



Susanne Stauch, Dipl. Designer

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stauch@goldprodukt.de www.goldprodukt.de

## Professional Experience

**11/2009 - 11/2010** Exhibit Development at "Archimedes moving science", design, construction and supervision of the production of multimedia exhibits

**03/2007 - 12/2008** Freelance work at "schmuckwerk", manufactured jewellery, Berlin

**2007** "Im Treibhaus", ARD-Hauptstadtstudio, Fine Arts students exhibit their work. Curation, organisation, coordination and choice of exhibits, design of poster, invitation and catalogue

**2007** Physiotherapy "Am Hain": CI and web design

**2007** "Kan-Tech": web design and realisation, continuous supervision

**2006** "captivation lifephotography": CI and web design, continuous print supervision

**since 2006** 3D-modelling for CAD-production

**10/2005 - 10/2006** part of the team at the student-office [KHB] realising the new corporate design, website and guiding system

**since 09/2004** goldprodukt (independent work as designer, consultant and jeweller)

**02/2003 – 09/2004** independent work at Goldschmiede "or'est", Berlin

**2002** modelshop "Short Cut", built architecture models and 3D CAD-data, Berlin

**2001** Conception of the exhibition "Lichtzwang" (Painting), Design of the Catalogue, Frankfurt

**2000 - 2001** independent work at the workshop community "Made in Hanau", Hanau a.M.

## International Experience

**2005** workshop "Legendary Design" in Taiwan/Taipei (National Taipei University of Technology) und Korea/Busan (Dongseo University), interaction with the Asian students, designing electronic devices on the basis of the European and Asian culture and legends

**2004** workshop in India (Bombay/Rizvi College of Architecture and Ahmedabad/National Institute of Design), interdisciplinary event with the topic: "Megacities, Urbanisation and use of Public Space"

**2003** journey through Guatemala and Mexico, investigating the living conditions of the Maya, subsequent project at KHB [SS 2004]

**1994** six month stay in Acton, Massachusetts, USA, High school diploma

## Teaching

**2004 - 2007** student assistant for technical facilities, general assistance in student computer work and teaching of computer application courses

**2003 - 2007** goldsmith courses at Kargus, Berlin

## Keynotes

**2009** isopt at "atoms&bits", IMA-Designvillage, Berlin

**2009** isopt at "digital life pitch", Homebase, Berlin

**2009** isopt at "Open Everything Focus #2", New Thinking Store, Berlin

**2008** isopt at "Breeding Objects", CStem Festival, Torino – World Design Capital 2008

## Press/Publication

**2010** "Kritische Masse – Von Profis und Amateuren im Design", Form+Zweck

**issue 02/2010** Design Report with isopt

**issue 03/2009** Design Report with isopt

## Exhibitions

**2010** "300+X", Porzellanikon, Selb

**2008** "Breeding Objects", CStem - Festival for generative und computer-based systems, Torino – World Design Capital 2008

**2008** ToShare – Festival for digital art and design, Turin – World Design Capital 2008

**2008** "Beyond the Screen", GeneratorX with Marius Watz, Gallery [DAM], Berlin

**2003** "Kunstwelle" Positions towards corrugated board, Kulturbrauerei, Berlin

**2002** "Very important Jewellery", qualification class of Zeichenakademie Hanau, planning, design and organisation, Erfurt

**2000** joint exhibition with "Made in Hanau" planning, design and organisation, Hanau

## Competitions

**2008** "Bayerischer Staatspreis" isopt at the Bavarian National Museum, Munich

**2005** "Give Away Award 06", Berendsohn

**2004** "Grimm's Fairy Tales", design of a coin, Bundesamt für Bauwesen und Raumordnung

**2004** "comfort and functionality at home" DuPont plastics

**2003** "Lichtwert. Energieeffizient Lighting."

Initiative Energie Effizienz

**2000** "Progress with Ideas", designing an award for "Hessischer Rundfunk"

## Education

**since 2008** Meisterschüler-project "wearable interaction and adorning technology" – research and design of objects carried close to the body

**2008** Hasso Plattner Institute, Potsdam "School of Design Thinking"

**2008** Diploma Product Design "isopt – parametric isolation porcelain with integrated induction technology" at University of Arts, Berlin, ID5 – Projectgroup for interactive systems,

supervision: Prof. Burkhard Schmitz and Prof. Barbara Junge (New Media), Weißensee, Theoretical Diploma "creative escapology – a socio-cultural probe", supervision: Prof. Walter Scheiffele, Weißensee

**2001 - 2008** Studies of product design and visual communication at Kunsthochschule Berlin-Weißensee

**2001** Qualification in the handcraft of goldsmithing at Staatliche Zeichenakademie Hanau, "Gold- und Silbersmith"

## Interns

**2006 - 2007** Project group 7.5, Berlin

**2001** Heinz-Design, Frankfurt

**1998** Schmuck! Moseler & Reichert, jeweller, Frankfurt

**1999** Juwelier Friedrich, jeweller, Frankfurt

## Languages

German native

English business fluent

Spanish and French fluent

## IT/Applications

OS: MacOS X and MS Windows

Creative Suite (InDesign, Illustrator, Photoshop, DreamWeaver, Flash), SolidWorks, Rhinoceros, Word, Excel, Powerpoint/Keynote.

