

Press Release from 24/11/2020

# Hans Gugelot

## - The Architecture of Design

### Extended until January 31, 2021

The Dutch architect **Hans Gugelot** (1920-1965) was a leading industrial designer and pioneer of system design in the period after the Second World War. From 1954 until his early death, he taught at the legendary **Hochschule für Gestaltung Ulm (HfG)**, to whose success he contributed significantly with his product designs. April 1, 2020 marked the 100th anniversary of his birth. The exhibition of the **HfG archive** is the first comprehensive museum presentation of the life and work of the designer in over 25 years.



In 1955, **Hans Gugelot**, together with students from them **HfG Ulm**, developed a new product design for Braun, with which the company caused a sensation at the radio trade fair in Düsseldorf in the same year. In doing so, **Hans Gugelot** followed the instructions of the company owners Artur and Erwin Braun to design products that would express the modern attitude to life: These were the devices to play the current Cool Jazz and to drive the "Muff" out of the apartments. **Hans Gugelot** thus shaped the beginnings of Braun design. In 1956, he developed the radio set "**SK 4**" together with employees of the **HfG Ulm** and the interior designer **Dieter Rams** who was employed by Braun. As the "**Snow White Coffin**", it became an icon of West German post-war design.

**Hans Gugelot** designed numerous industrial goods for leading manufacturers: furniture, sewing machines, razors, slide projectors and trains for local transport. In addition to his design work, **Hans Gugelot** was involved in teaching at the **HfG Ulm** and in the establishment of the **National Institute of Design** in India. Furthermore, he gave decisive impulses for the development of the industrial designer's professional profile. According to his understanding, being a designer did not mean to create superficial coolness. In addition to his design skills, a designer should also have an understanding of the technical function of an object and take user needs into account appropriately: This was the only way he could meet his social and cultural responsibility.

The **HfG-Archiv** shows with selected examples how **Hans Gugelot** transferred this attitude into his designs and at the same time set standards for industrial design until today.



## : Publication



Although **Hans Gugelot**, along with **Max Bill** and **Otl Aicher**, was one of the most influential designers at the **HfG Ulm**, his work is still largely unexplored. Here, the publication accompanying the exhibition closes gaps and reveals further research approaches. The individual essays deal with focal points of **Hans Gugelot's** oeuvre - such as the early developments in systematizing furniture design or his contribution to the appearance of the Braun company based on the design of the "**SK 4**". The essay on the role of **Hans Gugelot's** wife **Maike Gugelot** as his partner in life and work provides a new sociological approach. The study on **Hans Gugelot's** engagement in India refers to the typical approaches to international exchange in the 1960s.

The accompanying exhibition publication was published by **avedition**, Stuttgart, 160 pages with about 120 pictures, 28 Euros.

Pic.: Hans Gugelot (sitting) with his development group at the Hochschule für Gestaltung Ulm, 1960 Photo: Wolfgang Siol, © HfG Archive/Museum Ulm | Radio-Phono-Combination SK 4 "Snow White's coffin". Design: Hans Gugelot and Dieter Rams, manufacturer: Braun. Photo: Wolfgang Siol, © HfG Archive/Museum Ulm | Mattress sprung floor on the terrace of the HfG, elements of the children's furniture system in the passageway to the HfG studios, Braun appliances and armchairs in the saw, the large hallway of the HfG. Photography: Roman Raacke, 2020, | Hans Gugelot. The architecture of design, book cover, 2020. design: Guus Gugelot, photography: Roman Raacke

Further information on the exhibition is also available at [www.hfg-archiv.museumulm.de](http://www.hfg-archiv.museumulm.de)

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