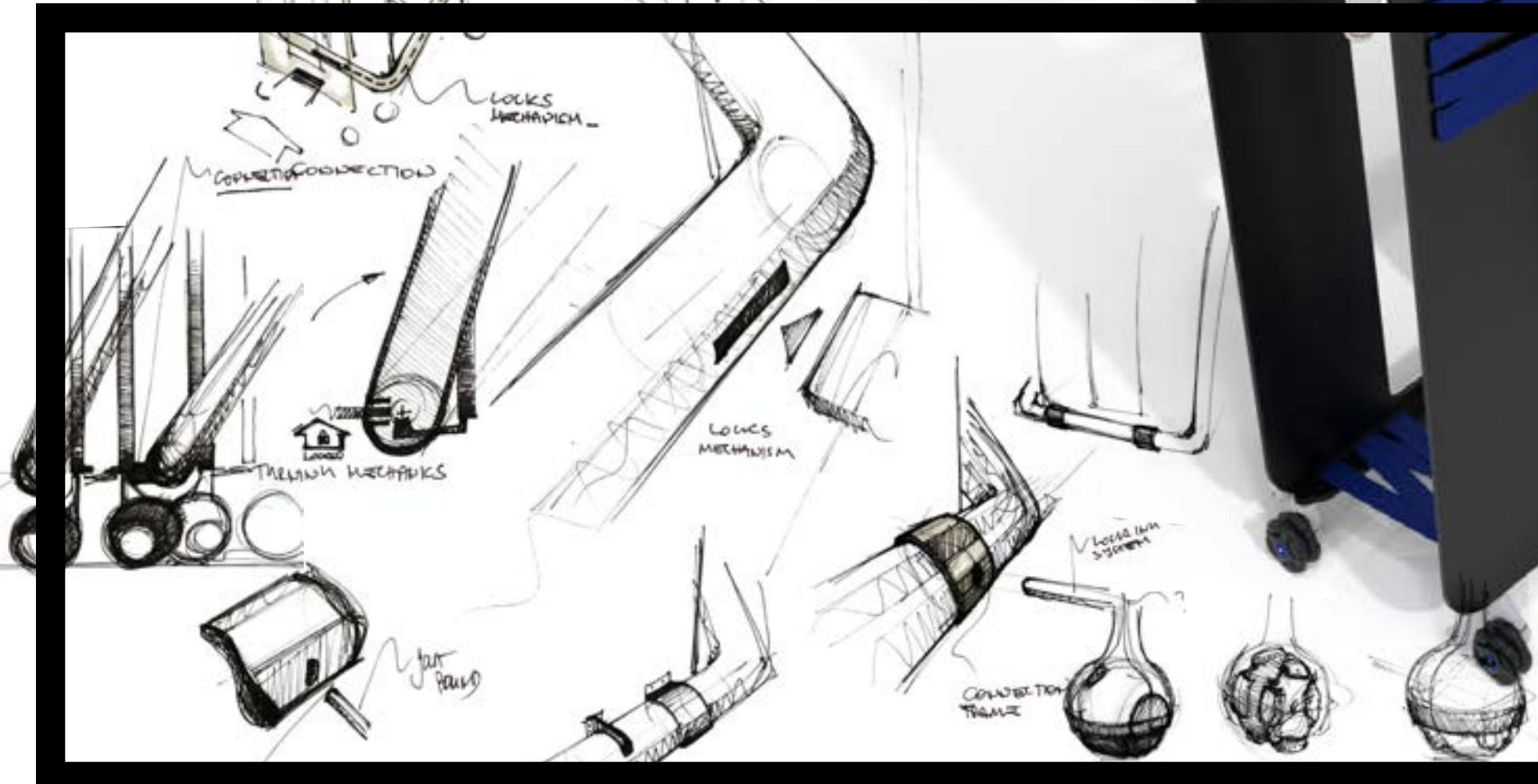
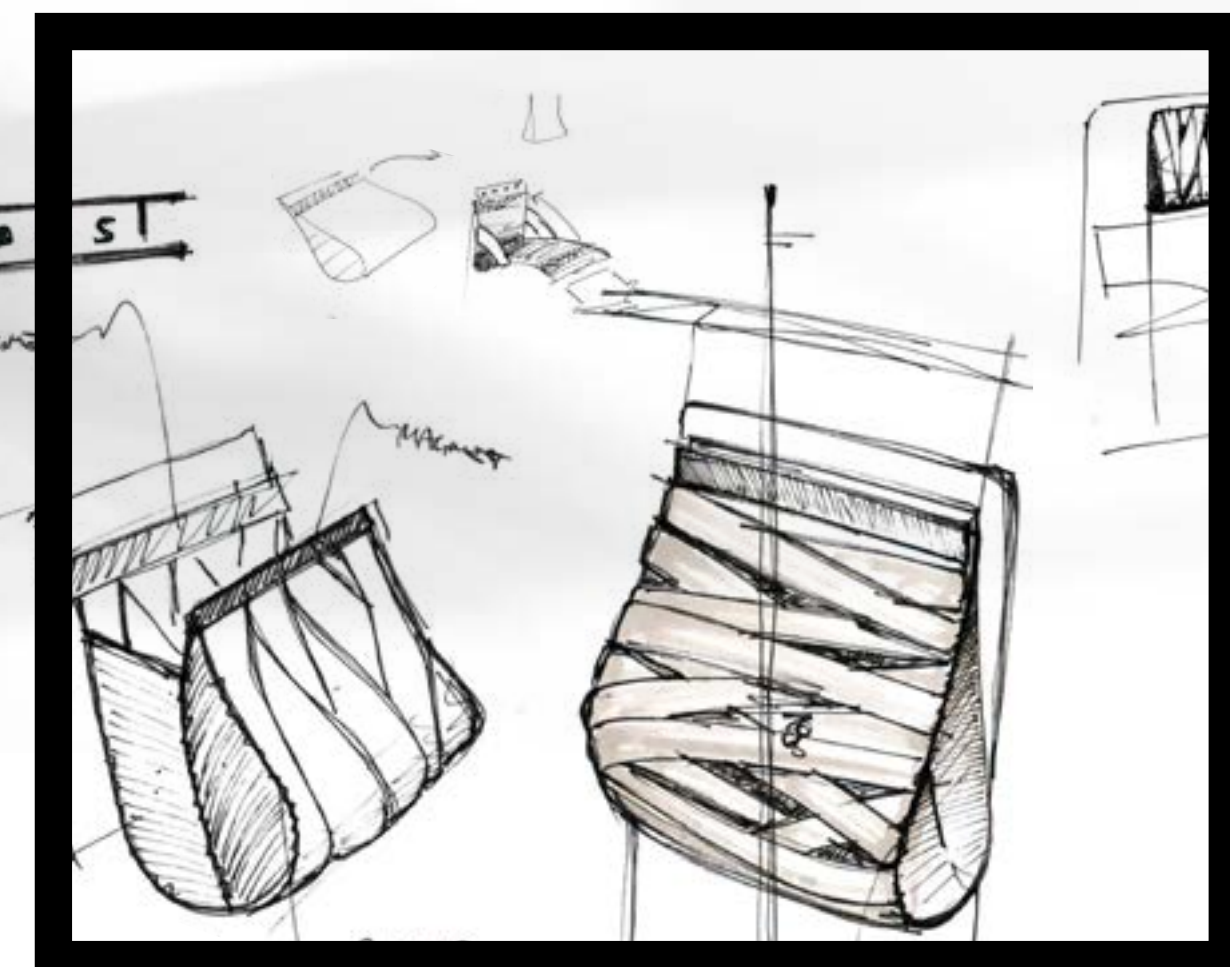
ideation





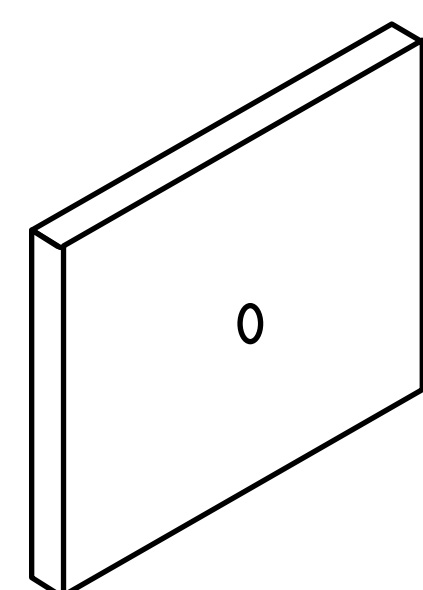
design

The main material are a blue elastic straps. They are used as a construction part on the bottom of Toast, as well as for the pouch and the electronic goods compartment. They are tensioned one above the other – planned unpredictable.



One side of the frame is interrupted in order to simplify the loading.

A tidy house – a tidy mind.



The Front Plate is a hanger and its hooks can be used for Plastic bags



system

Every user carries different luggage sizes and variations of stuff, yet it always fits into toaster because it resets its size on demand.

Facts

—
1st Semester MA
Duration of 4 Months
October 2013 — January 2014.

Supervisors

—
Mag. Gerald Kiska, Kiska Design
Dipl. Ing. Michael Lanz
Dr. Georg Wagner

Traveling By Train With Bike

—
The goal of this project was to create
a concept and product to optimize
the connection railway and cycle.

In Cooperation with



ÖBB — Rakëte



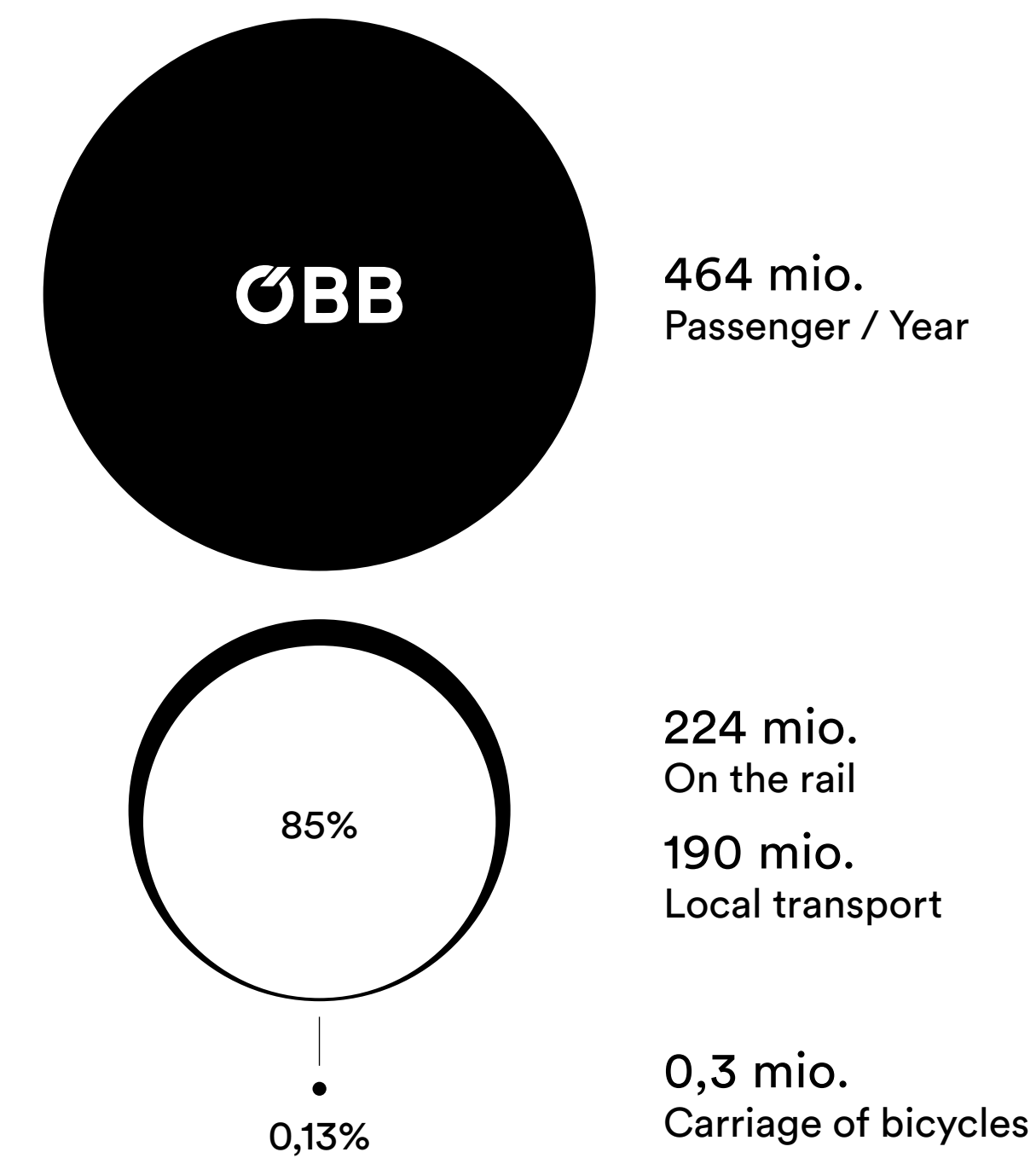
6

research

Flexibility

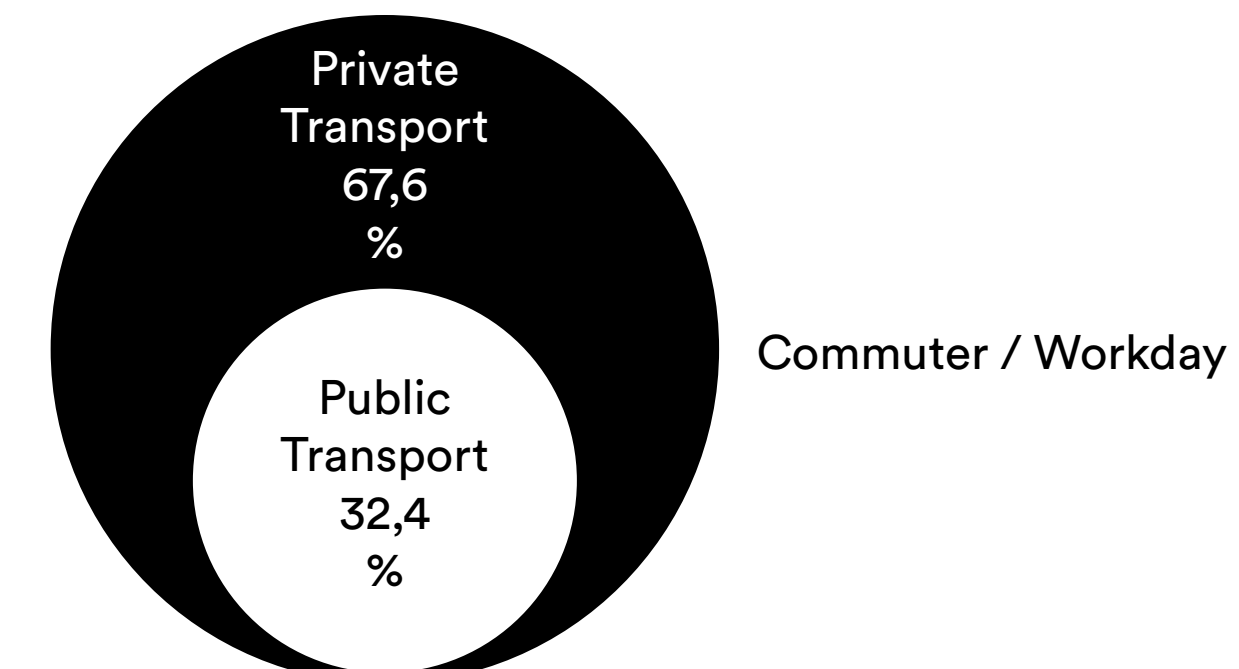
A vanishingly minor part of passengers utilized the offer of bicycle transport.

Flexibility and simplification for the passenger with bicycle must be the goal.