Basics in: AfterEffects, Action Script and Processing

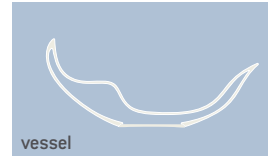
DIPLOMA 2008

parametric isolation porcelain with integrated induction technology

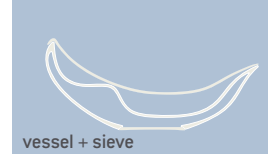
**isopt** create your isolation porcelain



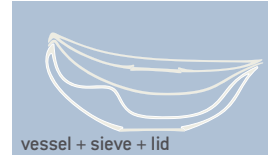
hardware



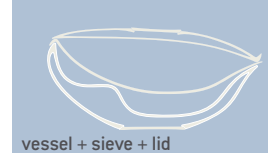
vessel



vessel + sieve



vessel + sieve + lid



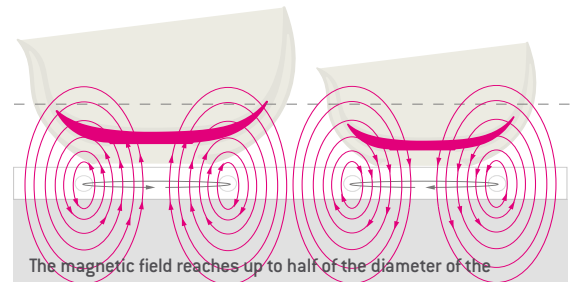
vessel + sieve + lid



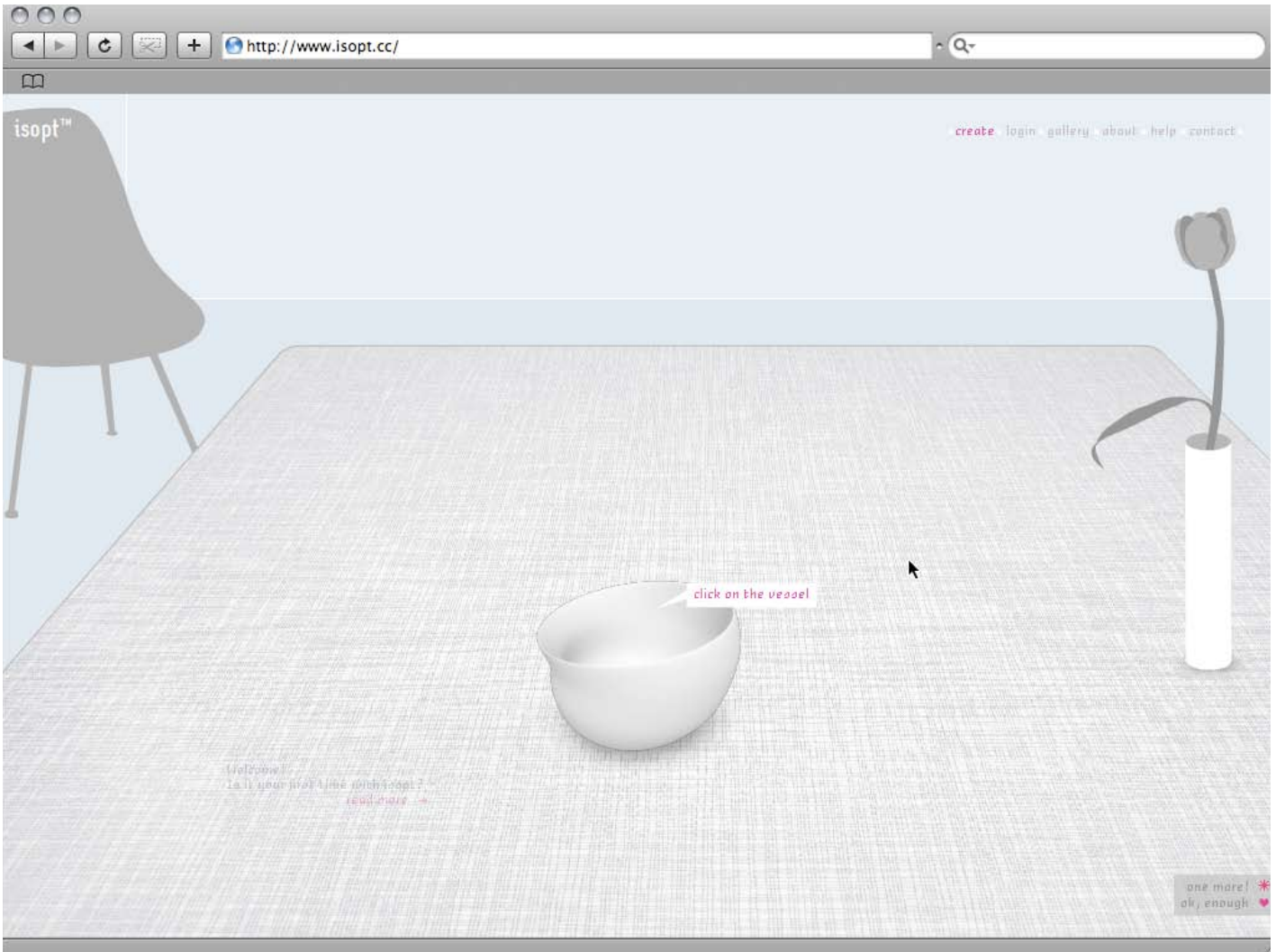
2008, Diploma "isopt – parametric isolation porcelain with integrated induction technology" [for further information see also: [www.goldprodukt.de/individualized](http://www.goldprodukt.de/individualized)]

