
FACTS AND FIGURES

Company Name	Phoenix Design GmbH + Co. KG
Year of Foundation	1987
Headquarter	Stuttgart / Germany
Branch	Munich / Germany Shanghai / China
Managing Partners	Andreas Haug (founder), Tom Schönherr (founder), Harald Lutz
Managing Director	Bernd Eigenstetter
Mitarbeiterzahl 2017	71
Philosophy	Logic, Morals, Magic

Since 1987, Phoenix Design has been designing interaction: between the product and the user, between the brand and the consumer, between designers and their clients.

Cases in point: How do you promote an evolutionary change in how to take a shower? With a shower head designed for Hansgrohe that allows decalcification by the sweep of one finger – and that changes its water jet by the push of a button. How do you manage to achieve differentiation in a market replete with seemingly similar products? With camera lenses that convey the unique precision of the ZEISS brand right at first glance. How can house owners keep control of their building technology at any time, using an app? With the Viessmann “Home Automation System Vitocomfort”. Building technology these days is much more than just a switch and a boiler; it is a complex system of technological and digital products featuring future-oriented technologies.

For many years now, Phoenix Design has been defending the number one rank at the iF Ranking Creative „Design Offices“ at the iF Design Award and have received more than 750 design prizes. Phoenix Design is regarded as the leading independent product and interface design studio in the world. What’s much more important: these designs are convincing in terms of longevity and verifiable business success. In this respect, Phoenix Design follows the tradition of Bauhaus and Ulm school – embodying the virtues of German design. This also holds true for the ever more closely interlocking design of products and digital interfaces. Today, more than a third of the 71 Phoenix Design employees in Stuttgart, Munich and Shanghai work on Interaction Design topics.

Consistently oriented towards the user and typical for the brand, in open exchange with interdisciplinary design teams and the clients: that’s how Phoenix Design develops product and entire product ranges. In a word, with: logic, morals and magic.

History	<p>The careers of founders Andreas Haug and Tom Schönherr are very closely linked to the rise of modern German design. They have turned the design studio they founded in 1987 into one of the first addresses in industrial and product design. "For us it is important to take up and integrate the motivation and goals of our clients who call up on us for providing them with impulses for their strategy. We pay close attention to making the collaboration between client and external team of experts smooth and efficient. We are proud to be able to achieve this time and time again, sometimes forging relationships lasting decades." They have been honoured by the Lucky Strike Award for their lifetime achievement as well as by the German Design Award in the category "Personality" for their overall achievement.</p>
Service/Portfolio	<p>Strategy consulting, innovation workshops, research including trend, market and user analyses, technical and brand typical design, user-centric design, interface design, design for product series and across product portfolios, in-house model building workshop.</p>
Design Experience	<p>Office chairs and shelf systems, bathroom furniture and sanitary products, computers and robotics, household items and appliances, lifestyle and office accessories, camera lenses, fitness machines, medical technology, luminaire systems, machines, equipment and facility technology, building equipment, energy and heating technology, telecommunication, entertainment electronics.</p>
Clients	<p>Audi, Adidas, Arcelik, Axor, BenQ, Berendsohn, Bimos, Bosch, B/S/H, Casarte, Dürr, Duravit, Falk, Fraunhofer IPA, Fresenius, Gerresheimer, Gira, Gigaset, Haier, Hansgrohe, Hewi, Hirschmann, Huawei, Hüppe, Internorm, Interstuhl, Jotec, Kaldewei, KaVo, Lamy, Laufen, Leitz, LG, Loewe, Metrax, Mercedes-Benz, Midea, Miele, Neff, nvt, Osram, Pentair, Puma, Ronbow, Samsung, Schunk, Selux, Siemens, Siteco, Still, Telekom, Trumpf, Viessmann, Vorwerk, Wilkhahn, Zeiss.</p>
Design Awards	<p>*since 1987 more than 750 design awards, of which more than 400 won since 2008, e.g. Red Dot Design Award, iF Design Award, iconic Awards, German Design Award, Design Plus Award, Good Design Chicago, Plus X Award, Focus Open Design Award, DDC Good Design Award, etc.;</p> <p>*since 2007 iF Design Award: 1st place at iF ranking creative "design office"</p> <p>*2012 German Design Award/Persönlichkeit: Andreas Haug & Tom Schönherr</p> <p>*1998 Lucky Strike Designer Award für Andreas Haug & Tom Schönherr.</p>

Contact

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