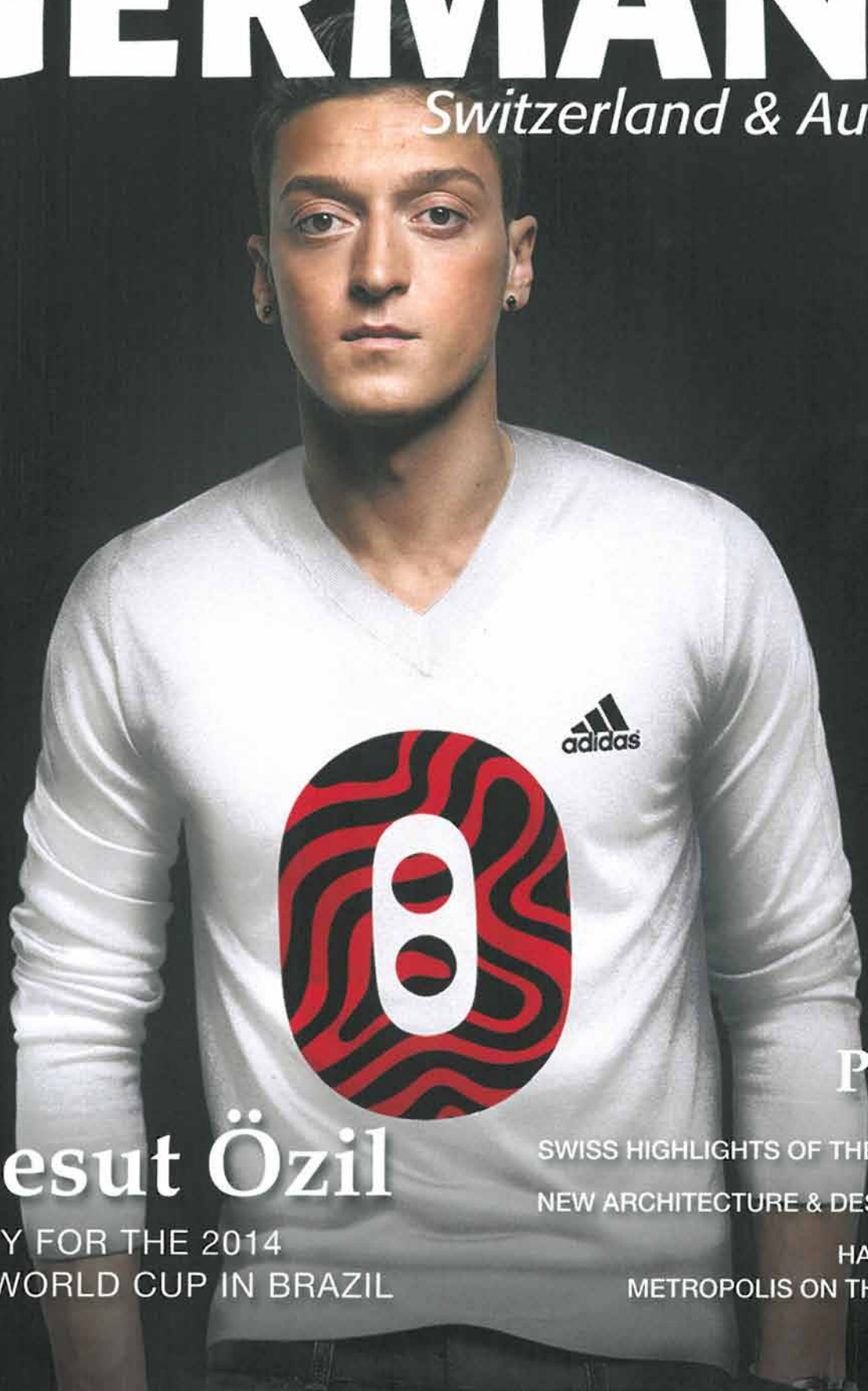


*discover*  
**GERMANY**

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**Mesut Özil**

READY FOR THE 2014  
FIFA WORLD CUP IN BRAZIL

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SWISS HIGHLIGHTS OF THE SEASON  
NEW ARCHITECTURE & DESIGN 2014

HAMBURG –  
METROPOLIS ON THE WATER



# ARTEFAKT industriekultur Dedicated to identity and simplicity

You name it, they have won it: Red Dot Design Award, German Design Award, Designplus ... In the past twenty-five years design studio ARTEFAKT have been honoured with numerous prestigious, internationally renowned design awards for their product innovations in the areas of construction, cycling and bathtubs. What is the secret of their success? "Reduce to identity," says Tomas Fiegl.