isopt is an innovative approach that merges cooking and eating. Integrated induction technology allows direct cooking and heating in the vessels, meaning no more need for ovens. Additionally, meals and plates can be heated easily and water can be boiled. The double-walled vessels provide thermal isolation of the interior, both for hot and cold temperatures, with the outer wall always remaining at moderate temperature for easy handling – burnt fingers are a phenomenon of the past. The customer has the option to choose additional feature plates that fit also as lids to the vessels, hence reducing the total number of necessary items. Lids can be put on the vessels either way – put upside down the inner volume expands and supports storage in the fridge or serving at the table. Another optional feature are sieves that are not only applicable in the conventional usage but also for steam cooking due to the induction. Beyond all the functional advantages and improvements over common porcelain, the essential innovation of isopt is the integration and participation of the customer in the design process.

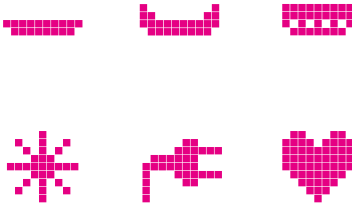
Rapid Manufacturing (layerwise slurry deposition, patented for the production of porcelain by Prof. Heinrich, TU Clausthal-Zellerfeld, Germany) not only facilitates the formal complexity of the double walls but provides entire shaping freedom.



