



Hamburg
Chamber of Commerce

Sector Profiles

Design Capital Hamburg

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Design is everywhere, in creme tins, beer bottles or instant soup packages. Design is also very crucial for annual reports, company logos, door handles, surgical instruments, and in clothing. Material, colour, shape, pattern, cut – design makes a product or service distinctive and, ideally, lends a product or service appeal. The influence of design extends far beyond consumer goods, for example, it plays a major role in shipping, medicine and aerospace.

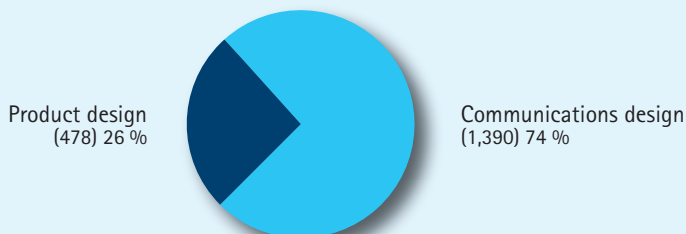
Design is an economic factor. While visual appeal is of major importance for successful product marketing, aspects such as functionality, environmental sustainability, safety and cost-saving manufacturing play an equally important role in product development. Design is not merely a matter of taste. Professional design agencies are indispensable advisors during a product's strategic development phase as well as for the creation of a distinctive corporate identity. In fact, design has become a significant variable in promoting economic and technological development and has immeasurable impact on innovation, sustainable increment value and economic competition.

Hamburg is the design capital for the consumer goods industry and ranks among the top design centres for the capital goods industry. The designers and design agencies based in Hamburg offer a broad spectrum of services in virtually every area of design – industrial, product, fashion, textile, communications, packaging, corporate and brand profiling – ranging from product development to the establishment and management of brand identities in the market.

Strong Focus on Communications Design

A recent study carried out by the Hamburg Chamber of Commerce revealed that the Hamburg design sector counts over 1,800 companies (figure as per July 2007), of which 74 per cent focus on communications design and 26 per cent on product design. A total of 292 companies are registered in the Commercial Register, a figure not including the large number of freelance designers in this field.

Structure of Hamburg's 1,868 design companies according to area of business, 1st quarter 2007 (by number of companies)



Note:
Product design includes industrial design (40), fashion design (141), and textile, jewellery, furniture and related design (297). Communications design includes communications design (75), web design (710), graphic & photo design, and commercial art design (148).

Of the total 1,868 companies, 292 are registered in the Commercial Register.

Source: Companies counted by Hamburg Chamber of Commerce, July 2007 © Hamburg Chamber of Commerce 2007



Among the award-winning Hamburg design companies: feldmann+schultchen Photo: Berthold Fabricius

A large number of new design companies have recently started up in the Hanseatic City of Hamburg, accounting for an increase of more than 10 per cent against the previous year to a total of 1,868 design companies in July 2007 (July 2006: 1,677). Since late 2002 when the Hamburg design sector counted 1,419 companies, the business has grown by almost 25 per cent with the majority of new start-ups in the textile, jewellery, and furniture segments as well as in the graphic, photo and web design segment.

There is a great demand for top-quality design across the board, due essentially to the high concentration of media companies and brand-name product manufacturers in Hamburg. The focus on communications design is largely due to Hamburg's prominence as a location for creative advertising agencies as many design offices have evolved from the graphic departments of ad agencies. Design »made in Hamburg« is a mark of excellence with an established reputation far beyond the confines of the city. For years, Hamburg has been the home and working domain of prominent, world-class designers such as Peter Schmidt, Lothar Böhm, Rolf Heide, Peter Maly and Hadi Teherani.

Renowned communications design agencies include Mutabor Design, Factor Design, Lignalux and DMC. Among the design companies reputed for excellent brand and corporate design are Syndicate, Colell & Kampmann, Solutions, Redpack Brand Design and Mutter, and among Hamburg's leading product design agencies are Design 3, müller/romca, iDS Hamburg, Teams Design and Held + Team. Prime examples of creative and successful Hamburg-

based design are feldmann+schultchen, Suxdorf Studios, Studio Andreas Heller, justblue.design, Lucius & Heise, Barutzki Design, Büro Hamburg, Delikatessen, Tom Schlotfeldt Licht, Peter Andres Lichtplanung and Ulrike Brandi.

As a stronghold of the design industry, Hamburg is a magnet for international design agencies such as Enterprise IG or the Peter Schmidt Group. Hamburg is the seat of Landor Associates' German subsidiary, the company's fastest-growing office.

International fashion design plays a major role in Hamburg, too, with companies such as Jil Sander, Joop, Tom Tailor and Iris von Arnim, all top-ranking fashion designers. Hamburg designer Bettina Schoenbach appears almost daily on television with her elegant and stylish creations, worn by the incumbent German Chancellor Angela Merkel. Other renowned Hamburg labels include FKK, Zwei Körper, HELLO and Anna Fuchs.

