

Press Release 2510412023

# : Plastic material - Magic material

## 17 June 2023 until 21 January 2024

### Opening | Fri | 16 June 2023 | 7 pm

## With the curator Christiane Wachsmann

Like no other material, modern plastics stand for democratisation in the world of things. They are suitable as substitutes for traditional materials, are cheap raw materials for mass-produced penny items, but also high-quality materials for industrial products with a long service life.

In 1959, a plastics workshop was set up at the **Ulm College of Design** (1953-1968). During this time, the profession of product designer developed into its present form. At the same time, more and more plastics came onto the market. The new materials were suitable for model making and at the same time held promise for the design of future industrial products. But how should one deal with them and the numerous new design possibilities? What rules of form and colouring should be observed?



The **HfG Ulm** was a school where socio-political commitment played an important role. Its members wanted to enable people to live a good life in democracy and freedom with well-designed products. To this end, they developed criteria that are still relevant today - also and especially in the current debate on plastic as a material.

# : Press conference

## Thu | 15 June 2023 | 11 am | HfG-Archiv/Museum Ulm

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Fig.: Walter Zeischegg, Wave plane ashtray in Olympic colours, 1966, photo Oleg Kuchar, (c) HfG-Archiv/Museum Ulm

: Further information can also be found at [www.hfg-archiv.museumulm.de](http://www.hfg-archiv.museumulm.de).