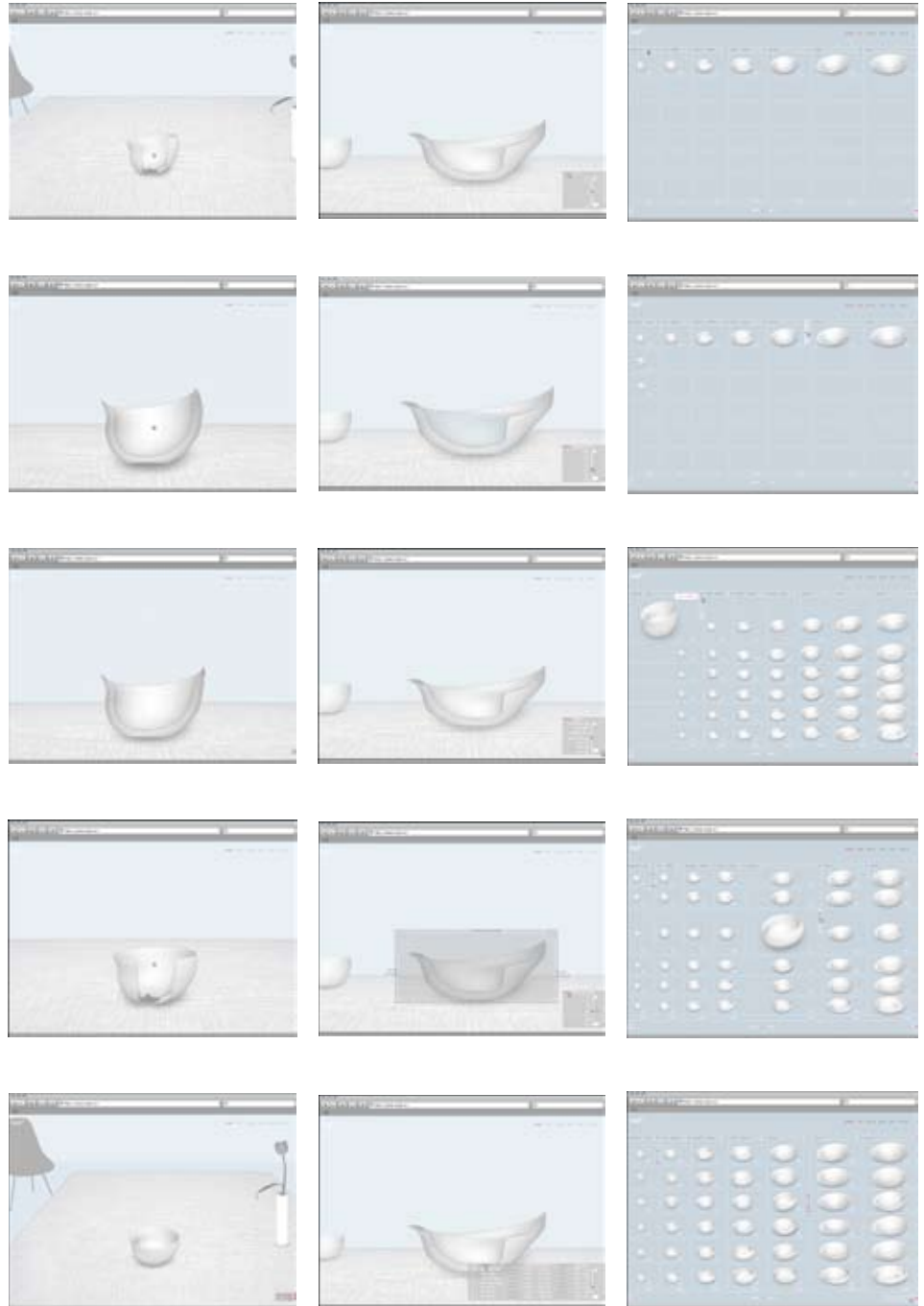
The magnetic field reaches up to half of the diameter of the inductor – ferromagnetic material can be inside the vessel to guarantee full isolation.



software



Via an interface, the user can manipulate shape parameters of a preconstructed and sophisticated meta-model and thus decide about its appearance himself. The interface provides means of individual manufacturing and avoids mass production of off-the-shelf products. Even the pattern of the holes in the sieves can be generated independently, just as colour and decoration. The interface shows a referenced and user friendly environment that enables the user to estimate the size of the vessel. Functions are reduced, there is only one button on the right hand side that offers the necessary feature in the respective situations. By clicking on the vessel it opens up while the perspective flips into a front view. The cutting curves of the item are shown and can be manipulated. Clicking again the view flips back to perspective. Scaling is the only button in the manipulation mode and provides four channels to pick from: size (xs – xxl), capacity, usage and measures. An overview shows also the proportions of the optional plates. Between the seven sizes continuous scaling is possible. Using the parameters of one or two primarily created vessels, a patchwork family can be generated. Again the seven sizes are available where the desired amount of each size can be picked. Every vessel has the following options to choose individually: generate new, induction, flat lid, deep lid, sieve. Additionally taken choices will be highlighted for a better overview. Clicking on one vessel the table zooms in for a better view.



SCHOOL OF ART AND DESIGN, BERLIN, 2005 – 2006

corporate identity, webdesign and guiding system

weißensee

kunsthochschule berlin school of art  
Böhringstraße 20 • 13085-Berlin

weißensee

# weißensee

2005, Visual Communication "Redesign CI"  
collaboration with Alex Fuchs, Tim Höfer  
and Johanna Leuner