Alternative

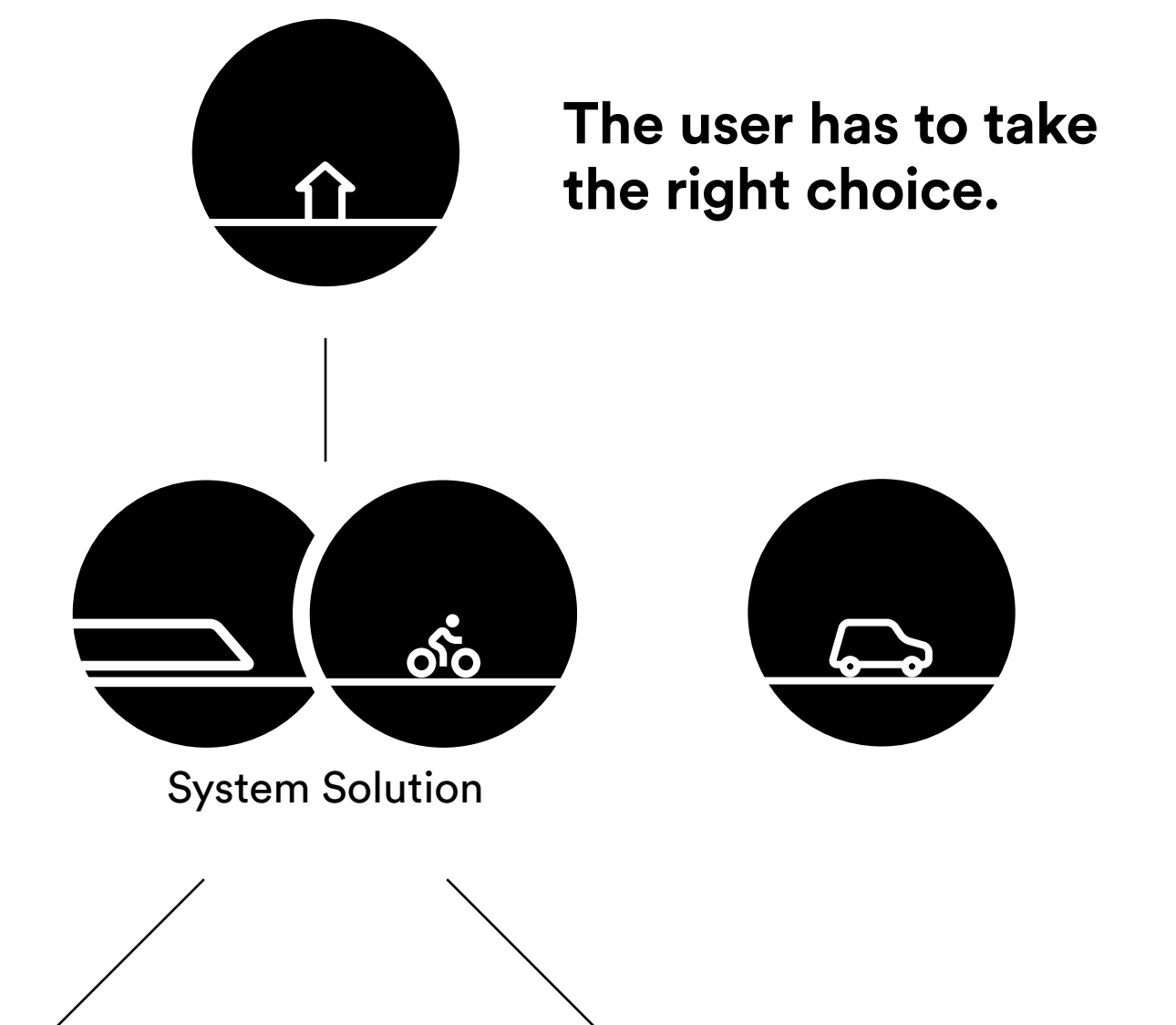
About two-thirds of commuters to Vienna use the motorized individual traffic, which are potential passengers for the ÖBB. Through an individualized model of the public transport operators, an alternative can be offered.



Workdays or vacation – always the right solution.

concept

With a special system adjusted for a passenger with a cycle, increase the demand and profitability of the railway in order to offer an alternative to private transport.

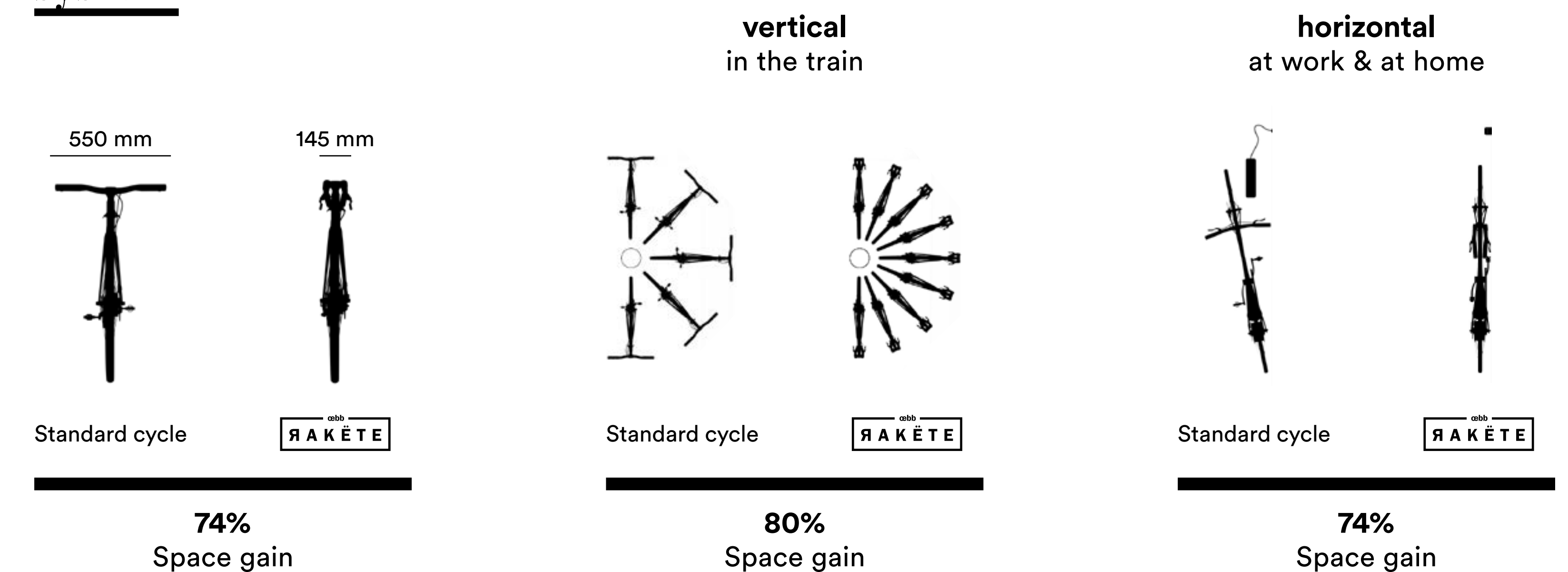


key idea

An E-bike, which is designed especially to travel with existing ÖBB wagons.



system



ideation

key sketch

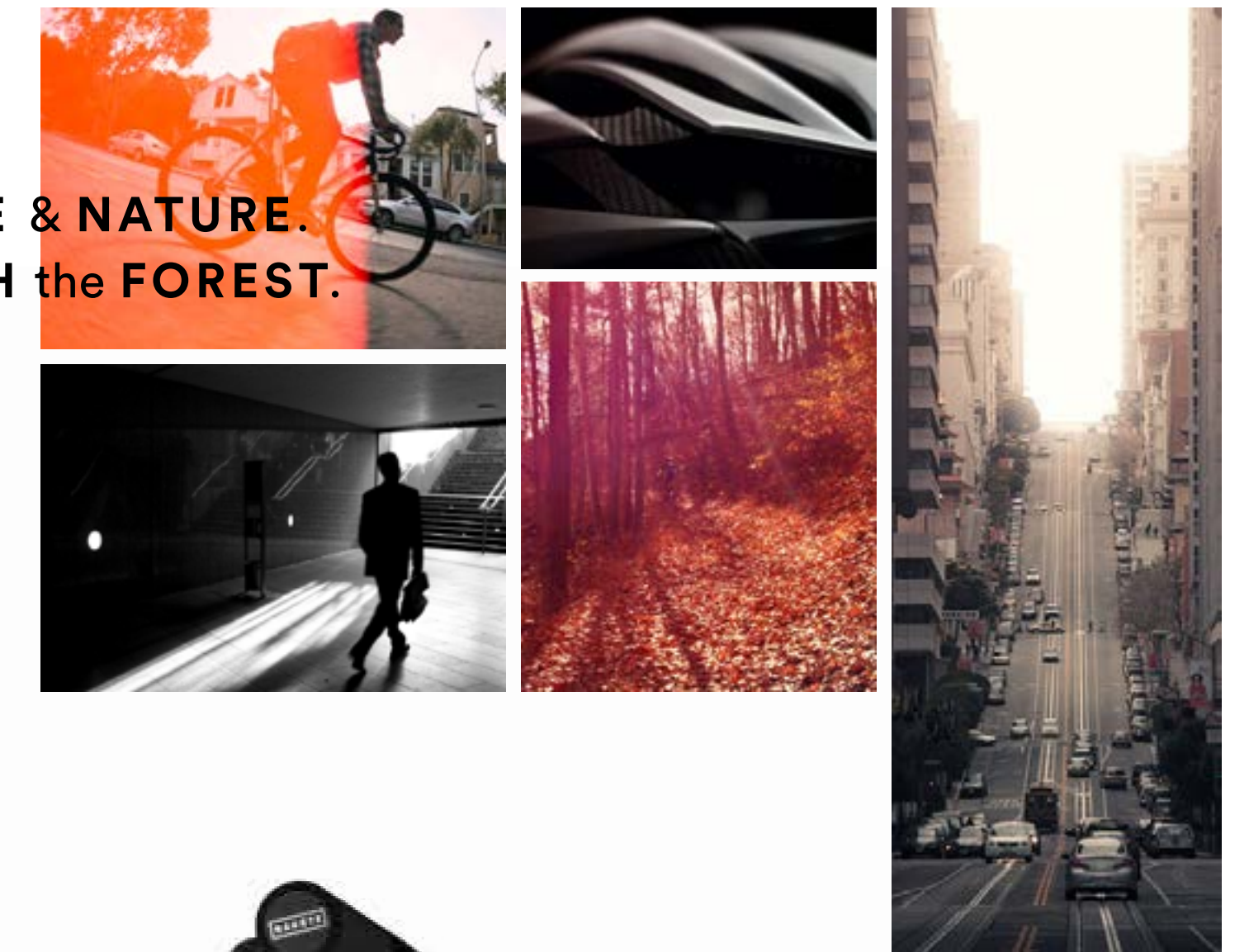
formal mood

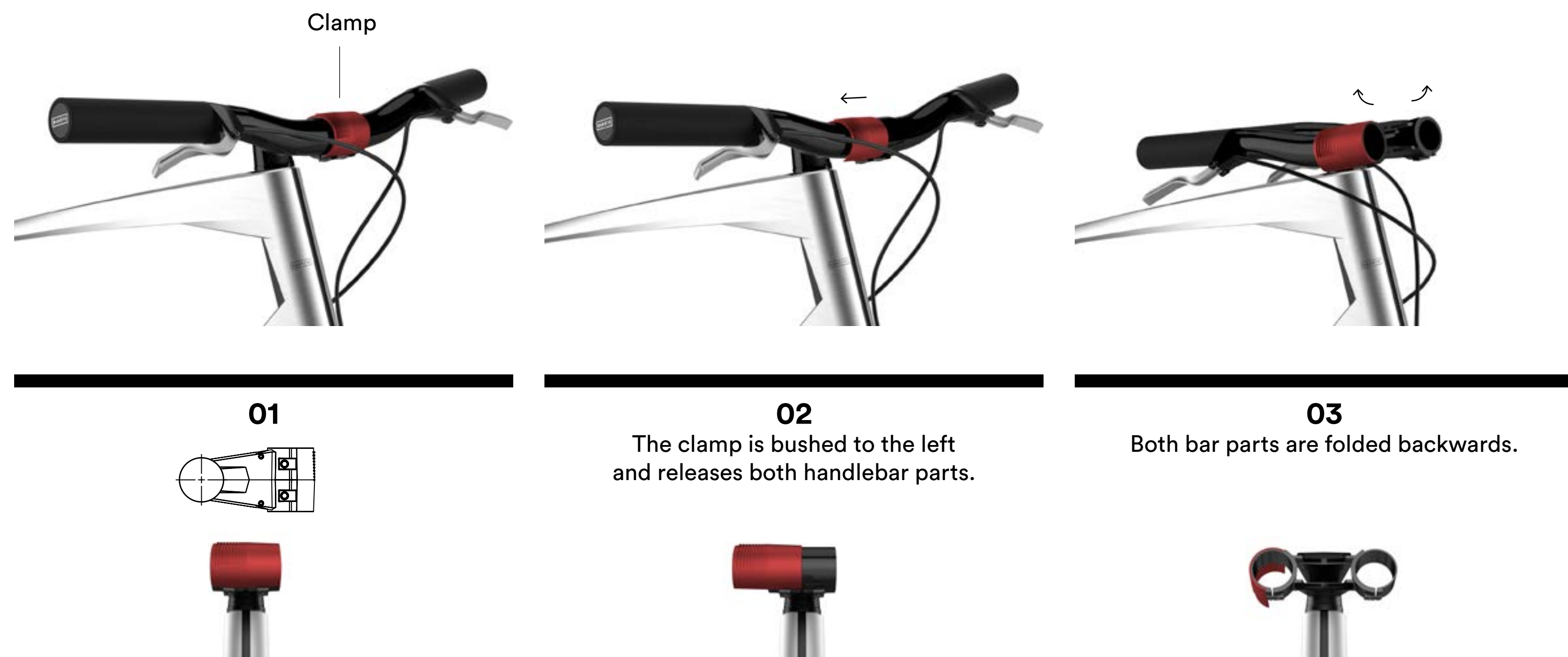
The concept Rakète, offers a crossover for the **URBAN SPACE & NATURE**. Whether **COMMUTING** in the **CITY** or to **DASH THROUGH** the **FOREST**. Cruise on the **STREET**, or to overcome **EASY TERRAIN**. **RELAXED**, but **SPORTY**.

details

The sporty designed agile geometry was developed, to make the Rakète extremely manoeuvrable. The doubly-run top tube of aluminum is perfect for the requirements of an e-bike and provides lots of fun, because it is lightweight and stiff enough to transmit the force of the drive without any loss.

