

form

The Making of Design

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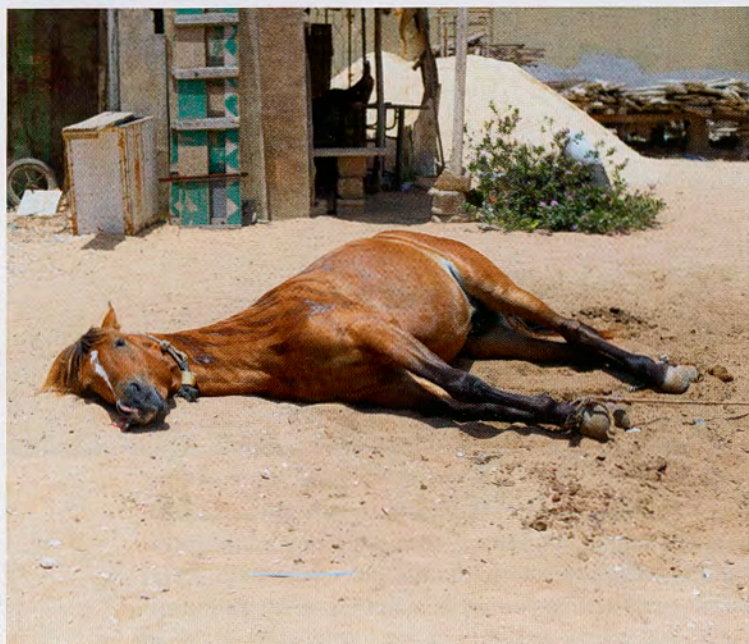
Schweiz 33 CHF, Spanien 20,90 EUR



Wo kommen die Ideen her?

Get Inspired!

Apart from books and magazines, visits to exhibitions, discussions with friends, and conferences, traveling is what inspires me most. I love being exposed to different situations, being surprised, seeing and experiencing things I was previously not familiar with, which couldn't be predicted, which have nothing whatsoever to do with my normal life. I often think I was born in the wrong era. I would much prefer to have been a discoverer, cowboy, or a bush pilot. Perhaps that's why I'm so drawn to foreign countries.



I was recently in Dakar, in Senegal with a photographer and an illustrator. The Goethe Institute had invited us to stage an exhibition about identity. Everything had to happen really quickly: we produced the show there in just under two weeks. We were able to involve a local font painter in our work, which was an intensive and enriching experience.

magmabranddesign.de; slanted.de; volcano-type.de



Sven Rudolph / Ding3000

Inspiration durch konkrete Gestaltungsvorbilder verführt mitunter zu Opportunismus und kann die eigenständige Kreativität infizieren. Deshalb suchen wir nach Inspiration möglichst fernab vom Designzirkus. Was uns dort begeistert, fließt – manchmal offensichtlich, manchmal unterschwellig – in unsere Gestaltung ein. Unsere Inspirationsquellen sind so vielfältig wie widersprüchlich. Weil es uns an dieser Stelle unsinnig erscheint, nur ein oder zwei Beispiele zu nennen, geben wir den Blick frei auf unseren „gesamten“ Inspirationspeicher: Unter www.ding3000.com/inspiration laden wir die Leser ein, in unseren Inspirations-Lesezeichen der letzten fünf Jahre zu stöbern. Abseits und zugleich in Relation zu dieser Sammlung suchen wir laufend Phänomene, Widersprüche, Ärgernisse, Paradoxien, Ideale ... und gehen damit schwanger. Diese kritische Masse ist so etwas wie die Ursuppe neuer Ideen. In Entspannungssituationen oder durch monotone Tätigkeiten wie Bahnfahrten können wir dann Intuitionsmomente provozieren: Vor vorüberfliegenden Landschaften erreicht das Nachdenken eine Art Schwerelosigkeit.

If you refer to actual role models in design for inspiration this can on occasion lead you to be opportunist and can infect your own creativity. That is why we look as far away as possible from design to find inspiration. Whatever enralls us flows – above or beneath the surface – into our design. Our sources of inspiration are as diverse as they are contradictory. Because there seems to us no point in quoting just one or two examples we are opening up our “entire” inspiration memory: At our website, www.ding3000.com/inspiration, we invite readers to browse in our inspiration bookmarks of the past years.

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