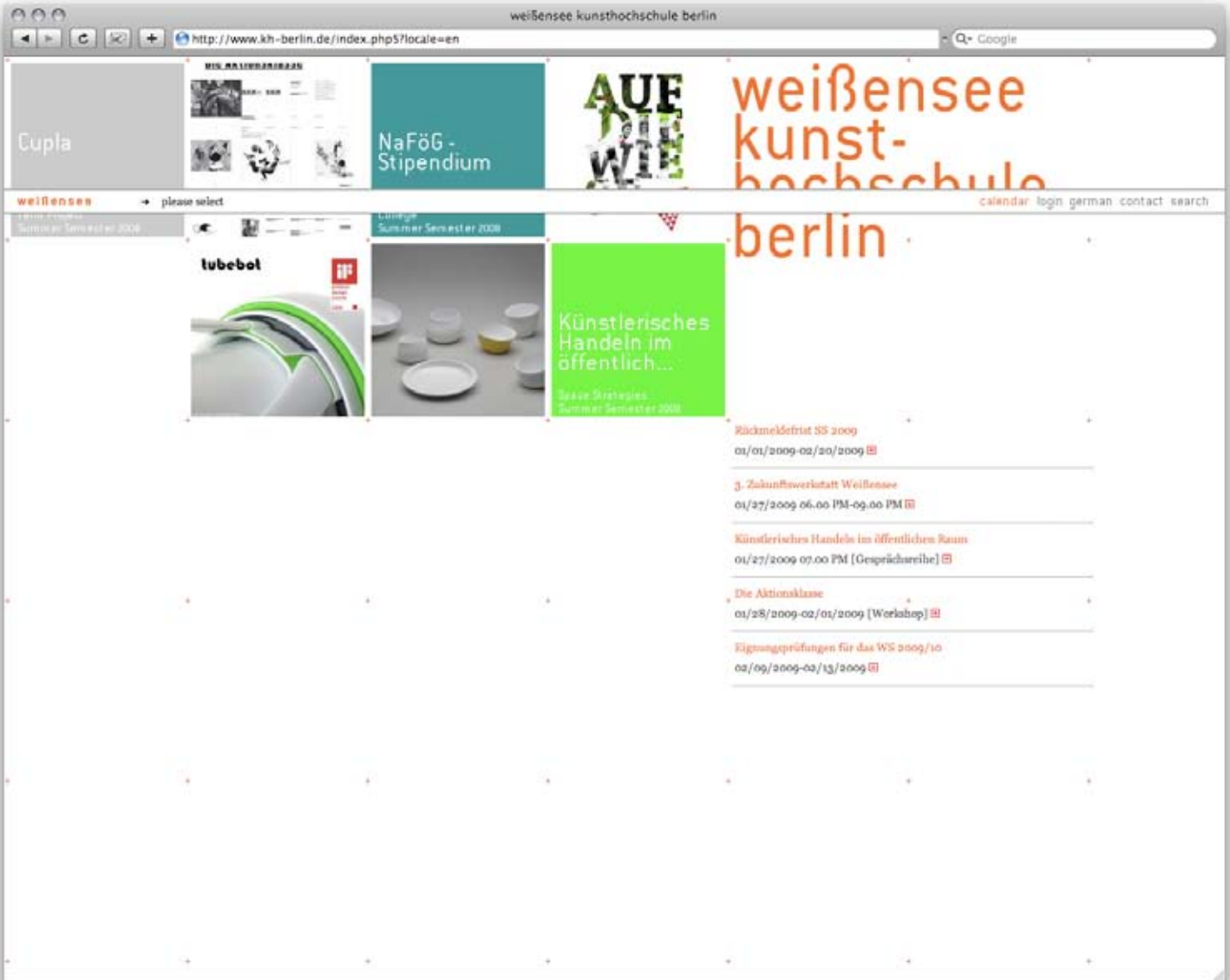
The Art School is located in the Berlin district of Weißensee which led to the idea of emphasising this peculiarity in the design. Visualising the meaning of Weiß (white) and see (lake, to see), we came up with the word mark.

The writing paper is built in three layers. The base layer consists of the word mark and the register marks that are spread over the sheet, the secondary layer contains the address line. This version is used by the principal. For further correspondence the third layer consists of the common supplements as date, your sign, our sign, telephone.

For the back of the student ID, a generated pattern was designed that is supposed to change every semester.

The principle of layers is also applied to the map where the basic information is kept in brown and additional, variable information is highlighted in red.





2006, Visual Communication “redesign website”  
collaboration with Lena Roob and Stefan Kurkowski

The home page shows changing projects, reflecting ongoing activities at the school. At a click, the ‚see-mode‘ launches, a full view presentation mode. Central element of all pages is a menu bar whose position is fixed and independent of scrolling. The path taken by the user throughout the navigation is visible in the menu bar.

Any project can be viewed in the see-mode. This allows students to present their work directly via the webpage and helps visitors to get a full view of all project images. Explanatory notes can be added to any image that appear and disappear from the screen controlled by simple mouse pointer movement. The image sequence is controllable via the keyboard, activation of an arrow key terminates the see-mode.

The different sub-disciplines of the school are summarized in a dedicated page that shows current projects and dates, again linked to the see-mode. An easily visible symbol (small red plus-sign) indicates the frequent availability of additional information for a specific topic.

