

**Andreas Lang**

Portfolio Industrial Design

2019



My name is **Andreas Lang** and I'm studying industrial design at the University of Applied Sciences in Munich. At the core of my approach to design lays the strive for a deep and preferably holistic understanding of the subject and its interactions with the world.

For me, design is about creating narratives which impact the world in a positive way. My interests reach from product design over science to architecture. My personal approach to design has always been manual craft with the sensual experience of making things.

## CV

**Aug 2018 - now**  
freelance designer / modelmaker / artisan  
mostly in exhibition- and set-design

**Sept 2017 - July 2018**  
working student at „EQS Group“ in Munich  
as an UX / UI Designer

**Oct 2017 - now**  
student workshop-assistant at the Faculty of Design of the University of Applied Sciences in Munich

**Oct 2016 - now**  
Design Studies at the Faculty of Design of the University of Applied Sciences in Munich

**2007 - 2015**  
Karls gymnasium Bad Reichenhall

## Skills

Adobe: AI, PS, ID, LR, BR, AE, PR  
Rhino 6  
KeyShot 6  
HTML, XML, CSS, JS

advanced knowledge in new manufacturing techniques, wood- and metal-working

German (first language)  
English (advanced)  
French, Spanish, Italian (basics)

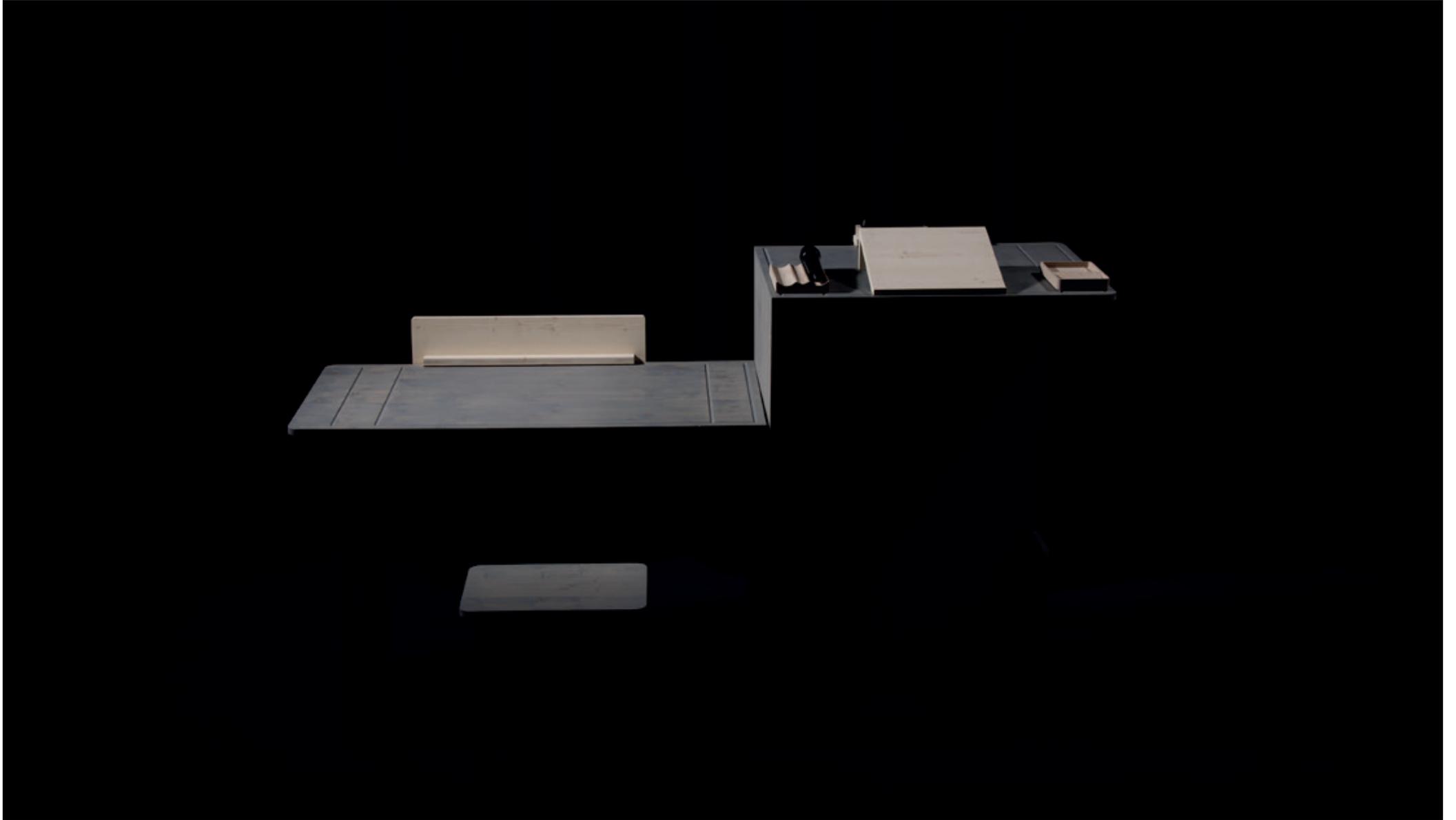
## Strengths

motivated, motivating, persistence, attentiveness, openminded, willing to work/willing to perform, rapid learning, reliable, able to take criticism, committed, structure, high sense of responsibility, ambition, curiosity