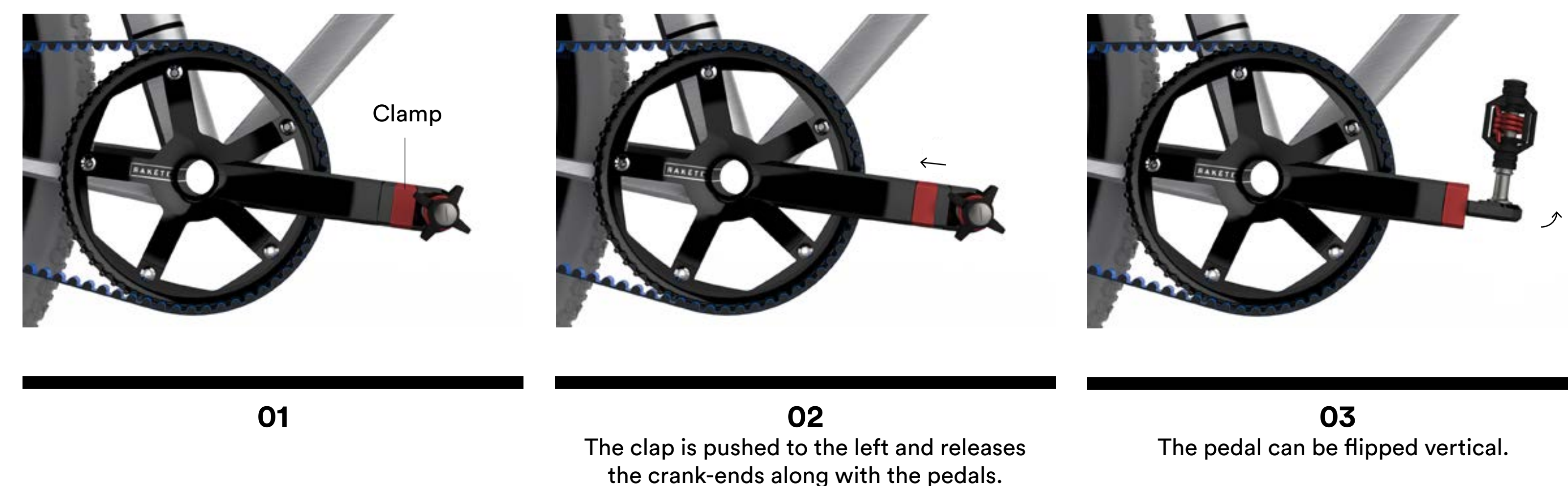
An e-crosser, which fits the ideology of an ordinary bicycle.





handlebars

The stem is designed to fold back the built-in handlebar with one hand. The red, ribbed clamp is pushed to the left to unlock. The two parts of the bar are released and can be folded away. They get are held in position, achieved by magnets.



crank

The crank arms have red, ribbed clamps, which are pushed to the left to release the crank along with the pedals. The crank ends are now unlocked and can be rotated about its axis, to get the pedals vertical.

Park Rakète always at a safe spot.

battery removal

in three steps



- 01**

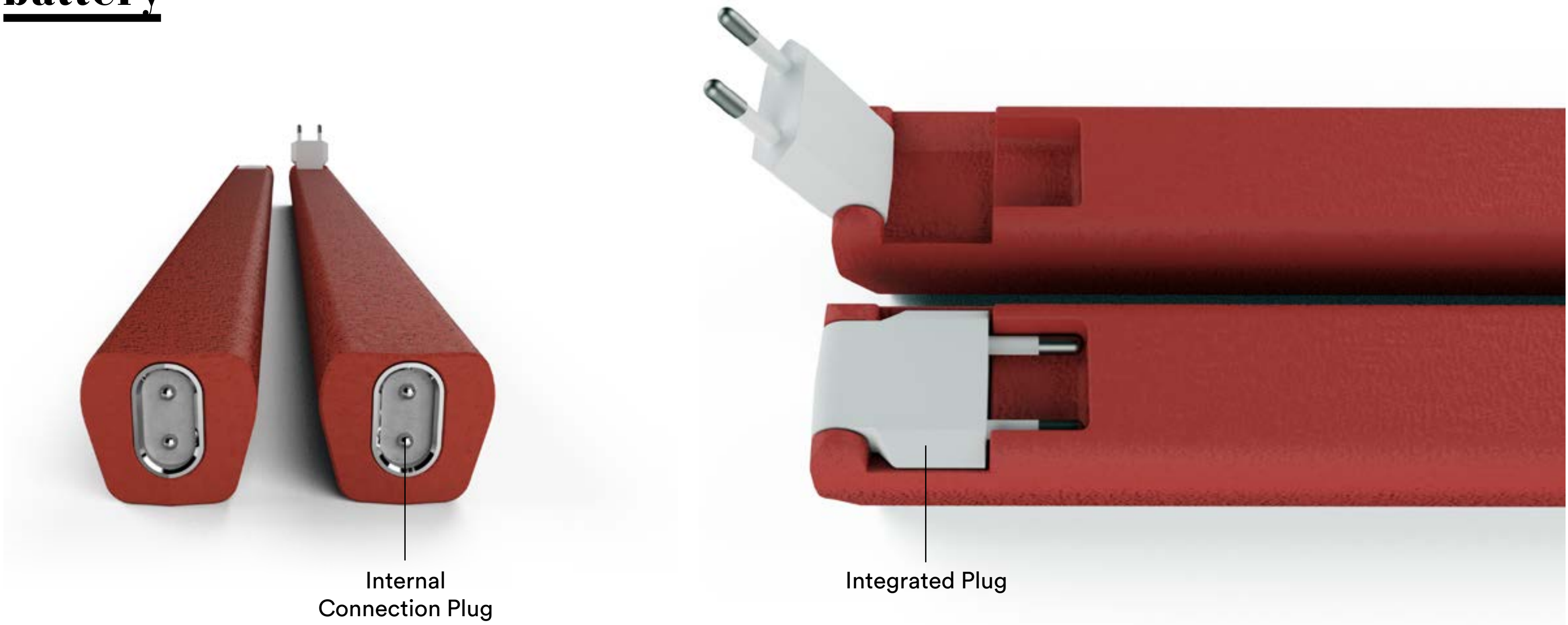
Clamp is pushed upward and the battery slide is free.
- 02**

Battery slide is pulled out along with the battery.
- 03**

The battery is tilted out and can be removed.



battery



E-Luxury 2030

The task was to design a luxury vehicle which is powered by an alternative energy source and fits into the Volkswagen portfolio by the year 2030 and beyond.

Bachelor Thesis
In Cooperation with



5

Facts

5th Semester BA
Duration of 4 Months
October 2012 — January 2013.
Partial Team Project (3)
Bachelor's Thesis 1

Supervisors

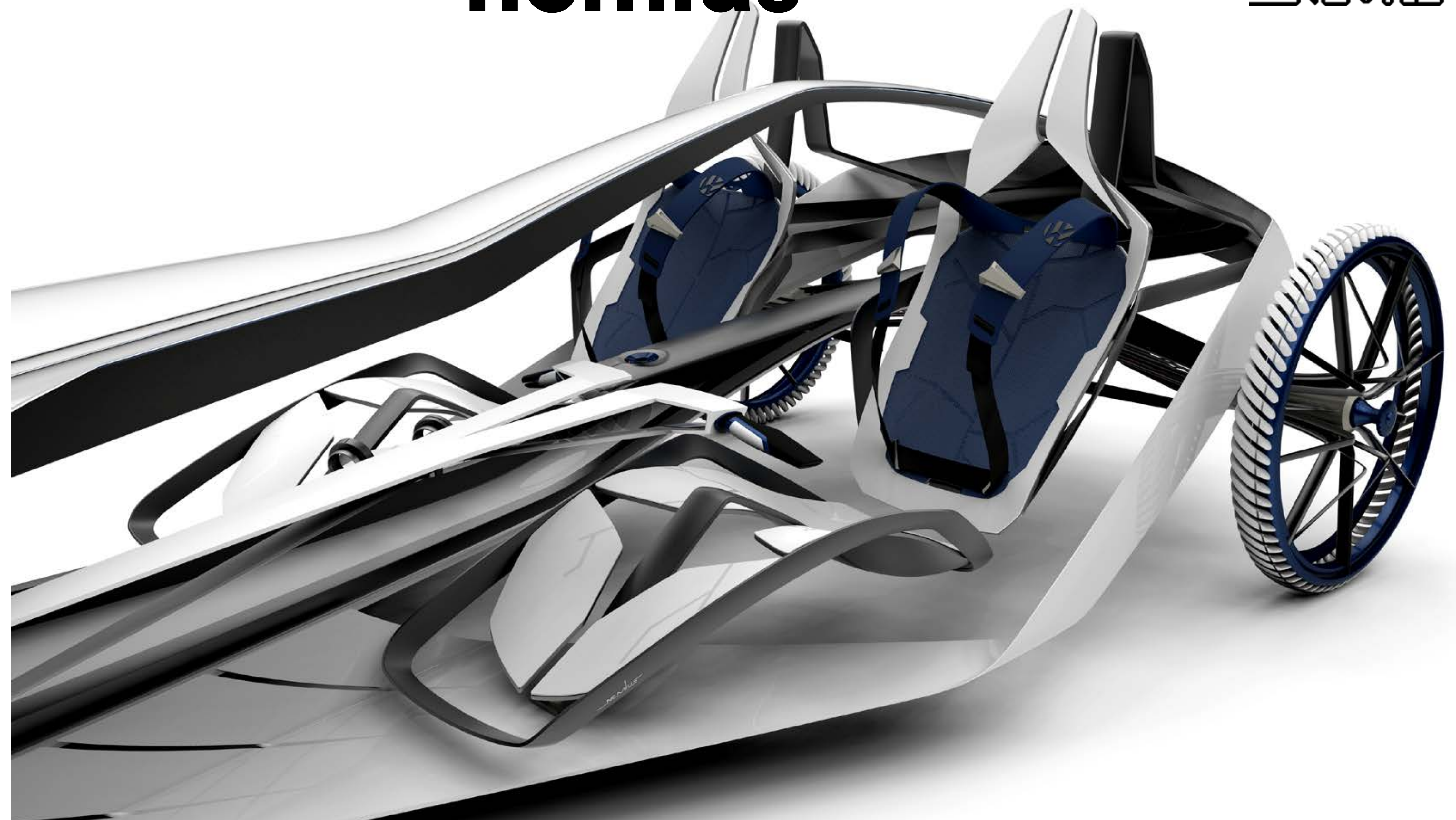
Dipl. Ing. Léonard Natterer,
Volkswagen
Prof. Gerhard Heufler

Publications

Design Mail, e-Luxury 2030, 2013

Volkswagen nemius

NEMIUS



my tasks

backpack
handlebar
seat
drivers interface
logo

my part was to focus on the **INTERIOR**, while my two team mates created the exterior around it — team thinking.

concept

nemius
cross linking of exterior,
interior and engine
significantly powerful
athletic
animally structure
lightweight



scenario

muscle power

The increasing resource shortage forces humanity to rethink. Globalization is now followed by regionalization. Major businesses are handcrafted goods. Mobility

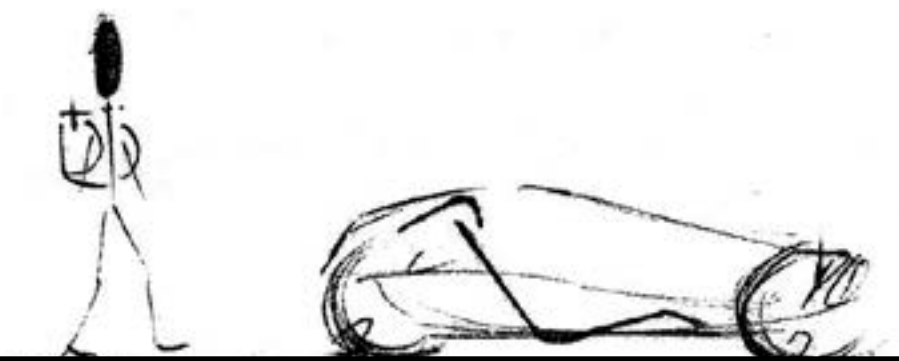
is a restricted necessity. Public transportation, or driving a vehicle by muscle power, determines daily mobile routine. Luxury means - driving an individual electro vehicle.



The backpack is the key.

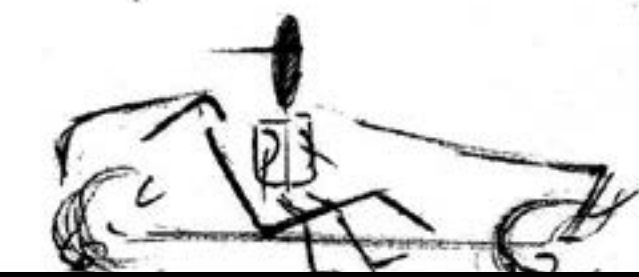
01

The user approaches nemius with the backpack on his back.



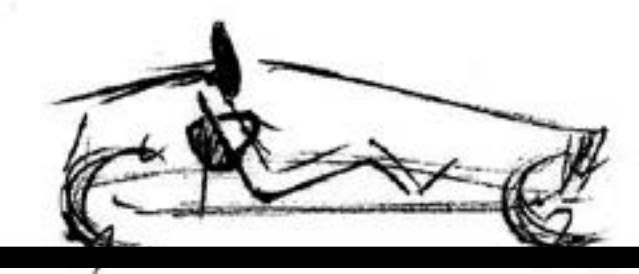
02

Takes a seat in the car.



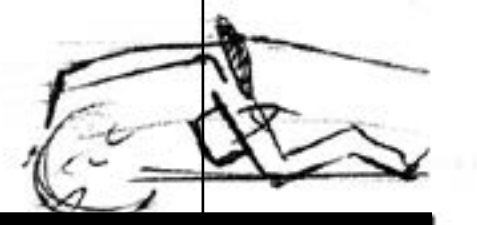
03

The backpack connects with the car and unlocks it.



04

Ready to ride.



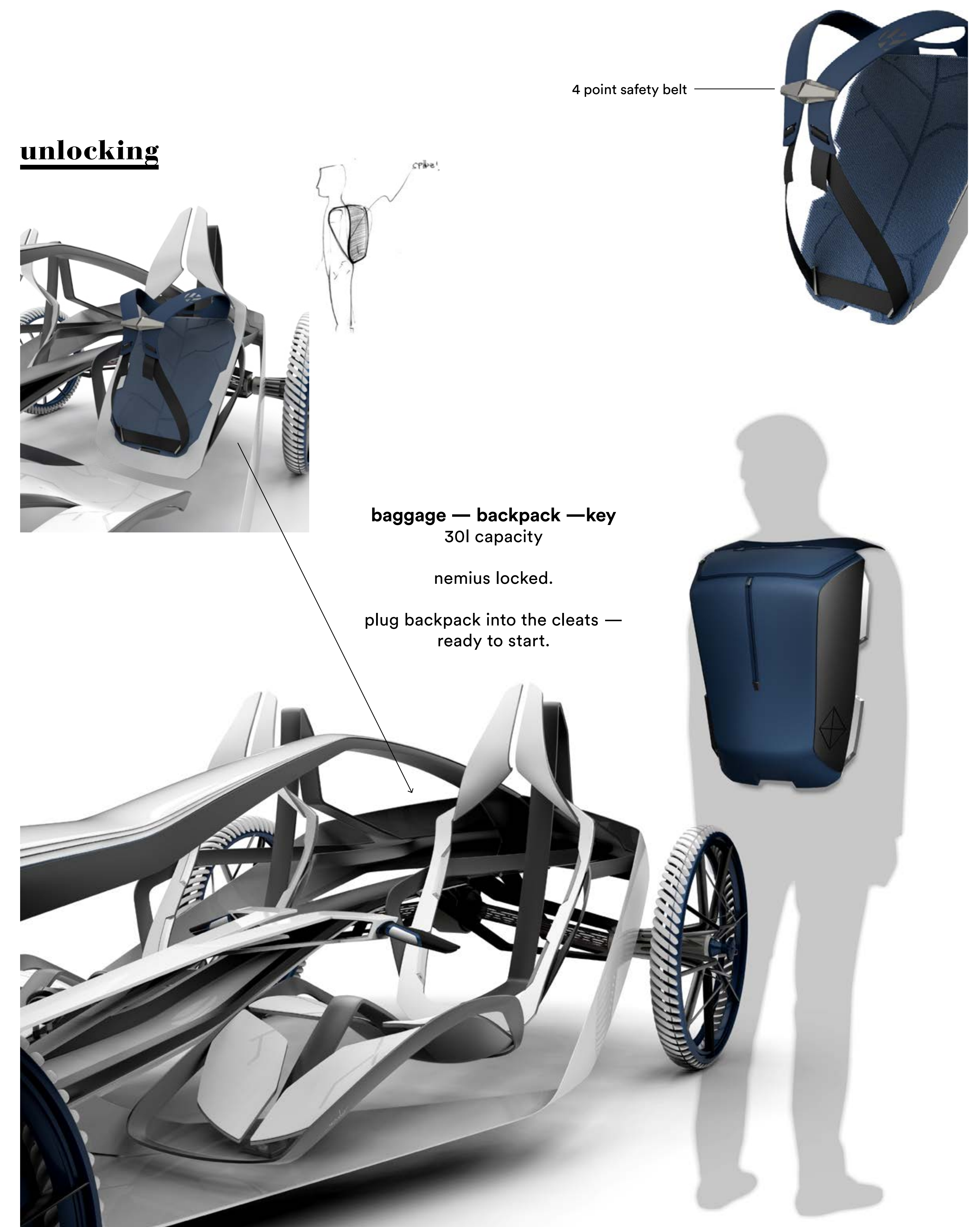
key idea

A car, cross linked with a bicycle – in an age of cycles.