The calendar shows relevant date for the currently chosen context that can be filtered further in the menu bar. An event on a given day can be found through direct calendar navigation. The calendar is designed as a movable pop-up and represents an independent and powerful tool within the website.





local presence

2005, Product Design "Redesign CI"

What is the situation at an Art College? Directional information is not needed by professors and students who typically know their way around. It is really the visitors and people who just have or possibly will soon start their studies. Consequently, reducing the amount of information to subject areas and key locations is in place.

This led to the idea of reducing signposting to a single ribbon that extends throughout the building and guides visitors to their destination. In the lobby, seats in the window recesses serve as carriers of information. Further guidance is provided through information ribbons on the walls. In the outdoor areas and at each entrance of a subdivision, seats are again used as information carriers. The result is a reticent guidance system that is perfectly integrated into the architecture.

The two colours of the CI are used to separate directional guidance (brown) from reached targets (red).

Additional information is a building layout map in the lobby. This map contains a list of personell and the corresponding room numbers. A second more detailed version of this map is available at the porter's desk.

Lectures and other current events are advertised by wall projection. This makes current activities widely transparent and furthers interdisciplinarity.

Short notice communication via all kinds of notes stuck to office doors is commonplace in any college. Structuring this process will be aided by newly designed magnetic door signs, coloured in red to hint at the reached destination.

# → Aula Mensa



PRODUCT DESIGN

concepts for public space



360°



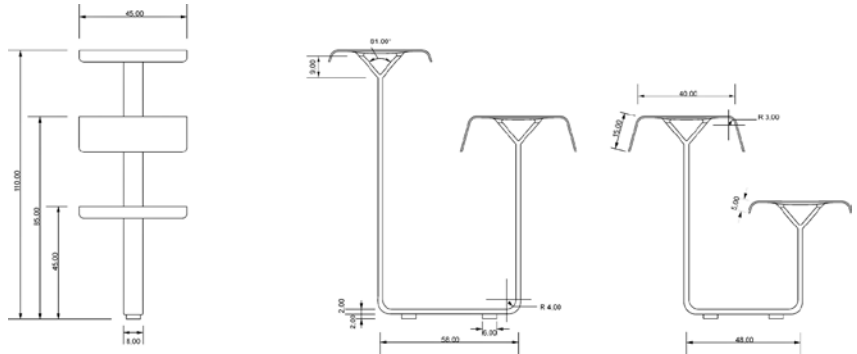
2005, Product Design

The modular conception of the urban furniture makes any combination of sitting, leaning and standing possible, even a 360° rotation while sitting. The variants of usage are abundant: all ways of leaning, turning the back rest into a table, and all kinds of combinations of the individual elements to benches and larger seating arrangements are possible.

The basic construction is solidly fixed to the floor, so that the elements are stable and can even withstand vandalism when used in public surroundings. The mouldings are designed in a slightly concave shape and perforated to facilitate rain water drainage for outdoor use. A single template suffices to manufacture all three wooden shapes. In the cases of chair and bistro table, only small modifications are needed to turn the backrest and standing support of the small table into the proper pieces.

It is the simplicity of the design of 360° that leads to its great flexibility in combining various components. The wooden trays can be adjusted to three different heights and are secured with ready-made steel parts.

The choice of "Pagholz" (a resin imbedded moulded wood) and stainless steel was made to accommodate year-round outdoor use and to bring the sensation of nature into the concrete dominated urban world. Beyond the originally intended use at a fast food takeaway near a busy intersection, 360° is ideally suited for playgrounds, bus and subway stops, motorway service areas, parks and any other public places alike.





Nimbus



### 2003, Product Design

The lamp Nimbus was developed for a design competition: exposure value, energy-efficient illumination. The lamp is run with an energy-saving fluorescent tube. The body is made of porcelain, the shade either of porcelain or frosted glass. The high quality of porcelain emphasises the value of energy and combines efficient light transmission with graceful appearance through translucency. The shade can be switched very easily via a bayonet socket and is constructed to be disjoint without effort.

With a frosted glass shade the lamp has a much higher luminous power and thus can flood large rooms or halls with sufficient light. The lamp can be employed as either a wall light, floor light or ceiling light. The length of floor and ceiling light can be easily adjusted to convenience via a telescope-like mechanism.