## Contact

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# RAHMENWERK



## RAHMENWERK

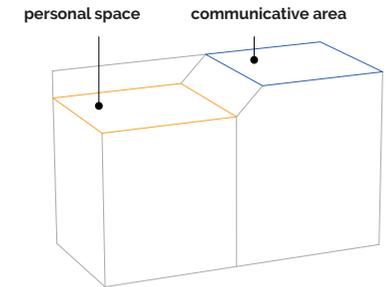
**In February 2019 the Faculty of Design of the University of Applied Sciences in Munich opened its new venue at the historical Zeughaus at Lothstraße 17. Presentations, exchange, and communication play an essential role at the Faculty of Design. Therefore, we developed Rahmenwerk to satisfy the faculty's presentation culture. The furniture system is a presentation-framework to enable and empower users during presentations.**

Team: Alicia Rühr, Julian Kern, Severin Popp, Nicolas Prinz and myself

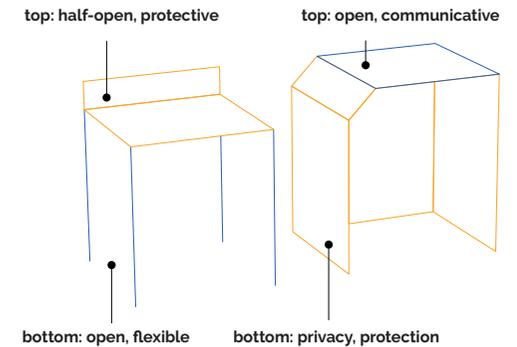
In the first semester in our new building, the project group „LOTH17 / Neue Möbel“ developed furniture concepts which reflect the faculty's spirit. Based on Jan Gehl's research methods in urban planning and architecture we came up with a methodological approach to analyze and evaluate behavior patterns in the new spacial circumstances.

The analysis of typical presentation situations at our faculty brought divergent demands on the presentation furniture to light:

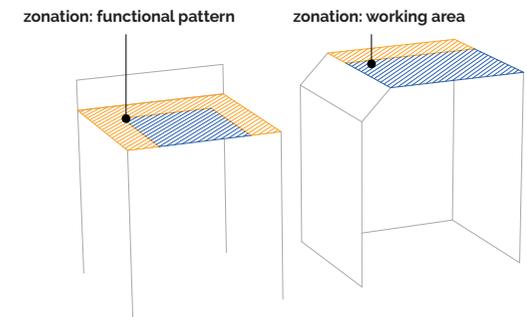
1. The furniture divides itself into an undisturbed, „communicative“ area and a personal space which provides a place of retreat and room for presentation preparations.



2. The conscious creation of open spaces and shielded areas lead to two autonomous zones - a speaker's desk and a working table.