backpack



unlocking



baggage — backpack —key
30l capacity

30l capacity

nemius locked.

plug backpack into the cleats —
ready to start.

ready to start.

ional

clock

battery recovery (K.E.R.S.)

battery charge graphic

speed

mode D, N & R

g-force

warning indicator

[illegible]

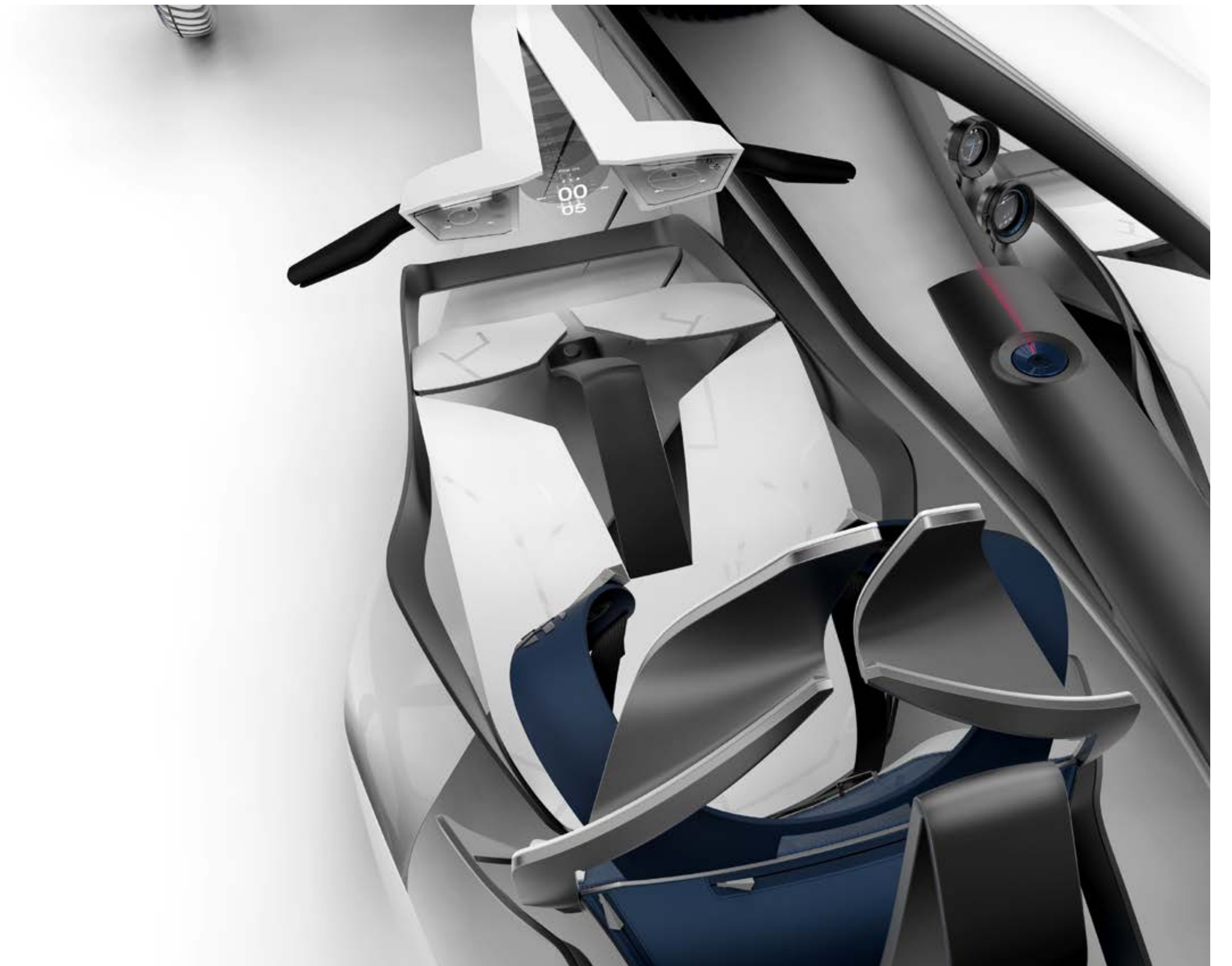
A futuristic, white, angular smartwatch with a large, curved display. The display shows a digital speedometer reading 75 km/h and a battery level of 60%. The watch has a sleek, modern design with sharp edges and a black strap.

A futuristic, white, angular head-mounted display (HMD) with a central visor and side-mounted sensors. The device has a sleek, modern design with sharp edges and a central display area. It is shown from a front-facing perspective, highlighting its symmetrical structure and the various components like lenses and sensors integrated into its frame.

**Action equals
reaction. vivid
tension turns
into pure acting
aesthetics.**



key sketch



luxury

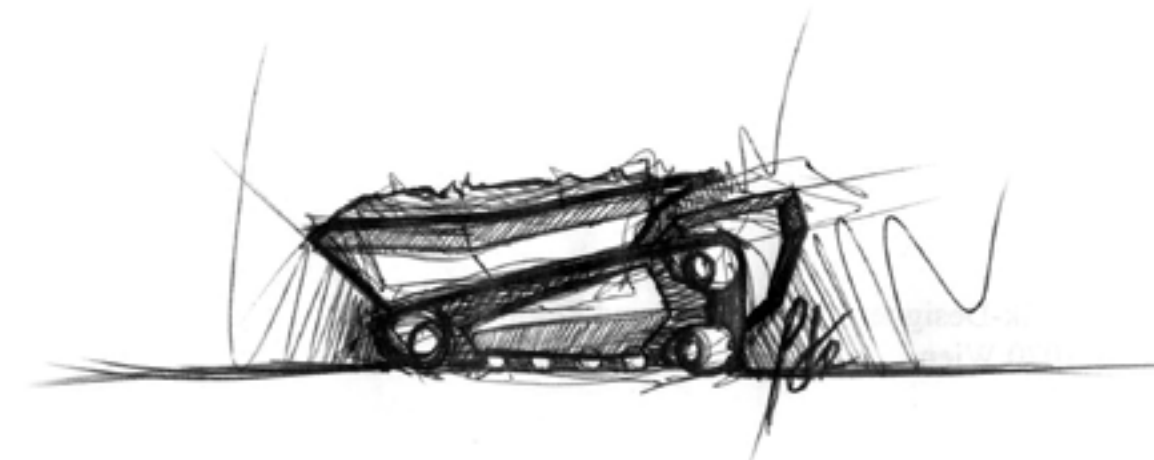
Luxury means - driving an individual electro - mechanically operating vehicle, which is integrated into the society and communicates the spirit of electric mobility.

Earthmovement of the Future

—
The task given by Wacker Neuson was to design a earthmoving vehicle which could be developed and released within 5 years.

Award winning project,
In Cooperation with
**WACKER
NEUSON**

4



Facts

—
4th Semester BA
Duration of 4 Months
April 2012 — June 2012.
Team Project (2)

Supervisors

—
Industrial Design Show 2012 at the
Designforum Styria
Design Mail, Earthmovement of the
Future 2012
AutoBild.de, „Baggern heißt bald
Erdbewegung“ 2013
KleineZeitung 2013
Auto & Design 198, February 2013
Bauma Munich 2013 International
Trade Fair for Construction Machinery

Publications

—
Prof. Kurt Hilgarth
Prof. Gerhard Heufler
Dipl. Ing. Gerald Krenn, Wacker
Neuson Design

Awards

—
iF Concept Design Award 2013
Red Dot Design Award 2013
VDID Special Award 2013
Dyson Award Final-20 2013

Wacker Neuson comb

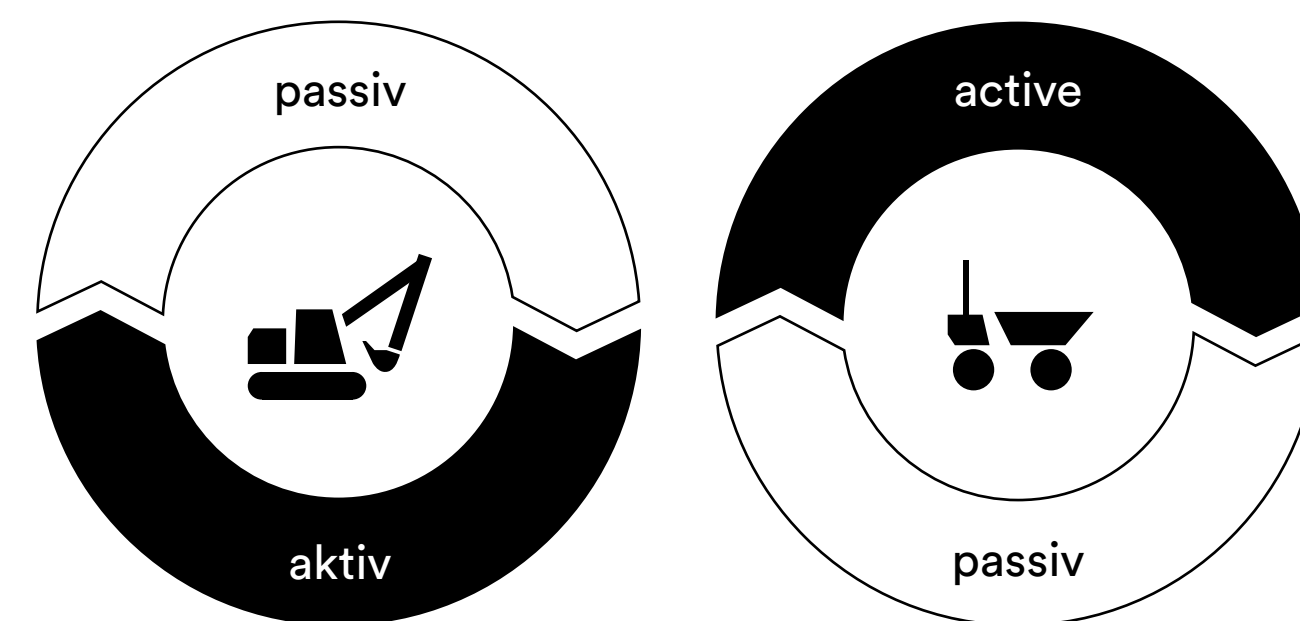
COMB



status quo

The operational procedure of a conventional dump truck is very inefficient. The consequence of the permanent dwell time is the massive loss of time. It would be desirable to have an efficient flow of work without dwell times. The idea of a dump truck equipped with a mold changing technology, which is full self-reliant works completely independently, is based on these difficulties.

No waiting for the excavator or the dump truck.



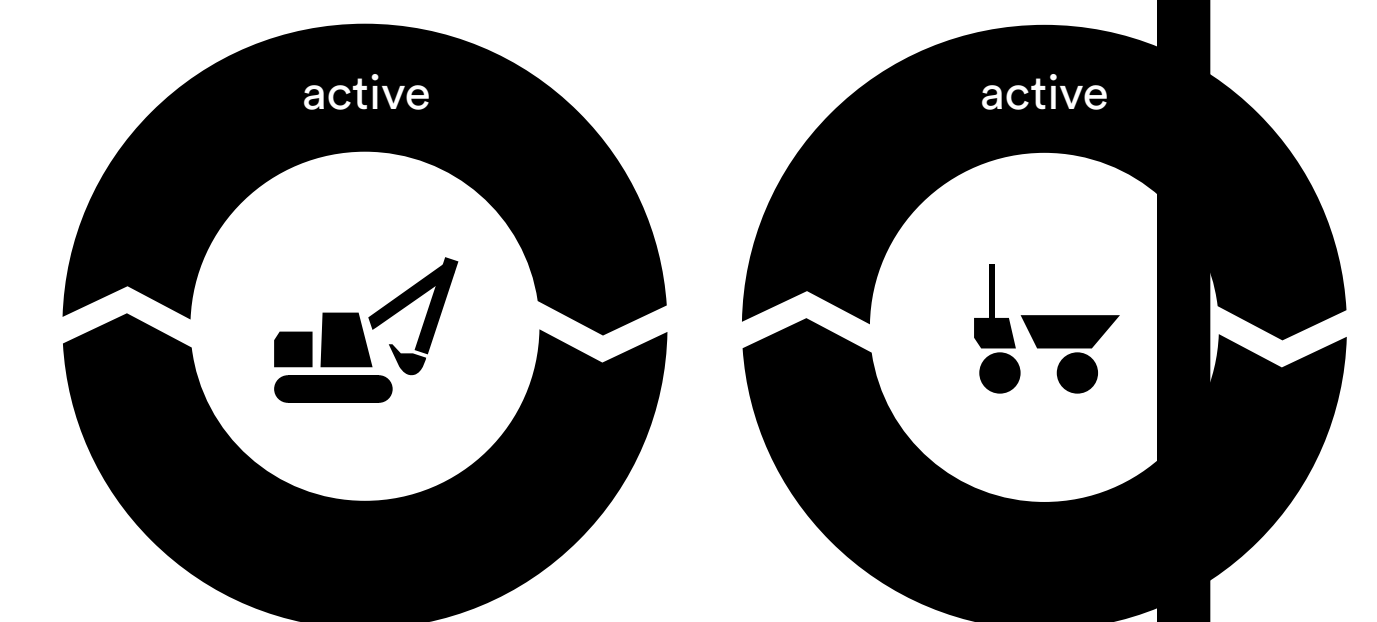
what we have

key idea

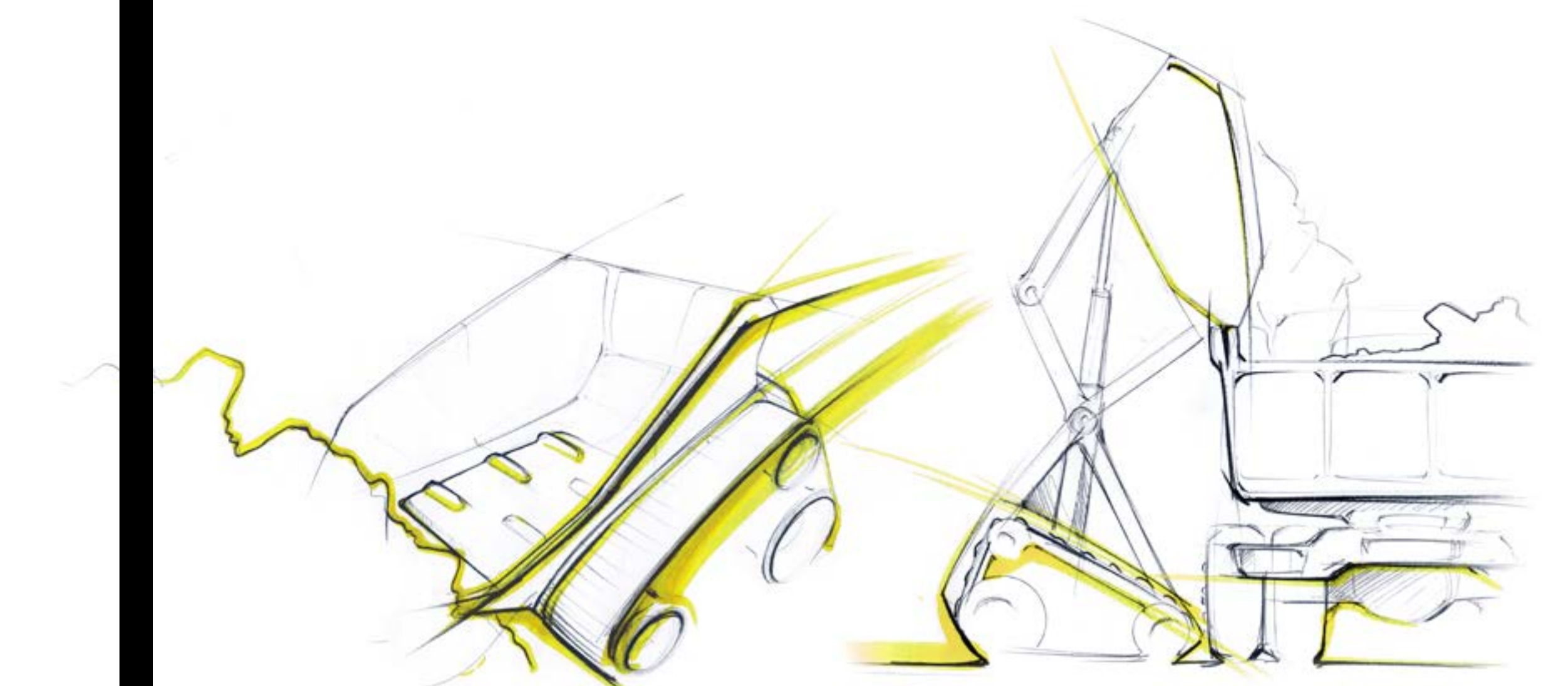
Efficiency increase of the dump truck by a new workflow.