GRAPHIC/WEB DESIGN

design for clients

2006, client Mark Garner

The word mark for the photo studio is playing with the light and white space that is typical for the work of the photographer – it can only be read because of its shadow. The “o” in captivation is replaced by a shape resembling a lense representing the moment of captivation. The underline “lifephotography” emphasises the joyful interaction of the sessions. The font is Cachet, a typeface that is reduced yet modern in its appearance. The design of writing paper and business cards can optionally be printed in simple gray or in silver, the logo is then covered with a glossy finish.

captivation  
lifephotography

 captivation  
Schliemannstraße 29 · 10497 Berlin

Frau  
Kunigunde Franco-Ferees  
An der großen Aue 2  
34567 Berlin

Berlin, 21.5.2006

Sehr geehrte Frau Franco-Feres,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque imperdiet nisi eget augue. Cras lobortis suscipit dui. Morbi lacus ante, malesuada vitae, rutrum quis, luctus sed, nulla. Maecenas quis ipsum nec dui egestas gravida. Aliquam sollicitudin metus ut lorem euismod tristique. Sed luctus, turpis ut feugiat aliquam, quam mi vehicula est, cursus porta odio purus non velit. Morbi eros arcu, mollis a, ullamcoret, pretium ut, magna. In hac habitasse platea dictumst. Fusce eget ipsum. Maecenas suscipit sem non mauris. Nunc tellus risus, imperdiet vel, vulputate a, scelerisque ut, lorem. Sed pretium congue sapien. Sed magna risus, dictum feugiat, mattis ut, egestas nec, lectus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Maecenas elementum sodales orci.

Mit freundlichen Grüßen

Mark Garner

Mark Garner · www.captivation.de // mail@captivation.de  
T +49 (0)30 440 33 360 // F +49 (0)30 437 28 967 // M +49 (0)178 60 108 22  
Steuer Nr. 31130163 940 // Postbank Berlin // Konto 578 786 108 // BIC 100 100 10





The web design is as reduced as possible in order not to interfere with the pictures that are presented. On the home page pictures are loaded randomly. The content of the menu fades in and out on mouse-over to keep the site empty and white. The gallery navigation is based on thumbnails.

2007, client Maria Kröger

Since physiotherapy is something very personal and intimate, the word mark is hand written to allude to the manual interaction. The curve below hints at the body contours as well as the hill ("Am Hain") that is located nearby. The favourite colours of the client structure the large amount of offered treatments and necessary content on the writing paper, business cards and flyers. They are also applied to the concept of the treatment rooms (e.g. towels, room names, treatment bench).

**Am Hain** Physiotherapie

Am Hain Physiotherapie  
Bötzowstraße 12 • 10407 Berlin

**Frau Prof. Dr.  
Friederike Müller von Kronstetten**  
Auf der großen Sonnenalm 45 a  
10405 Berlin

T 030. 67 30 16 63  
F 030. 67 30 16 65  
physio@amhain.de  
www.amhain.de

**Öffnungszeiten**  
Di bis Fr 10.00 bis 20.00  
Sa 10.00 bis 15.00  
und nach Vereinbarung

**Kontoverbindung**  
Maria Kröger \* PT Am Hain  
Berliner Sparkasse  
BLZ 100 500 00  
Konto 60 11 59 44 74

Berlin, 23.02.2007

Betreff

Sehr geehrte Frau Müller,

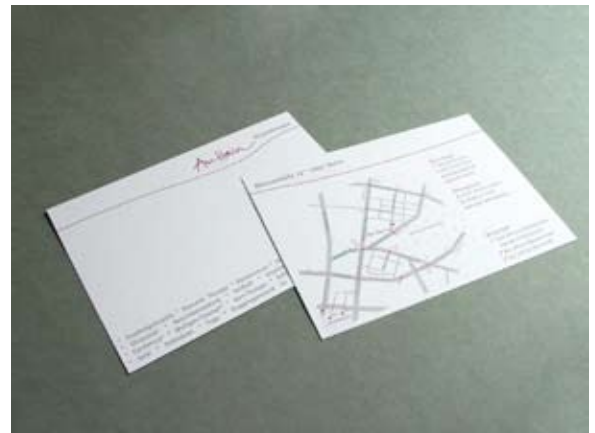
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque imperdiet nisi eget augue. Cras lobortis suscipit dui. Morbi lacus ante, malesuada vitae, rutrum quis, luctus sed, nulla. Maecenas quis ipsum nec dui egestas gravida. Aliquam sollicitudin metus ut lorem euismod tristique. Sed luctus, turpis ut feugiat aliquam, quam mi vehicula est, cursus porta odio purus non velit.