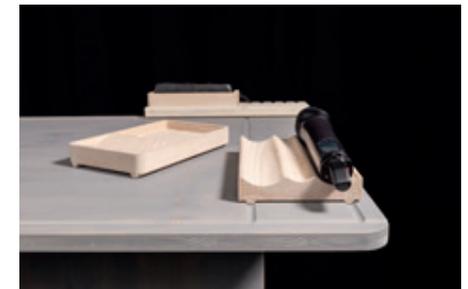
3. In order to lay the presenting person's focus on the presentation itself, the working area is decoupled from storage areas. Corresponding add-ons are provided for microphones and cables. A functional pattern is the link between working area and add-ons. It visually and functionally structures the working area and acts as a connecting element for the add-ons.



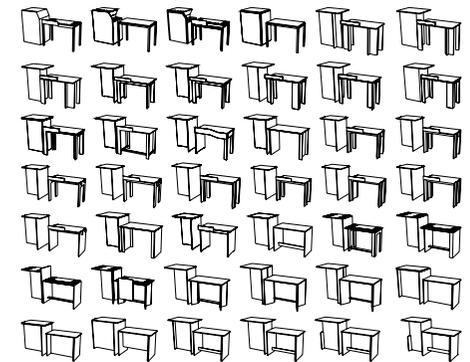
## RAHMENWERK

Rahmenwerk offers great support for a successful presentation. The design communicates with its users via deliberately arranged planes. The speaker's desk's open side invites the presenting person onto the stage and leads into a protected space. The speaker's desk as well as the working table play with open and closed zones. This enables the user to determine whether he or she wants to be shielded from the audience or wants to present with less spatial separation from the audience. The arrangement of working areas proposes a structure without patronizing the user. Add-ons like the microphone holder, the blind and wedge playfully move throughout the furniture system and can be placed individually.

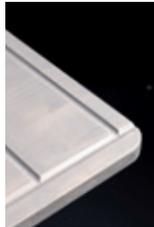
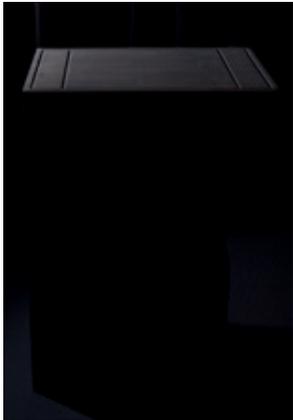
Rahmenwerk flexibly responds to different styles of presentations. The furnishings serve frontal lectures as well as workshop situations. The speaker's desk and the working table can be used in combination as well as separately. The longitudinal symmetry axis contrasts common presentation furniture and yet ensures the usability from both sides. The functional planes give the design its prototype-like character.



During the design process we came up with many iterations. To survey our concept for its practical use, the first prototypes were tested at various events at our faculty.



## RAHMENWERK



© Philipp Dettmer, Kurzgesagt

The final design was inaugurated at the opening ceremony of the new building and received great attention from prominent speakers like the Bavarian Minister of State for Science and Arts Bernd Sibler.



Photo by Lena Schmidbauer



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# STELE / LOTH17

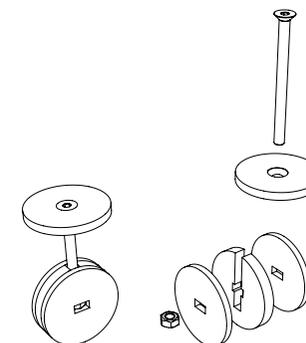
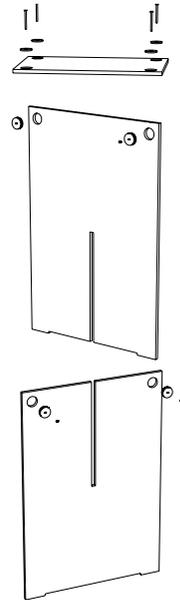