concept

The operational procedure of a conventional dump truck is very inefficient. The consequence of the permanent dwell time is the massive loss of time. It would be desirable to have an efficient flow of work without dwell times. The idea of a dump truck equipped with a mold changing technology, which is full self-reliant works completely independently, is based on these difficulties.



what we want



key sketch

formal mood



technical

brawny

stable

solid

flat

cuneiform

formal talk

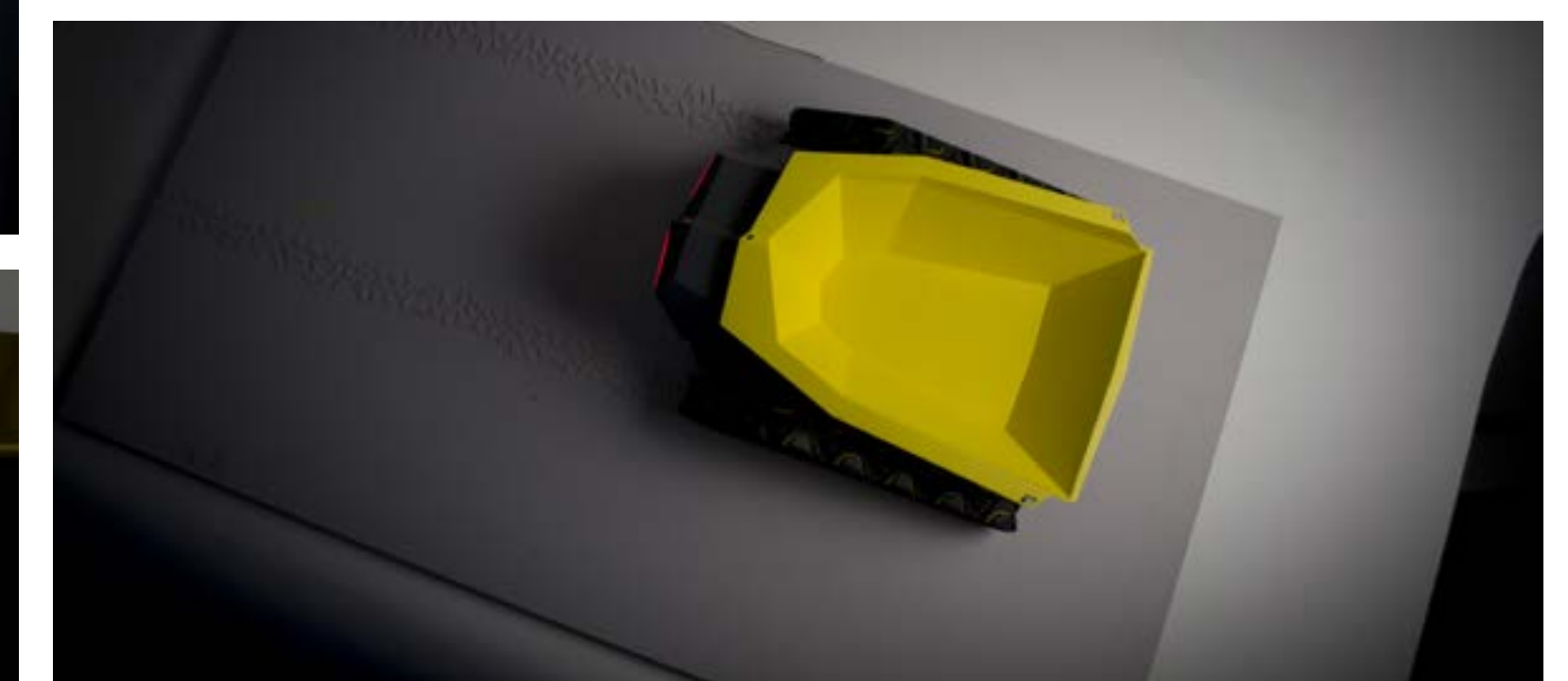
First we clarified some properties, after that we looked for appropriate pictures and started a discussion. After that we had a sketch phase and then we made a clay model, to get a clear image of the shape.

clay model

To get a clear image of the surfaces, we made a clay model.

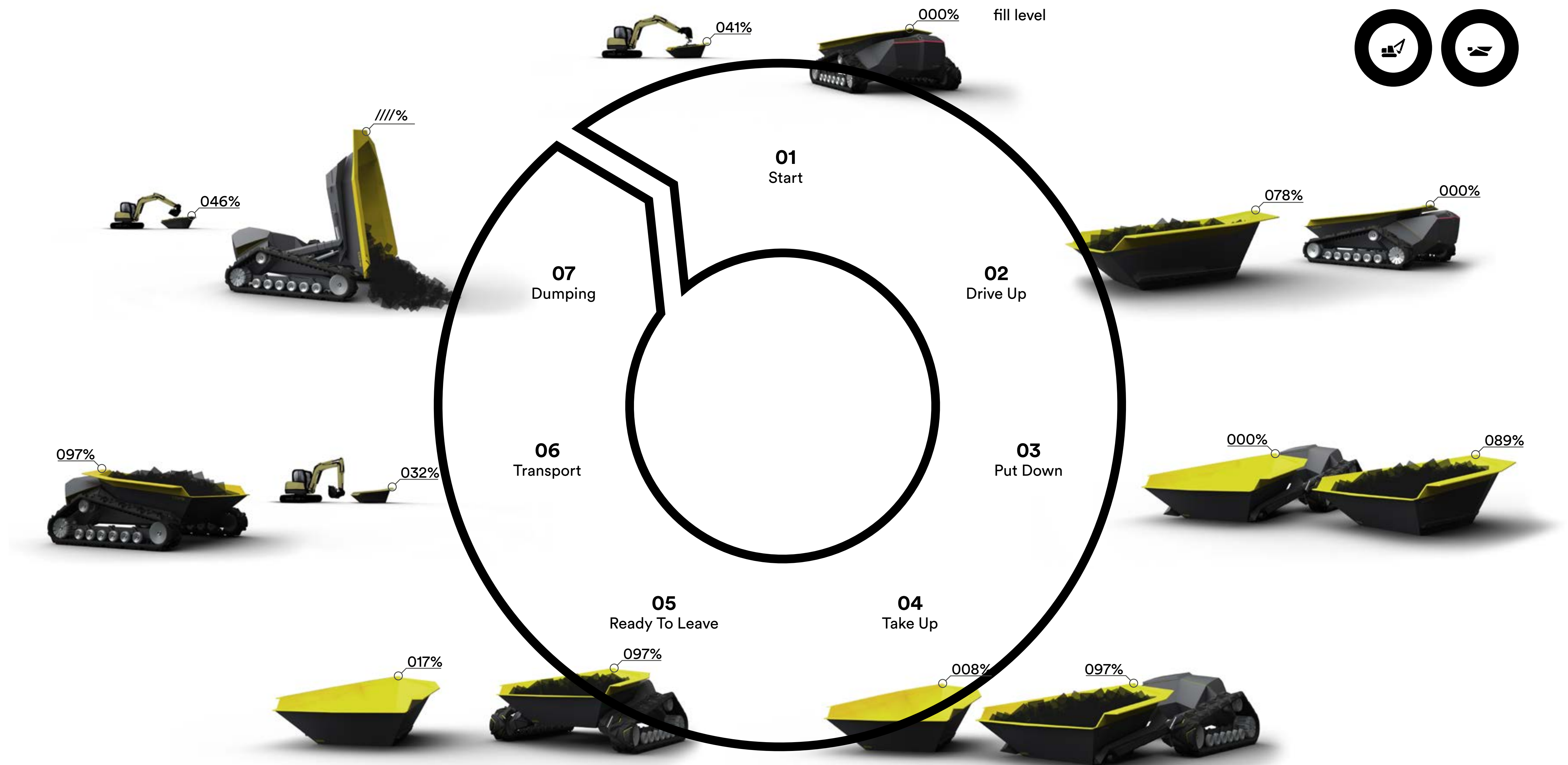
hard model

Building the 1:8 model took about four weeks. It is based on a detailed CAD-model, which was the base for the rapid prototyping.

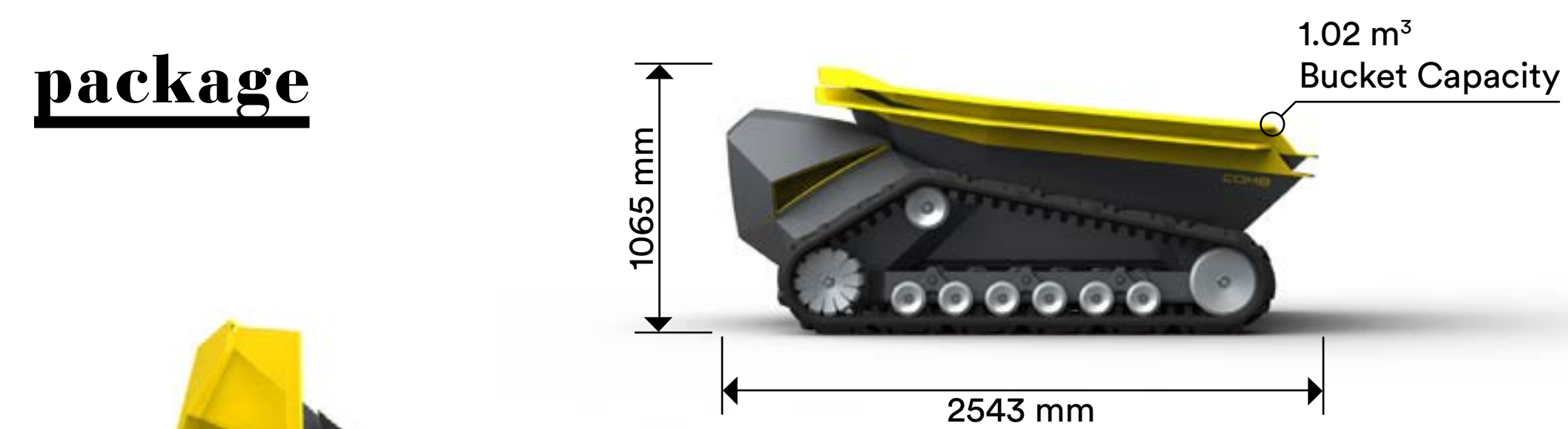


work flow

Seven steps to improve efficiency.



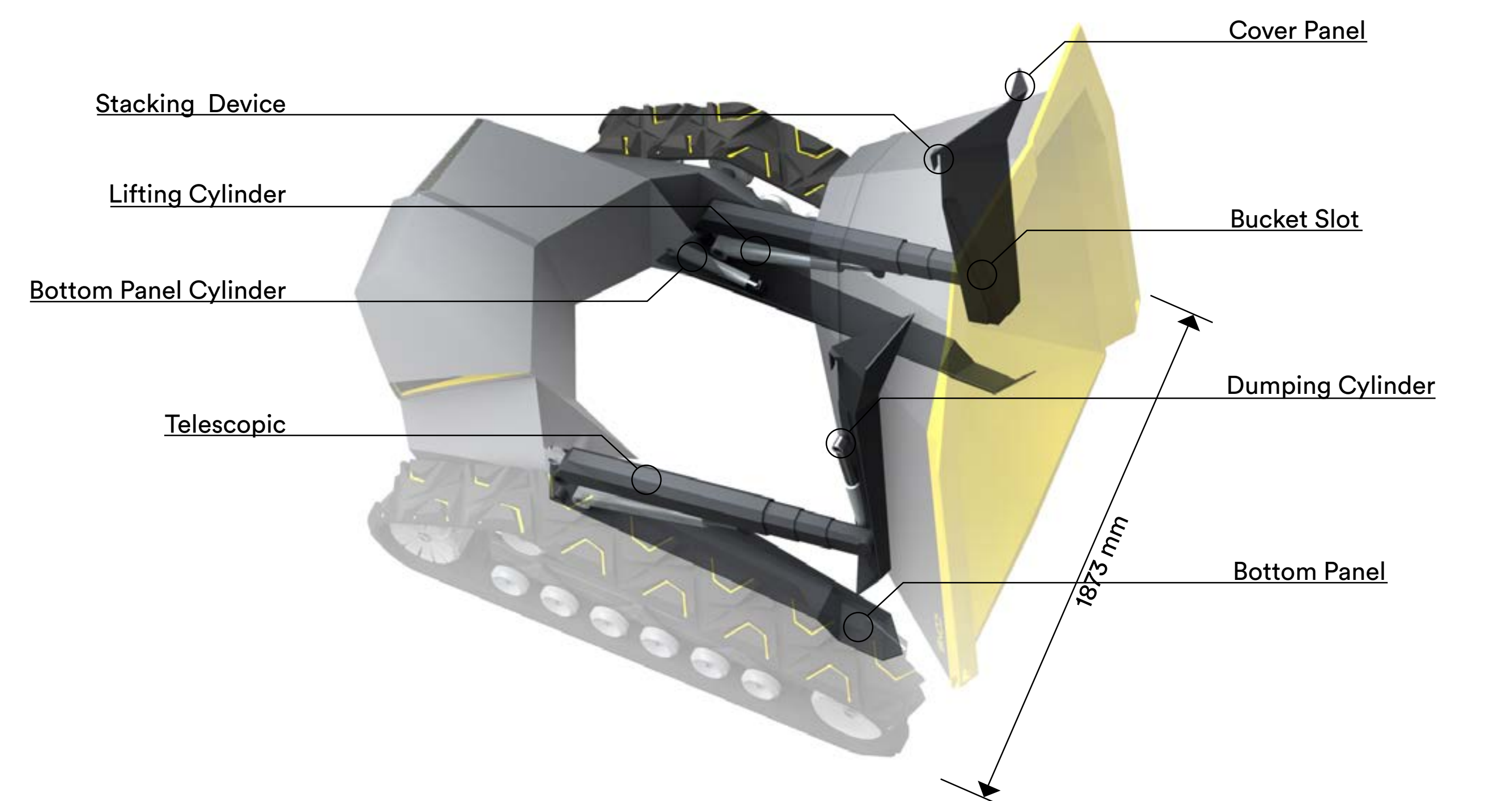
package



COMB is able to dump its load into a six-wheeler



COMB is also capable to stack its moulds, and to transport them.