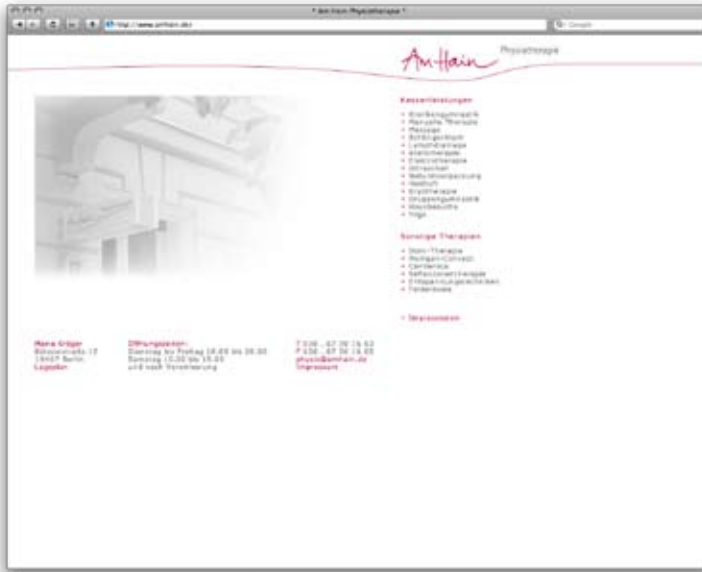
Mit freundlichen Grüßen,

Maria Kröger

**Kassenleistungen**  
\* Krankengymnastik  
\* Manuelle Therapie  
\* Massage  
\* Schlingentisch  
\* Lymphdrainage  
\* Atemtherapie  
\* Elektrotherapie  
\* Ultraschall  
\* Naturmoorpäckung  
\* Heißluft  
\* Kryotherapie  
\* Gruppengymnastik  
\* Hausbesuche

**Sonstige Therapien**  
\* Dorn-Therapie  
\* Mulligan-Concept®  
\* Cartiesica®  
\* Reflexzonenmassage  
\* Entspannungstechniken  
\* Reiki  
\* Feldenkrais  
\* Yoga





Clarity and simplicity were the main design aspects of this website. People should be able to find information quickly. Rather than going through the depth of a structured menu the user sees all content at a glance. Clicking on treatments or highlighted phrases as map or impressions opens a pop-up with a short description or some atmospheric views of the rooms and details that are part of the concept, clicking on the name of the therapist opens the mail programme.

PRODUCT DESIGN

first aid



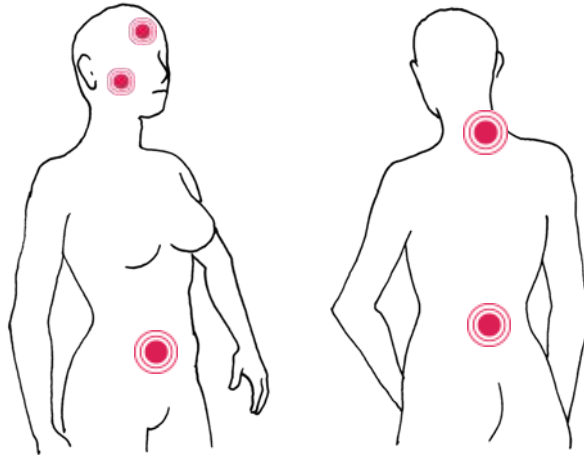
### 2003, Product Design

Based on common cold/hotpacks “bodypad” was developed. It can be “worn” like clothes, as it has a surface with a gecko-like adhesive structure. This structure functions because of the so called “Van-der-Waals-force”, which is a weak electrodynamic interaction of surface adhesion. The technical aspects have been developed by Nanobiologists from a Max Planck Institute.

The shape is a bent surface, which flattens under soft pressure and flips back into tension when the pressure is taken away. Yet it does not pop off the skin once applied. Because of this shape it can be put at every part of the body without overlapping material, because it stretches to adjust to the bodyshape. Only the starshaped stripes of the pad are elastic, the cells between the stripes are filled with thermogel. The material is a hightech plastic whose specific properties are suited to meet all requirements.

The pad is warmed up easliy either in hot water or in an oven or cooled in the freezer.

An excellent solution for drug-free therapy, ”body-pad” is to be used for the treat of minor bumps, bruises, muscle aches, strains, and sprains, tension head aches, menstruation cramps and toothaches, as well as for minor burns, scrapes, cuts, and insect bites.



Just apply where needed and remain mobile!

bodypad



1999, goldsmithing school, "Boxes"

box for tampons und tablets  
925/- silver ( blackened and goldplated)

decent secret



2000

The well known fork from the chipshop in a new dress. Cast in 800/- silver this fork is state of the art for the modern yuppie. Not only for fried potato stripes but for formal events or casual parties this serving cutlery is the highlight on a dinner table causing a twinkle in one's eye.

curry de luxe

JEWELLERY, 2000 – 2003



earrings



earrings



cufflinks



brooches



750 gold

oval



750 white gold, star rubies



925 silver, lemon citrine



750 gold, smoke quartz



750 gold, citrine



750 gold, amethysts,  
baroque freshwater pearls



900 gold, yellow southsea pearls

pearls and stones