

OSKAR VON MILLER FORUM

Press Release

Trains and travel landscapes – design for public transport

A lecture by Alexander Neumeister, Industrial Designer, on 9 July 2015 at 6.30 pm at the Oskar von Miller Forum

The design of trains and travel landscapes is a perfect example of technology-oriented design, where life span is measured in decades and where interdisciplinarity characterises collaboration in a team. At the same time, innovation doesn't just mean "different at any price", but rather also signifies optimization and careful development. A wide range of projects, from design of high-speed trains to urban underground rail in Europe, Asia and South America, are the starting points for reflections on design processes in practice, and also on alternative forms of travel.

Innovative production possibilities, technologies and materials are appearing almost daily that are changing our notions of product design. Through digitalization, smart grids and the "internet of things", new social models are becoming conceivable that will change our ideas of design when it comes to developing new products, as will the challenge of how to better integrate design into a broader product cycle.

About Alexander Neumeister

Alexander Neumeister is one of the most well-known high-tech industrial designers. Among his most famous designs are the German ICE high-speed trains, the Transrapid Maglev train and the Japanese Shinkansen "Nozomi 500". His groundbreaking designs also include numerous local trains, suburban rapid transit trains and urban underground trains for Germany, Japan, China and Brazil, not forgetting of course Munich's C1 and C2 underground trains.

As a graduate of Ulm School of Design as well as recipient of a scholarship from Tokyo University of Arts, he founded "Neumeister Design" in 1970, specializing in the areas of medicine, professional electronics and transport. In addition to working on projects for a variety of large German corporations such as Deutsche Bahn, Deutsche Bank, Thyssen Henschel, BMW or Siemens, between 1990 and 2011 he was engaged as a design consultant with Hitachi Japan.

He has received many national and international awards for his designs, including the Brunel Award for his design for the ICE-V, the "Design Team of the Year" award, design prizes of the Federal Republic of Germany for his design of the ICE3 and ICE-T trains as well as numerous "IF" and "Red Dot" awards. His design for the latest "Transrapid" was chosen as the motif for a special postage stamp series on "Design in Germany".

In November 2011 he was awarded the "City of Munich Design Prize" and in January 2015 he received the European Railway Award in recognition of his achievements in the field of railway design. In early 2012 Alexander Neumeister left N + P Industrial Design (formerly Neumeister-Design). Today he divides his time between Germany and Brazil.