**Asymmetric. Nature
is not flawless &
Comb integrates
itself.**



3

Home Hero

The task given by the B/S/H/ Group was to design an appliance which we all need in about 10 years. The essentials were functionality, form, handling and sustainability as well.

In Cooperation with
SIEMENS

Facts

3rd Semester Project BA
Duration of 4 Months
October 2011 — January 2012.

Supervisors

Dipl. Ing. Johannes Scherr
Prof. Gerhard Heufler
Dipl. Ing. Helmut Kaiser B/S/H/
Dipl. Ing. Karline Wichert B/S/H/

Publications

Industrial Design Show 2012 at the
Designforum Styria

Siemens AVA

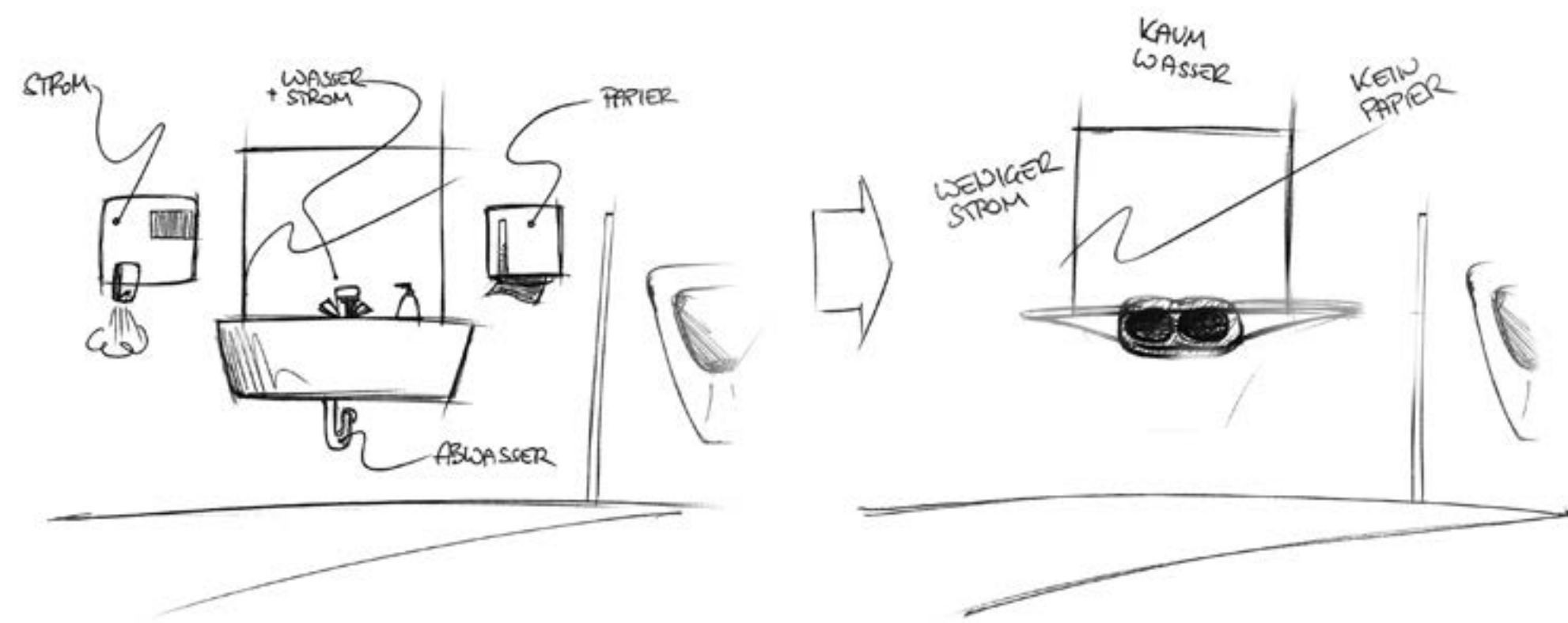
AVA



key idea

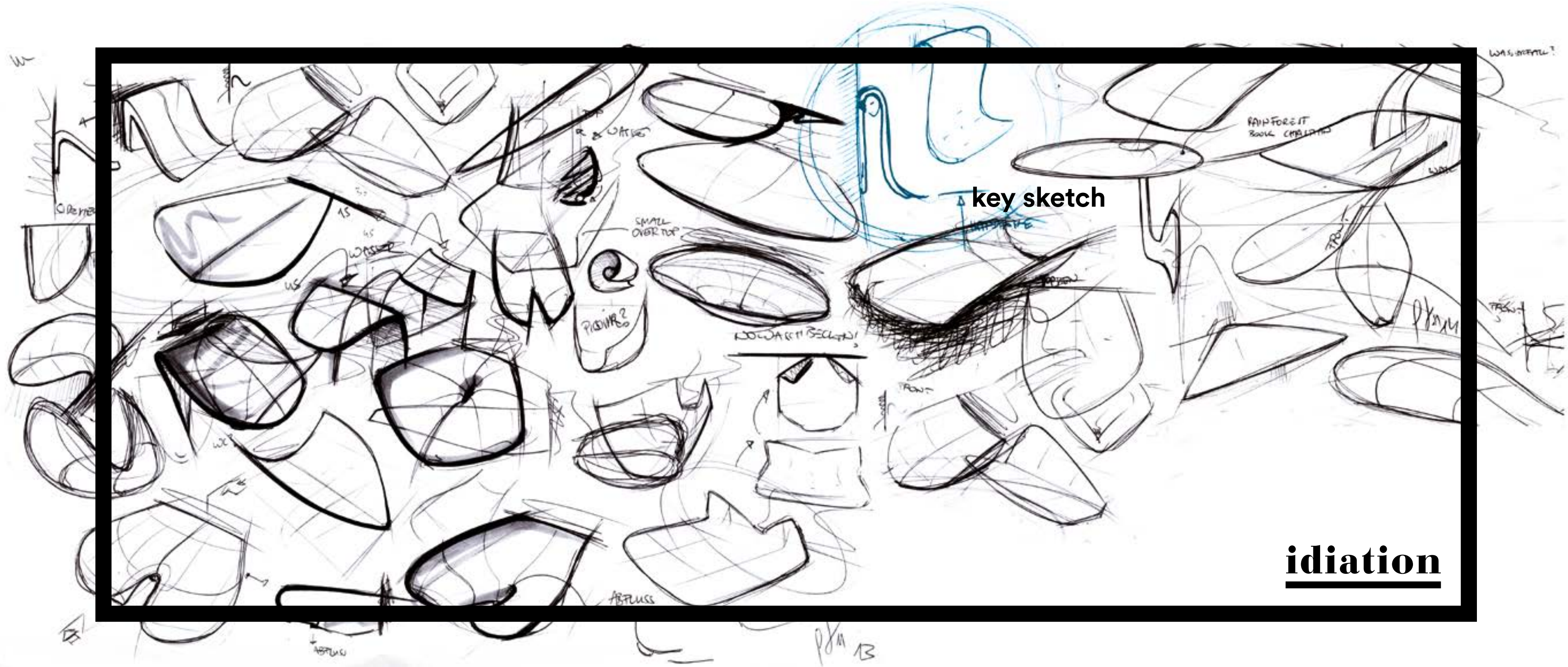
A resource-saving fully automatic manual cleaner, which represents hygiene and cleanness in the age of on-going urbanization.

status quo

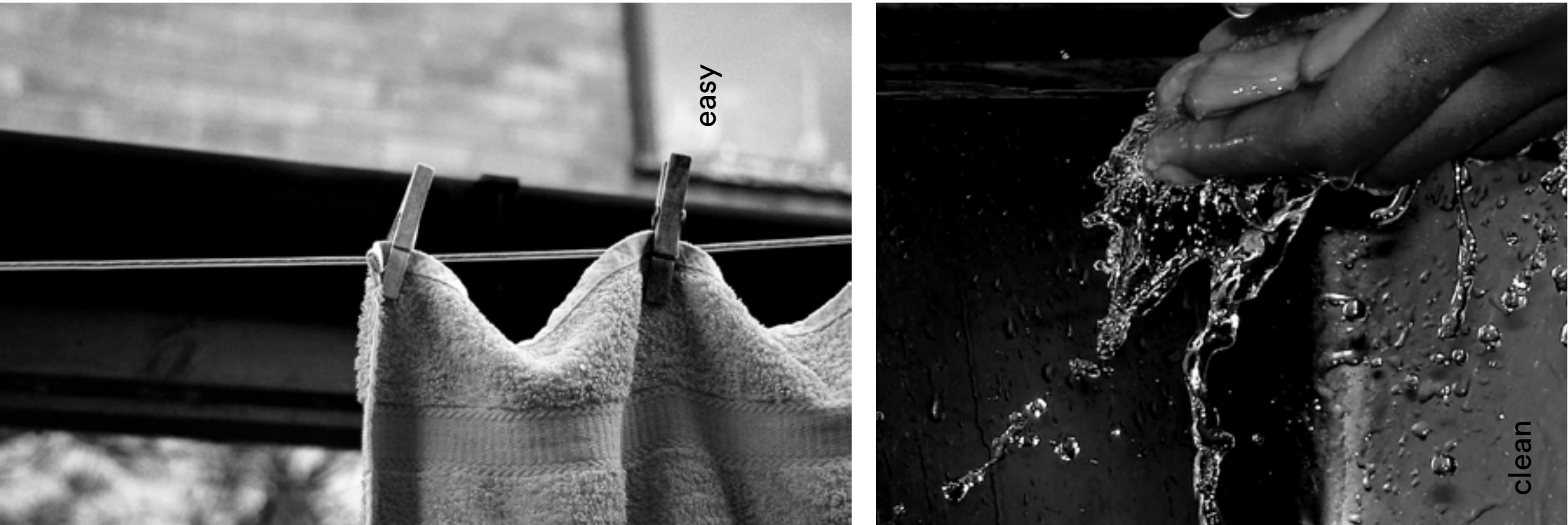


concept

Clean and dry in a matter of seconds. AVA - the innovative manual cleaner- revolutionized the hand washing in an unobtrusive compact and resource-efficient way. The sufficient nozzles and sensor technique provides for a smooth washing, high fun factor and maximum hygiene. The space-saving design, and noble simplicity in surface, line work and the distinctive appealing overall appearance of the product point the way to the future. AVA enriches both the public places and the private household and raises hand washing to a new level of innovation and cleanness.



Clean hands
reduce the risk
of infections.



formal mood

digital rendering



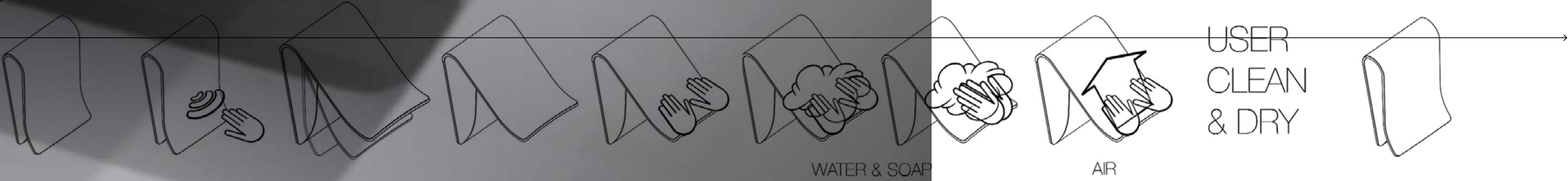
SIEMENS

design

I tried to find as much as inspiration from nature I could get. Leafs, flowers & stones; but in the end I used the idea of an hanging towel.



how to use



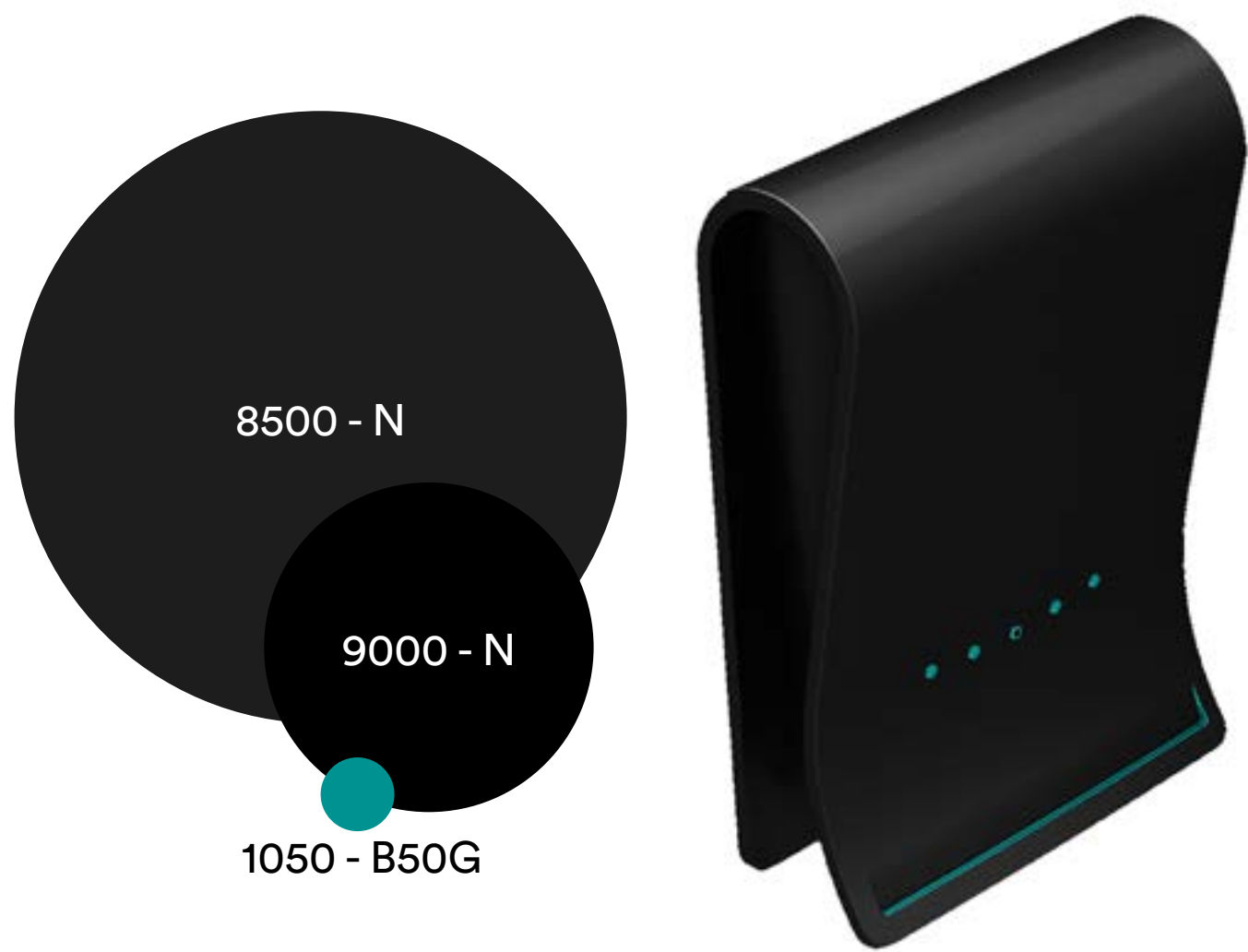
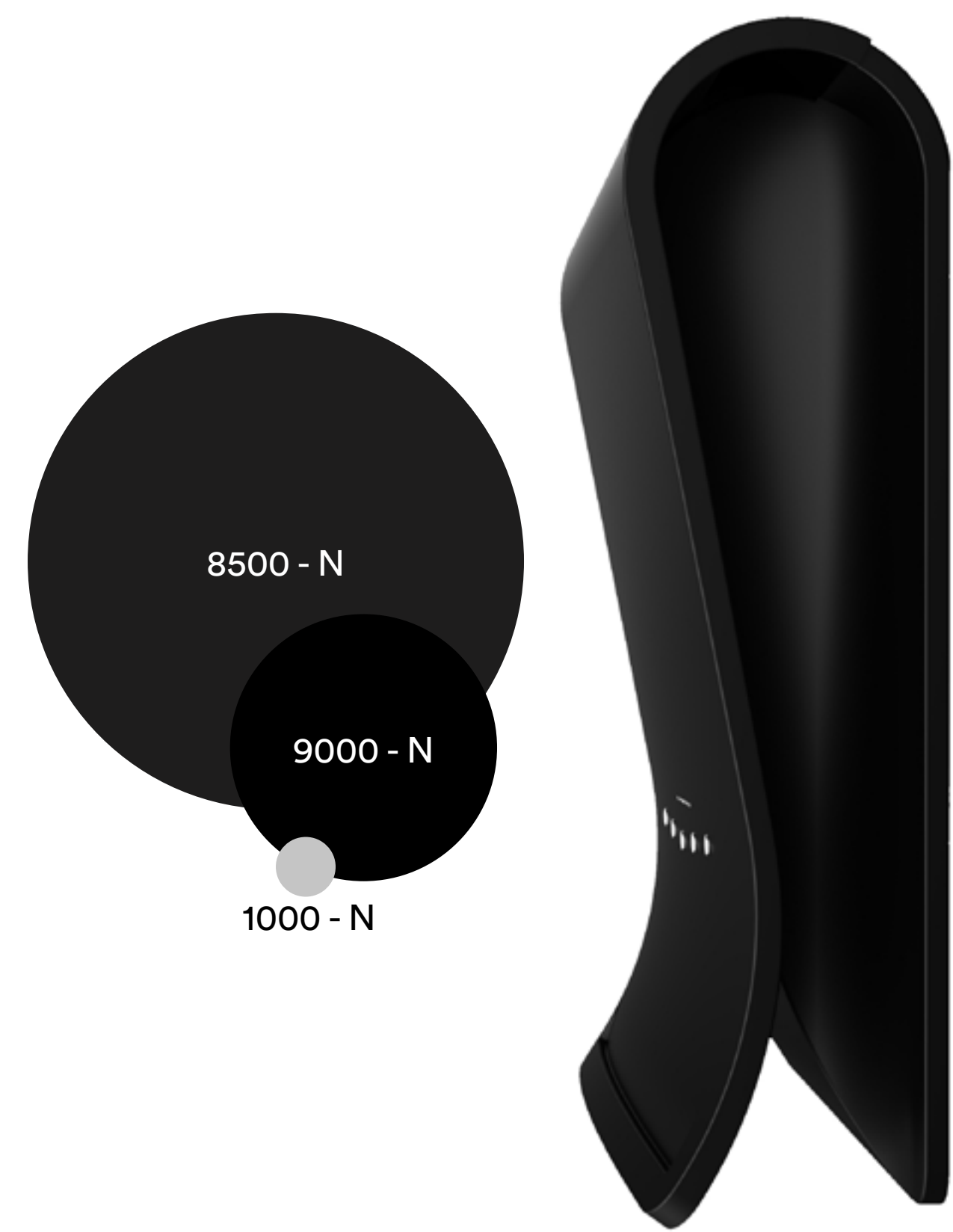
WATER & SOAP