## STELE / LOTH17

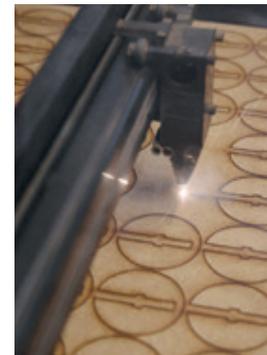
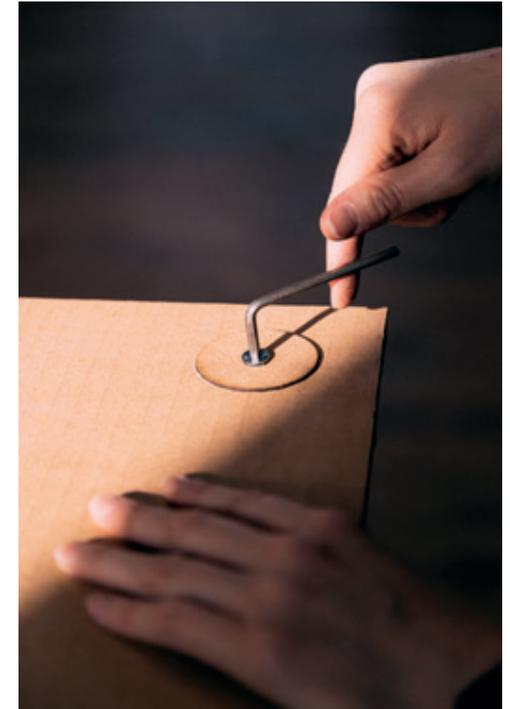
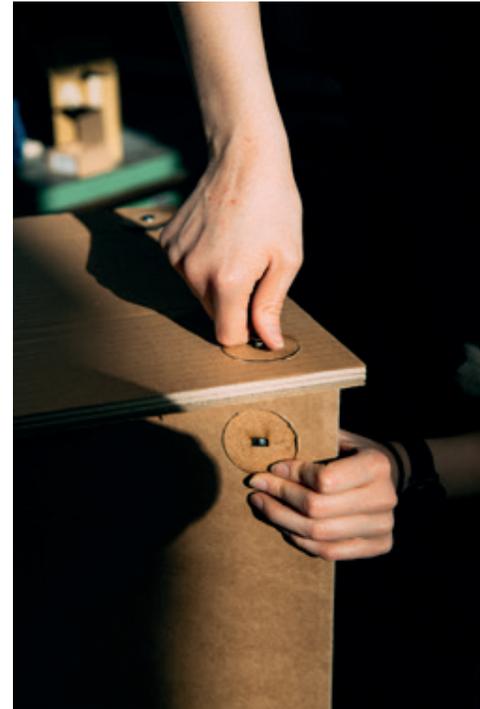
In February 2019, the Faculty for Design of the University of Applied Sciences in Munich celebrated its new residence at Lothstraße 17. For the three-day opening event, we designed and produced 30 exhibition displays.

Team: Alicia Rühr, Julian Kern, Severin Popp, Nicolas Prinz and myself

The requirement to find an inexpensive solution which could be produced in-house in a short time resulted in the Stele made of triple wall corrugated board, connected via MDF joints, screws and nuts.



## STELE / LOTh17



# LIVING MATERIALS



## LIVING MATERIALS

### What makes materials valuable?

We are clueless about the production of our everyday objects. Sometimes ignorance is bliss, for instance when it comes to the industrial processing of animals. My personal approach to materials is manual craft I followed the traditional work steps of the traditional leather production process. From slaughter to stitching. Thereby a „waste product“ - the cow's stomach turned into a personal object of value.

The project group's projects were exhibited at the Biotopia Festival „Hautnah“ at Schloss Nymphenburg in Munich.



## LIVING MATERIALS

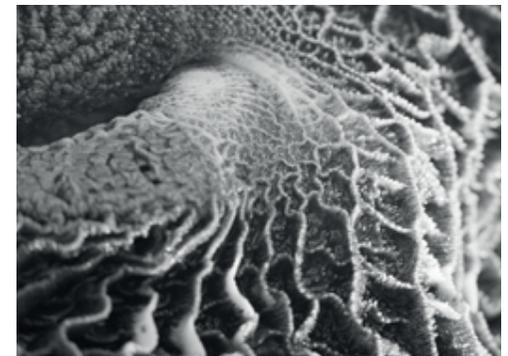
I wondered: What makes materials and objects valuable to us? How do values develop?

We daily surround ourselves with hundreds of products of which we know nothing. Neither the origin, nor the manufacturing process. In our society, it's all about the product itself. We consume it, use it and don't hesitate to discard it. To deal with the question for value I dedicated my semester-project to leather - one of the oldest materials used by humankind.