Success Factor Design

In recognition of the fact that design has developed and evolved into an independent economic factor with major significance for and impact on Hamburg, the State Ministry of Economics and Labour Affairs created the hamburgunddesign initiative in 1995 with the objective of promoting design as a competitive element while simultaneously promoting Hamburg as a location for design companies and agencies. The Hamburg Chamber of Commerce has joined forces with hamburgunddesign for the purpose of providing regular information to small- and middle-sized companies on design as a success factor and marketing instrument. The high level of response to events such as the *Mode label Days Hamburg* (2003 – 2005) and the *design days hamburg* in 2005, hamburgunddesign sponsored the Design Festival Hamburg for the first time in 2006 – featuring 139 events by Hamburg-based fashion and textile designers, and communications and product designers throughout the city. The 2007 Design Festival Hamburg offered a greater range of opportunities to become acquainted with the competence of Hamburg designers. A dual-language programme created jointly by media partners hamburgunddesign and the magazine *A&W Architektur&Wohnen* also served the purpose of documenting and conveying Hamburg's competence as a creative location (www.designfestival.de).

In communications design, the LeadAwards presentation is the premium event for print and online media, which has been held in Hamburg for the past 10 years honouring work in the categories magazines, advertisements, photography and online magazines. The trade publication Page, with editorial offices in Hamburg, is an important source of information for design and media agencies. Other design-related publications produced in Hamburg include *A&W Architektur & Wohnen* and *Design Digest*.

Furthermore, Hamburg is the seat of several influential designer trade associations and home to the national head offices of the German Design Conference (Deutscher Designertag e.V.) and the Women's Designer Forum (designerrinnen forum e.V.). The Hamburg regional office of the Association of German Industrial Designers (Verband Deutscher Industriedesigner e.V.) is the main contact office for Schleswig-Holstein, Hamburg, Lower Saxony and Bremen.



HELLO – one of the many renowned Hamburg fashion labels

Photo: Roland Magunia

Creative Newcomers

Hamburg is equipped with top-rate schools and training facilities for studying design. Both the College of Fine Arts (Hochschule für Bildende Künste) and the College of Applied Sciences (Hochschule für Angewandte Wissenschaften Hamburg) offer various design study courses and promote newcomers to the trade. In addition to these two state colleges there are a number of private colleges and schools for various and sundry design areas. The Academy of Fashion & Design (Akademie Mode & Design) and the JAK Academy are ideal for aspirants to the world of fashion design.

As a result of the abundance and diversity of companies offering professional training, Hamburg is a perfect location for design-oriented professional training. Technical product design, digital media design and print design and technology are dual study courses, combining practical in-company training and academic studies. Creativity and imagination are required for a number of professional degrees, for example product design and photo design. There is a comprehensive range of academic and training courses for communications, information, audio, illustrative, 3-D, animation or photo design as well as for graphic, fashion, industrial, media and computer game design.

Outstanding Design from Hamburg

Design made in Hamburg constantly sets new standards, a fact repeatedly confirmed by trade press rankings. The German trade magazine *werben&verkaufen* confirms the excellent quality of Hamburg design and in the 2007 design ranking the Hamburg agency Solutions rated second. Among the top 20 are the design agencies Lignalux, Syndicate, Mutabor Design, Barutzki Design, DMC and Lucius & Heise. In its 2006 corporate design/corporate identity ranking trade publication *Page* rated several Hamburg-based design offices among the top 20 with Lignalux taking third place, and DMC, Syndicate, Büro Hamburg, Factor Design and Mutabor Design figuring among the top 20.

The numerous nominations and rankings of Hamburg-based design agencies in national and state design competitions are a consistent and convincing indicator of the magnitude and worth of the innovation and design potential available in Hamburg.



The annual LeadAwards presentation takes place in Hamburg Photo: Getty Images

Award Winner	Competition	Product	Category
AlexaLixfield Design	iF concept award 2007	Concrete as an alternative to ceramics	Process/material
Axel Springer Verlag	European Newspaper Award 2006	Hamburger Abendblatt	Communications and graphic design
DMC	Eyes & Ears Awards 2006	Digital transmitter design, on-air promotion campaign	Integrated innovation corporate design on & off air, event-related on-air design package
Enterprise IG	iF design award 2007	Margarine, mascara	Packaging globe
feldmann+schultchen	iF gold award 2007	Adhesive tape, multi-use crates	Image, product communication
Financial Times Deutschland	European Newspaper Award 2006	Financial Times Deutschland	Communications and graphic design
Form one	iF design award 2007	Geo online treasure hunt	Communications design
Factor Design	iF design award 2007, BCP Award Gold (Best of Corporate Publishing)	Customer magazine, catalogue, fine stationery	Communications design
Koop Industrial Design	red dot award 2007	Lab apparatus	Product design life science/medicine
Mahlmann, maria	Hamburgerdesignpreis 2006	Accessory »last-minute dresses«	Product design, fashion design
Peter Schmidt Group	iF gold award 2007, red dot award 2007	Annual company report, washing detergent	Communications design, packaging design
Teams Design	iF design award 2007	Low lift trucks, fork lifts	Product design, transportation
Trendbüro	LeadAwards 2007, Designpreis 2007 (silver)	Web site	Communications design
ZEIT-Verlag	European Newspaper Award 2006	DIE ZEIT	Communications and graphics design

List of award-winners and competitions does not claim to be exhaustive.

Further information on the Design Capital Hamburg (company counts, contact addresses, etc) available at www.hk24.de/design: Consulting, network, information, design events available at www.hamburgunddesign.de

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