AIR

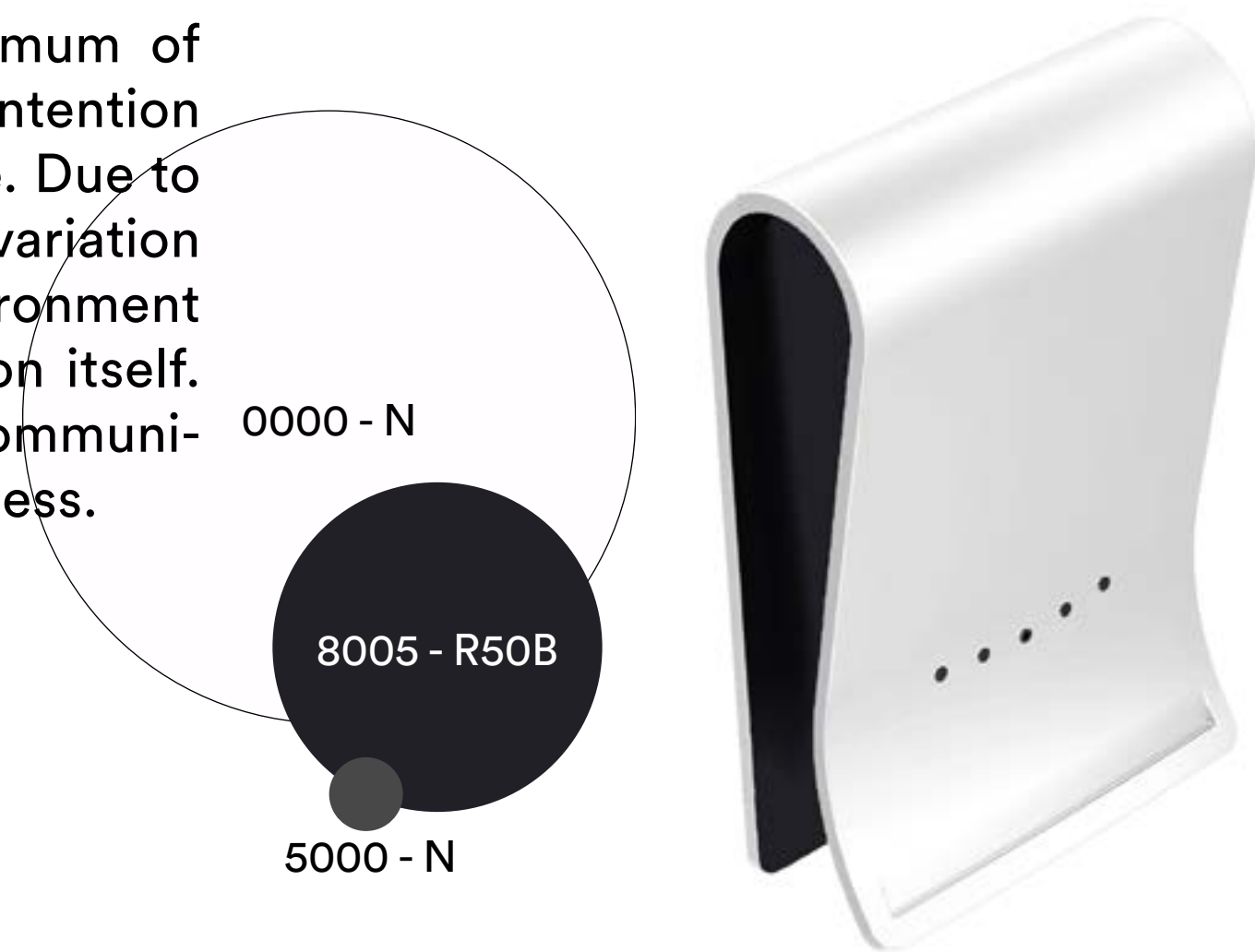
idiation colouring



FINAL
The final choice of color should convey maximum of cleanness, but should also appear tasteful and robust. In consideration of the founded environment AVA should be integrated in those settings and attract attention, but not impose. It should be mentioned the differentiation of the inner darker to the outer coloration.



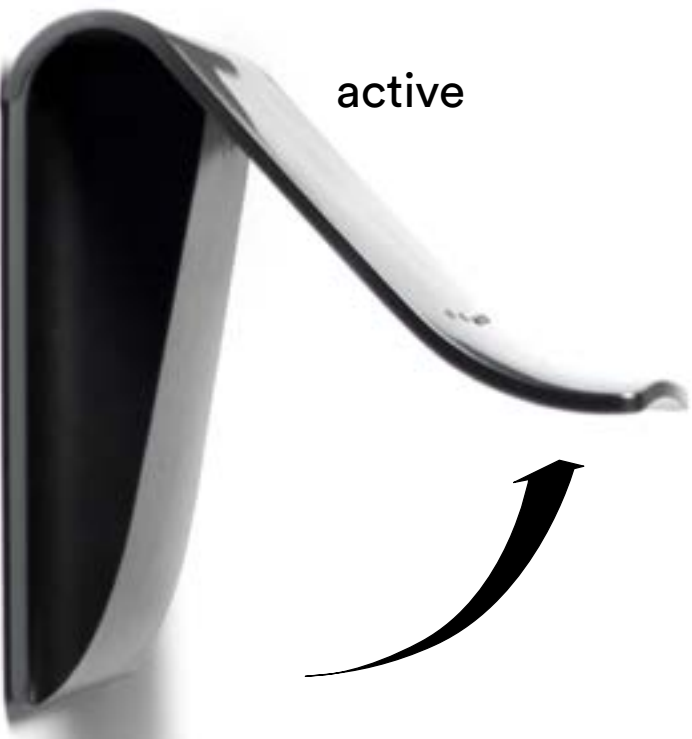
ALTERNATIVE
The alternative choice of color should also express maximum of cleanness, without the intention of coming across as sterile. Due to the white front, this color variation is more present in its environment and puts more emphasis on itself. The secondary color communicates warmth and naturalness.



OPTION
Another option would be to color the nozzle in a blue, green to achieve a better sign of function. LEDs could be also utilized in the area of the fan slit.

hardmodel

work in progress



2

Olive Oil Packaging

We had to create a package around a standard bottle of our choice.

Winning porject of a competition for Fattoria Via Uliveto 2011, in cooperation with Animal Design Studio

Facts

2nd Semester BA
Duration of 2 Weeks
June 2011

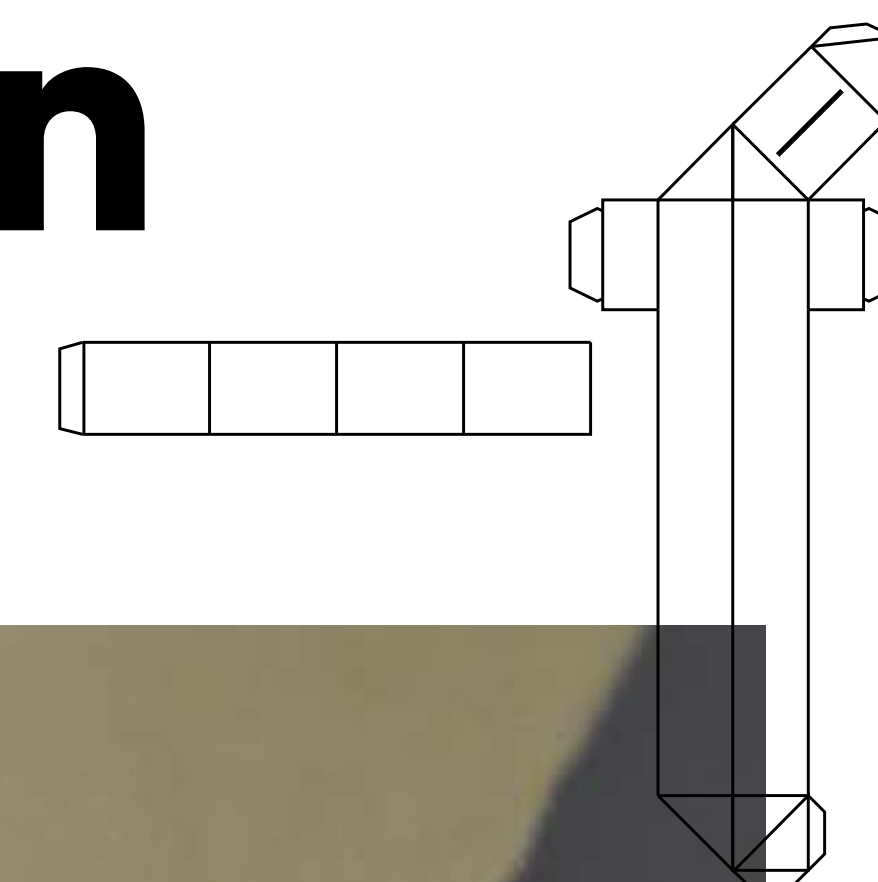
Supervisors

Mag. Art. Susanne Lippitsch
Dipl. Ing. Marcin Pabis, Animal
Design Studio

Publications

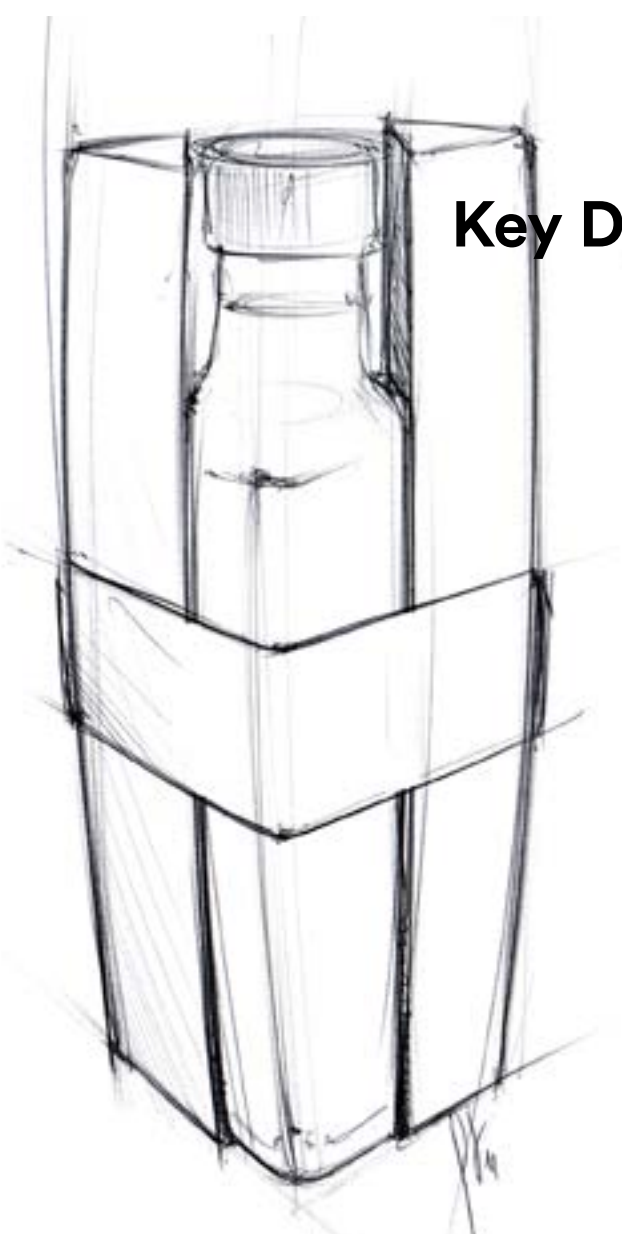
Winner of the packaging contest
of Fattoria Via Uliveto 2011.
Industrial Design Show 2011 at the
Designforum Styria

Packaging Design Teilgleich



concept

These Facts lead to a cheap production with a high degree of safety for the bottle, maximum oil visibility and minimum space requirements.