The story about leather starts at the cow's paddock. After the animal is slaughtered you can start making something from the animal material.

I didn't work with the cow's skin but its stomach which is normally thrown away. It has beautiful structures which no one would normally see.

I started cleaning the cow's stomach. Because of the smell this is a very unpleasant process. But somehow, during the daily work on my project I started kind of loving the stinky stomach. Finally, I made this wallet. It is quite crooked, stiff and still stinks a bit. But through the process of making it, this wallet got very special for me and I even can overlook the smell. Maybe, this wallet the most valuable object I've ever possessed.



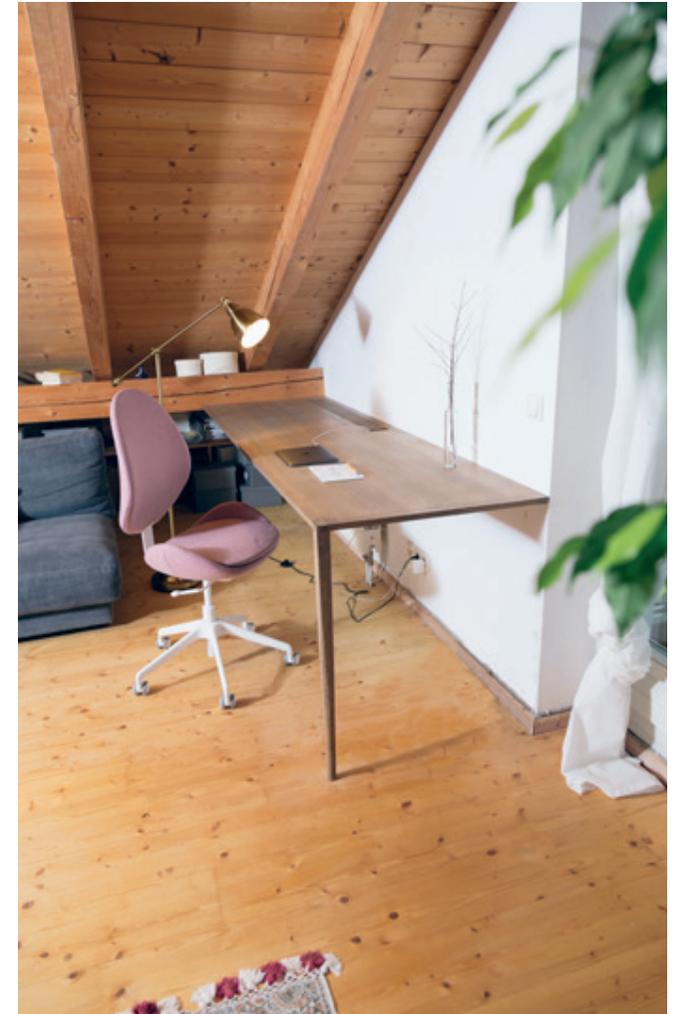
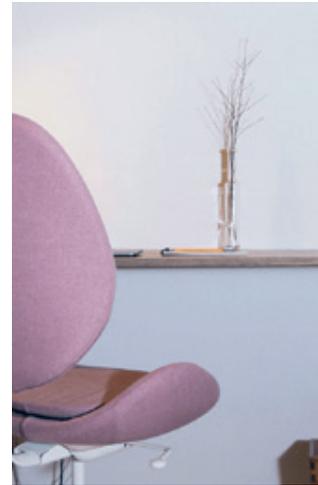
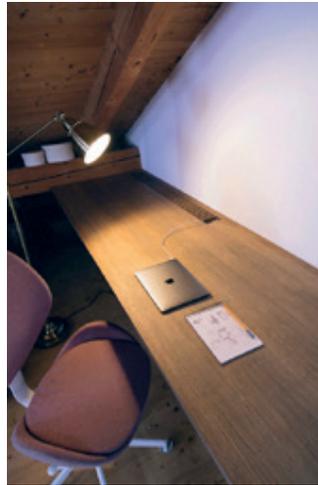
# BUILT-IN-TABLE



