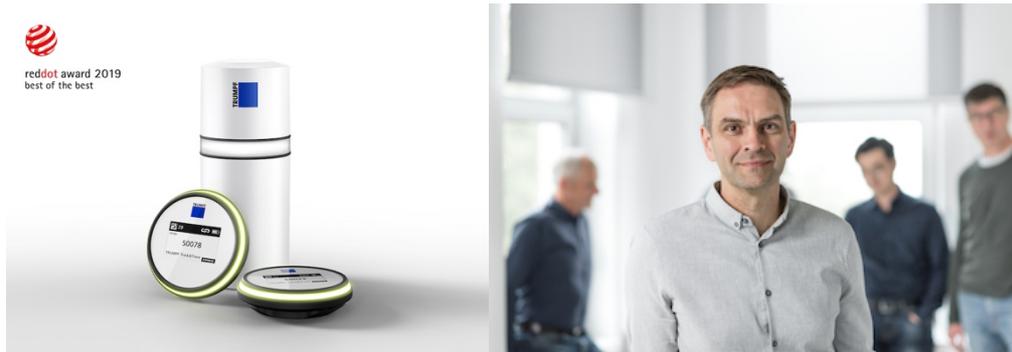


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Design Topic



Andreas Diefenbach on TRUMPF Track&Trace

Honored with the Red Dot Award 2019: best of the best

Stuttgart, 15 July 2019: Andreas Diefenbach, Phoenix Design Managing Partner, in an interview on TRUMPF Track&Trace, one of this year's winners of the Red Dot Design Award 2019: best of the best. He talks about the design, his philosophy, and general trends.

What is the guiding idea of TRUMPF and PHOENIX?

Making innovation and technology useable for people – smart and in a way that makes sense.

What was your goal when designing this product that has now received this award?

A new, specific language of form for the TRUMPF brand representing the topic of interconnection in an industrial environment for an indoor localisation system.

Is your work as a designer based on a particular design approach? And how does this make you stand out in the market?

With Track&Trace, usability is in the foreground. Each detail is subject to a clearly defined functional requirement. Reduce to the max is the essential design approach here.

When and in which conditions are you especially creative?

When working in a team, in personal exchange, that's where powerful creativity emerges. PHOENIX and TRUMPF complement each other in an ideal way in their attitude and in their professionalism.

How do you define quality / design quality?

Good design has to be convincing in an holistic way, it has to take into account social responsibility, and it has to provide a substantial user value for the people it is made for, speaking to them and touching them. Design with "Logic, Morals, and Magic".

Where will your industry be ten years from now? Which trends and developments do you foresee?

The products of the future will not be either physical or digital – as a rule, they will be both.

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Increasingly holistic design processes, integrated into the brand strategy as well as in digital technology.

Which product/project would you love to realise?

Each project has the inherent potential to break new ground. This brings about unique and differentiated offers which shape the future we will be living in and which safeguard the competitive edge of our clients.

Do you have a role model? Please give us a reason.

Our role models are our clients whom we regard as our partners. The courage and confidence they muster every day towards us are paragon values that challenge and motivate us every day.

What inspires you?

We are inspired by the future! We permanently question the status quo and develop the competitive edge of our clients into the dimension after the next. We always have a reason to improve ourselves and to develop further.

Where do you see the biggest current challenges for your industry?

The interplay of corporate and brand strategies all the way to user perspectives getting more and more subtle requires ever more competent and more agile design studio teams. Expectations get bigger and bigger, innovation processes get faster and faster.

What does winning the Red Dot: best of the best award mean to you?

It's a great honour! When a project like this is finished, you often look back on two or three years of development work. The evaluation of this result by an international panel of jurors comprising top design experts represents a very valuable reflexion making us very happy and motivating us very much.

About TRUMPF:

The high-technology company TRUMPF offers production solutions in the machine tool and laser sectors. It is driving digital connectivity in manufacturing industry through consulting, platform and software offers. TRUMPF is the world technological and market leader for machine tools used in flexible sheet metal processing, and also for industrial lasers. In 2017/18 the company – which has about 13,400 employees – achieved sales of 3.6 billion euros. More information at www.trumpf.com/en.

About Phoenix Design:

Phoenix Design is a studio for design and innovation, creating smart, meaningful, and substantial brand experiences which touch people – today, for tomorrow, and always driven by Logic, Morals, and Magic. Since its foundation, Phoenix Design has been honoured with more than 800 design awards, of which about 400 in the last five years alone, most recently receiving the honorary title of "Red Dot: Design Team of the Year 2018". With a clear user focus and typical for the brand: That's how Phoenix Design develops products as well as entire product portfolios. Focussed on the needs of the user and on self-explanatory interaction with the product. With the aim of bringing to life the brand identity in a way that's both brand-typical and emotionally touching. More than 80 staff at the Stuttgart, Munich, and Shanghai locations are working on creating Product and Interaction Design. More information at www.phoenixdesign.com.

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