Press Release 03/02/20

Hans Gugelot
- The Architecture of Design
21 March to 20 September 2020
Opening | Friday | 20 March 2020 | 7 pm | HfG-Archiv

After the Second World War the architect Hans Gugelot [hans guʒəlo] was a pioneer of German industrial design. He was an important personality at the HfG, his name stood for its success in the field of product development. April 1, 2020 marks the 100th anniversary of his birth.

Hans Gugelot came to Ulm in 1954 to the newly founded Hochschule für Gestaltung (HfG). In close collaboration with the owners of the Braun Radio Company, he and his team then developed a new product design for Braun, with which the company caused quite a stir at the 1955 radio trade fair in Düsseldorf. The new radio- and phonosets 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 subsequently designed numerous industrial goods for leading manufacturers: razors, furniture, sewing machines, slide projectors, burners for heating systems, trains for local transport. He was involved in teaching at the HfG as well as in the establishment of the National Institute of Design in India and gave decisive impulses for the development of the industrial designer’s professional profile.

With his product designs Hans Gugelot made a significant contribution to the success of the School of Design. In 1956, together with Dieter Rams, he developed the “SK 4” radio set for the Braun company, which became an icon of West German post-war design as the "Snow White's coffin".

With selected examples of his work the HfG-Archive will show how Hans Gugelot transferred this attitude into his designs and thus set standards for future generations.

: Publication

Although Hans Gugelot was one of the most influential designers at the Ulm school of Design, along with Max Bill and Otl Aicher, his work is still largely unexplored. This is where the publication accompanying the exhibition aims to close gaps and point out further research approaches. The individual essays deal with focal points of his oeuvre − the early developments in systematizing furniture design or his contribution to the appearance of the Braun company based on the draft of
SK 4. A new sociological approach is provided by the essay on the role of Gugelot’s wife Malke Gugelot as his partner in life and work; the study on Gugelot’s involvement in India refers to the typical approaches to international exchange in the 1960s.

Press conference | Do | 19 March 2020 | 11 a.m. | HfG-Archive
With the curator Christaine Wachsmann, HfG-Archive

Further information on the exhibition can also be found at www.hfg-archiv.museumulm.de


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Opening Hours
Tue - Sun: 11 a.m. - 5 p.m.
Thu: 11 a.m. - 8 p.m.
www.hfg-archiv.museumulm.de