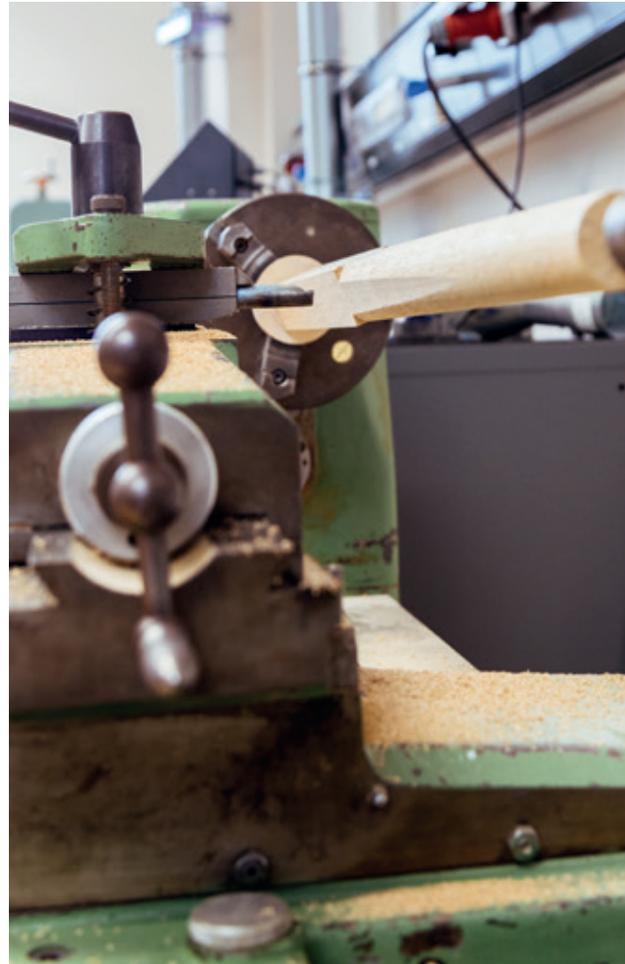
## BUILT-IN-TABLE

### A desk for special special requirements.

On the opposite side of this built-in table is a couch. Therefore, the desk had to appear lightly when viewed from the side. Further, the hot air from a radiator underneath the desk had to pass through slots in the table. The slot on the right side is wider and functions as a cable outlet. I used traditional wood joinery to connect the different parts, which gives the desk an interesting but not overwhelming character.



**BUILT-IN-TABLE**



# BIOPHILIC FURNITURE



## BIOPHILIC FURNITURE

**How does perception work and how is it influenced by industrial manufacturing processes?**

In "biophilia" Edward O. Wilson suggests that humans possess a seek for connections with nature. Our perception has been evolutionary shaped by natural structures. Mass production introduced high quantities of similar, rectangular shapes to our lives. One could argue, that mass produced furniture ignores the initial urge to connect with individual forms of life in the human habitat.

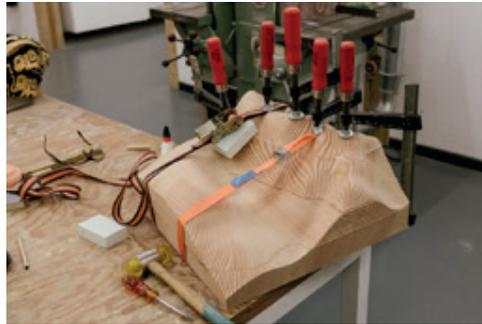
Furniture is commonly known as structurally separated objects, each fulfilling a certain purpose. Most of the times, the way of using furniture is clearly predefined and communicated through specific affordances. Common furniture doesn't offer any interpretative freedom for the user to come up with own ways of using the furniture. Therefore, you have to fit in the grid of predefined and limited possibilities of using furniture. I want to ask for a form which leaves room for interpretation and inspires people to explore the object and ways of using it.



## BIOPHILIC FURNITURE

Inspired by topologies, my object has an organic appearance, which makes it "readable". This makes the object more accessible to the user. The design also doesn't have specifically defined and communicated affordances. Much more, the object provides the opportunity to be used in different ways.

For inspiration I looked at mountains. They always gave the impulse to be explored. My project wants to trigger this exploratory spirit at a smaller scale related to furniture. Further, the user has to be creative and has to envision own ways of use. This could make our everyday life more interesting, exciting and pleasant.



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