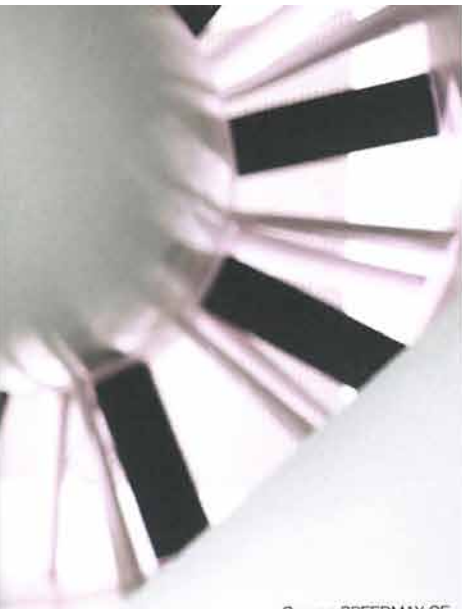
TEXT: CORDELIA MAKARTSEV | PHOTOS: ARTEFAKT

Industrial designers Tomas Fiegl and Achim Pohl are the heads and hearts of the Darmstadt-based design studio ARTEFAKT, one of the leading providers of design services at the interface with architecture. Their philosophy "reduce to identity" sounds simple but it implies a complex way of thinking and working. "There is an oversupply of products in the industrial nations which leads to an overstimulation of the con-

sumer. Newly designed products contribute to the confusing multiplicity. This is why we aim to give every product designed by ARTEFAKT a clearly legible formal statement, an identity," explains Tomas Fiegl. ARTEFAKT achieves this distinctive identity through simplicity and concentration on the essential. The result is a timeless design, independent of fleeting fashionable trends. From the visual point of view, this



Achim Pohl and Tomas Fiegl



Canyon SPEEDMAX CF timetrial bike tests in the wind tunnel



significantly extends the life cycle of the products and strengthens the consumers' trust in the brand.

### Revolutionising the bathroom

Achim Pohl and Tomas Fiegl look back on a long history of successful innovations. Dur-



ing their studies they won several design competitions and quickly got their first contract with the German bathtub and shower partition manufacturer Düker. As business went well, they decided to establish their own design studio ARTEFAKT industriekultur in 1989. International recognition came with the invention of the Düker Circolo, a flush-fitting shower tray on floor level, highly appreciated by design-conscious bathroom users and often imitated by their competitors in the following years.

In 2007, ARTEFAKT started researching and developing another future-oriented technology: the possibilities of digitalisation in the bathroom. The outcome: the lines of fittings JADO EVOLUTION and VIEGA TRIO E3. The evolution in the bathroom brings more comfort and safety for the user. For instance, the quantity of water and its temperature can be programmed for up to three people, thus eliminating the risk of overflowing or time-wasting temperature adjustment. Just one push with your finger and your bathtub fills up with water at your preferred temperature.

### Exploring new horizons: The CANYON SPEEDMAX CF timetrial bike

Roughly two years ago, the designer team started to turn a personal passion for cycle racing into professional success. "Apart from the necessary technical expertise, you need to have an emotional link to the sport if you want to work as a designer in the cycle racing industry," says Tomas Fiegl. They joined forces with Germany's leading racing bike manufacturer Canyon and, as a result, created the most aerodynamic bike in the world, the Canyon SPEEDMAX CF. Perfected in numerous tests in the wind tunnel at Drag2Zero in Silverstone, the SPEEDMAX CF is optimized to achieve the best possible time-trial performance. Hereby, the designers played an important part in work-

ing out the details like developing a miniature braking set which is integrated into the frame. The SPEEDMAX CF proved its qualities when the Russian professional racing team Katusha rode on it to success in the Giro d'Italia and the Tour de France races.

"Today, most manufacturers of high-end racing bikes are able to produce technically perfected, high quality bikes which look more or less the same. This is not in the interest of the manufacturers and that is why the design is of increasing importance in the developing process," explains Tomas Fiegl. Awarded with five design prizes for the SPEEDMAX CF including the Red Dot Best of the Best 2012 and German Design Award 2013, there is no doubt that ARTEFAKT will have a say in the future of the cycle racing business.

### 'Designed by ARTEFAKT' in UK

Since 1998, Ideal Standard, one of the UK market leaders for bathroom solutions, works in close cooperation with ARTEFAKT. "Most of Ideal Standard's portfolio carries ARTEFAKT's signature," says Fiegl. "At the moment we are working on a successor for the very popular bath ceramic series TONIC which is due to arrive on the market in 2015."

It only remains to hope that more UK companies will discover ARTEFAKT's timeless designs. They have a lot more to offer in their other areas of expertise: office, packaging, architecture and devices, such as the KITEO K-DESIGN LED light series which won the Red Dot Award and the iF design award.

[www.artefakt.de](http://www.artefakt.de)

Bottom, from left to right:  
Jado Evolution  
VIEGA trio  
KITEO K-DESIGN LED light series