Key Doodle

the properties

- natural carton
- 2 equal parts & banderole
- low cardboard demand
- possible without glue
- inside & outside labeling possible
- no label on the bottle necessary
- oil visible
- economical
- protection
- easy to use
- bottle: marasek
- 500ml, 750ml or 1000ml aviable
- 0,39€
- white glass

key idea

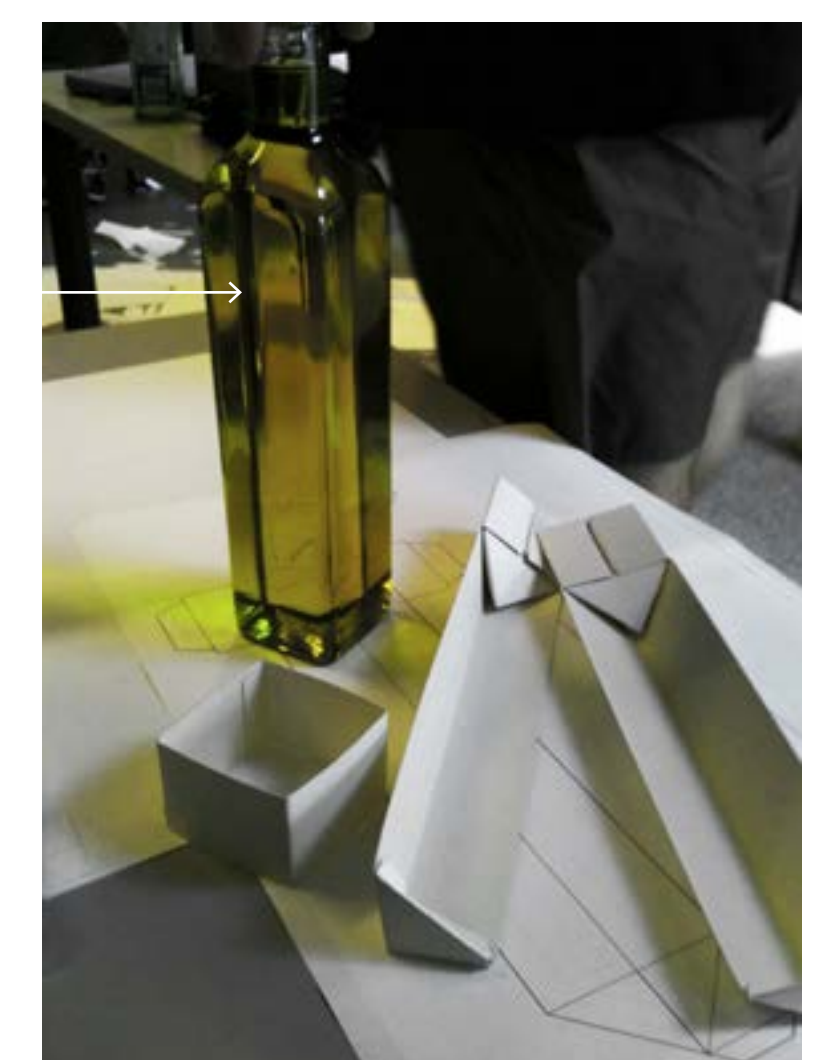
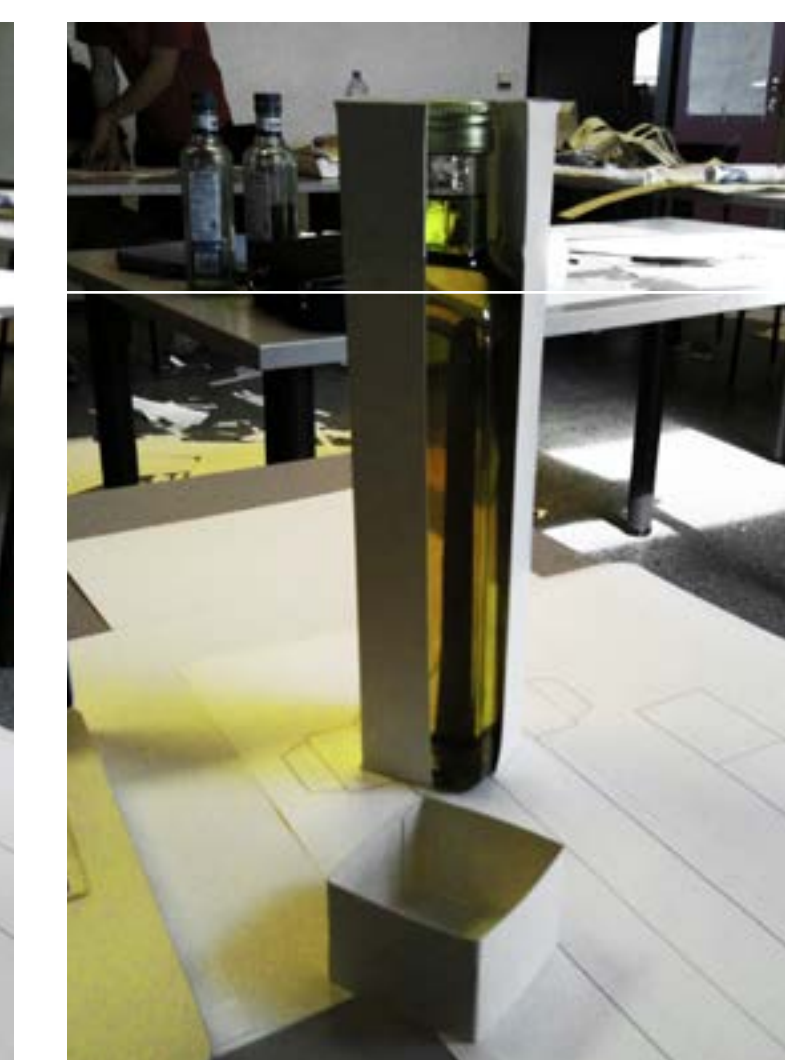
From two equal carton parts folded oil packaging, held by a bande role.

foldingpatterns

— cut
..... fold



how to unpack



1

Light device

—
The task was to design a new lamp with the specified connector, cable, socket and illuminate.

Facts

—
2nd Semester BA
Duration of 2 Weeks
May 2011
Gestalten 21st Project.

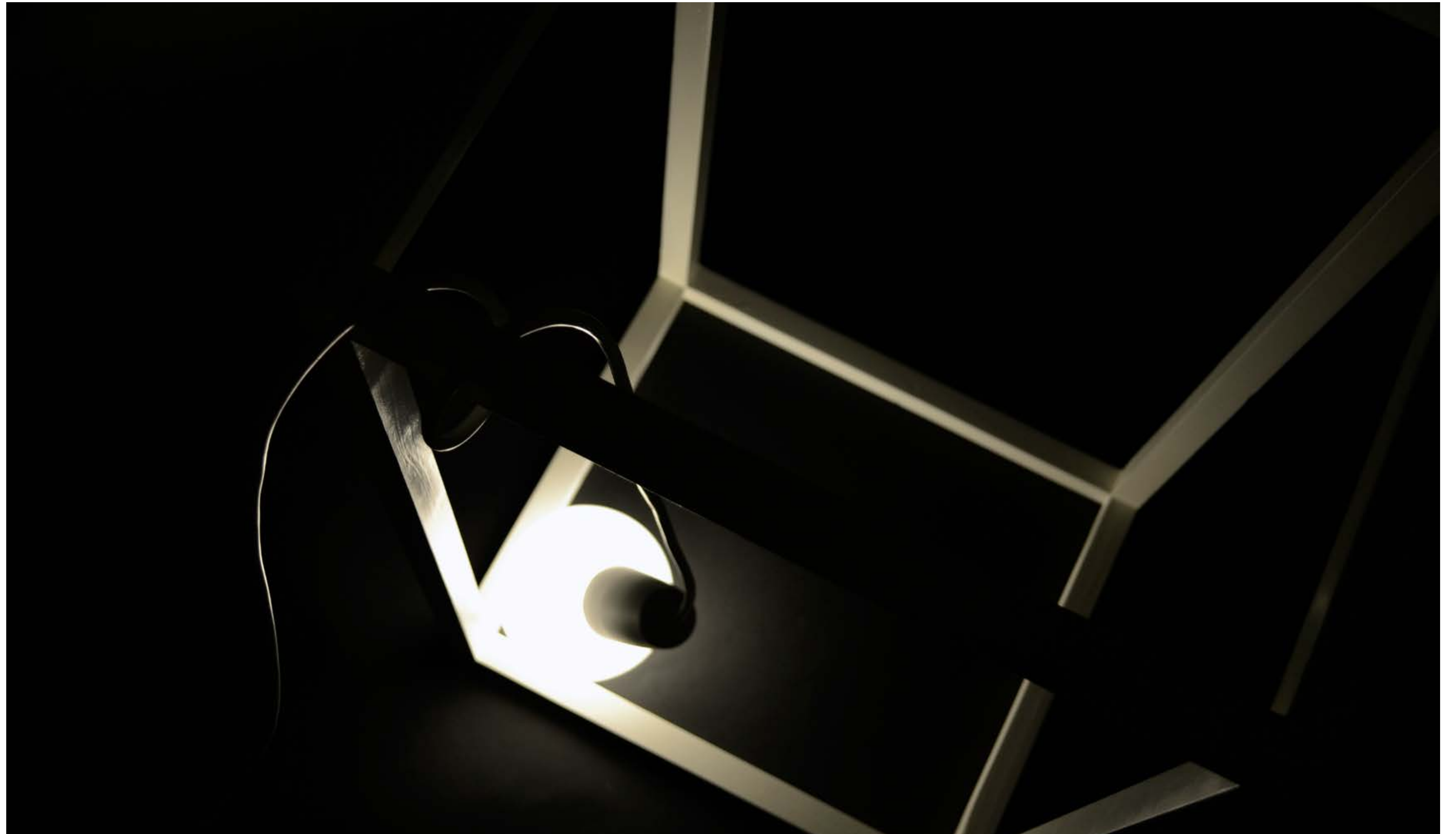
Supervisors

—
Univ. Prof. Dipl. Ing. Dr. Peter
Schreibmayer
Dipl. Ing. Josef Roschitz

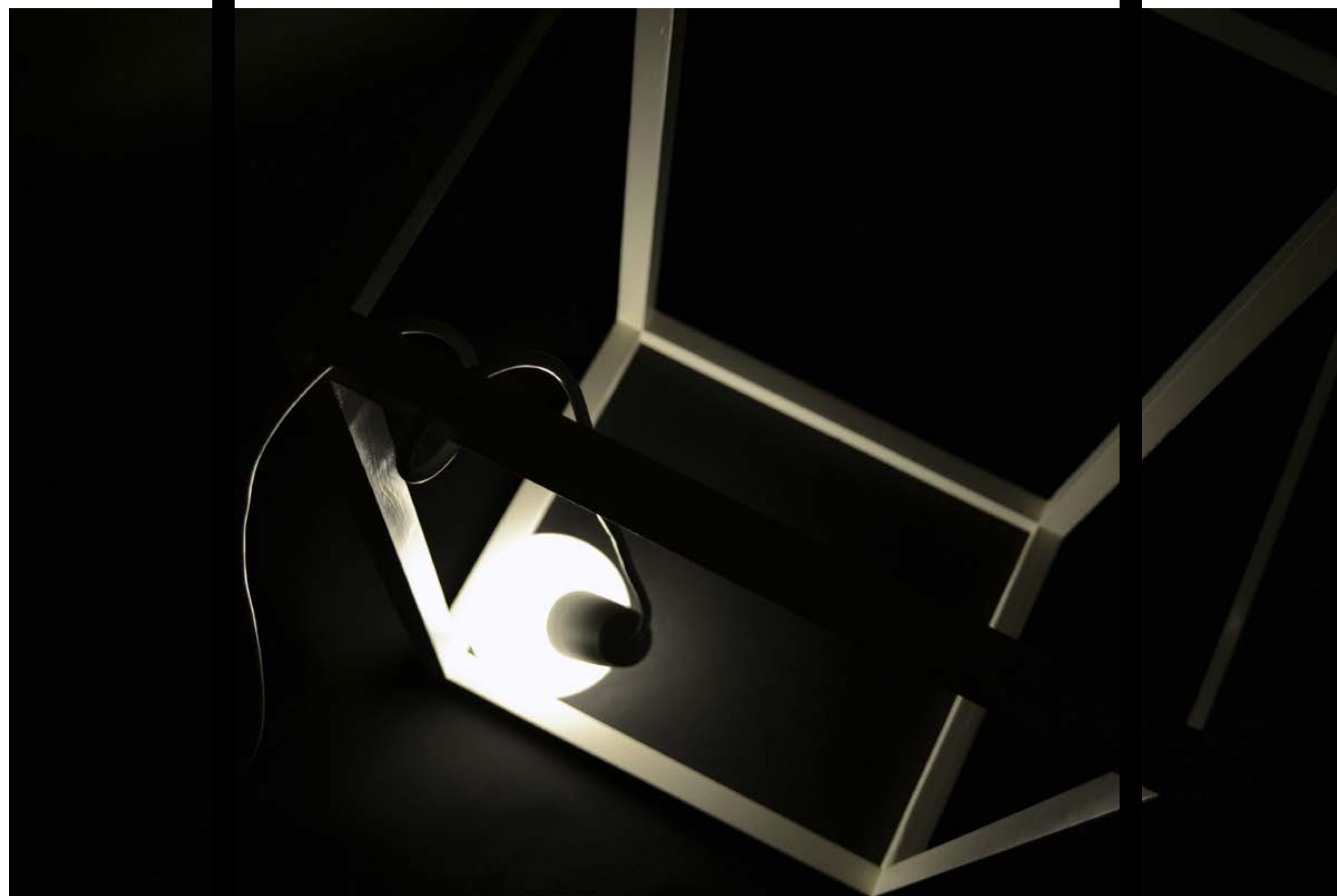
Publications

—
Industrial Design Show 2011 at the
Designforum Styria

Gestalten Bauhaus?

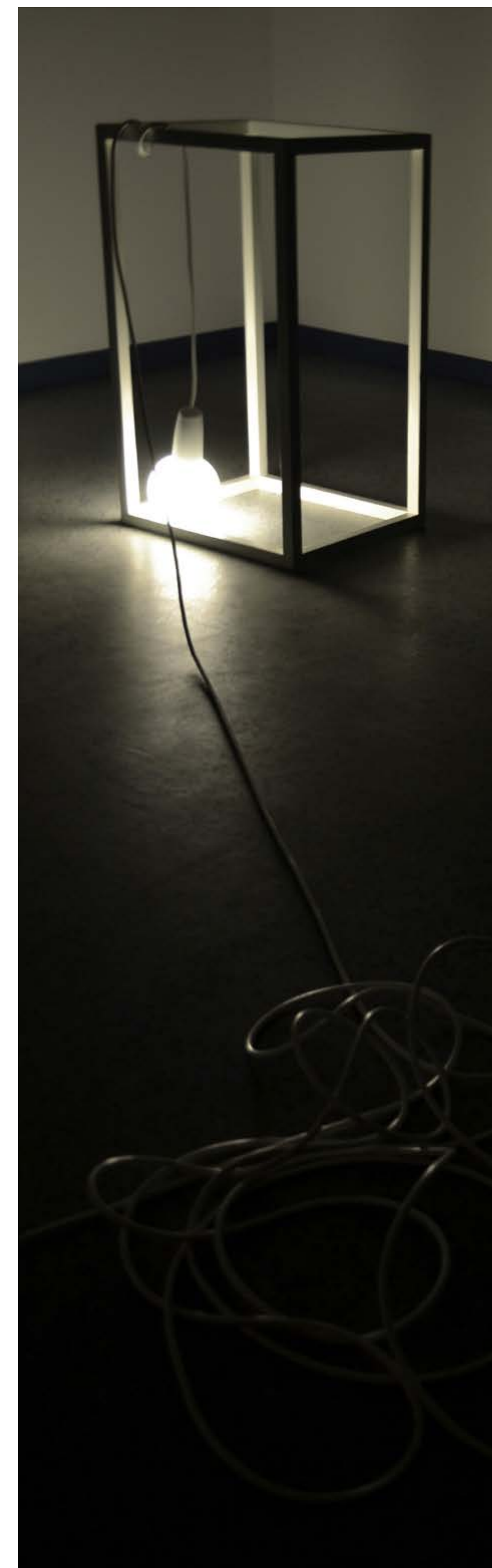


A kind of light device.



key idea

Cast from one piece
simple and geometrically.



ask for trouble.

philip schütz

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hello@philipschuetz.at
www.philipschuetz.at**