



ATELIER BRÜCKNER spaces

Atelier Bruckner studio knows how to design a place to immediately draw in visitors, catch their attention. The studio creates a complete picture and atmosphere that appeal to “all 5 human senses” [X].

The concepts are designed in the company’s offices in Stuttgart. 70 different designers are working there. All of them are working as one team, and even on the webpage they are all could be seen by public, Atelier Bruckner studio is not keeping in secret the names of their designers, when other companies do. It is a very creative atmosphere on their workplace and this brings in the creative diversity, when the team is running 20 projects at the same time [X].

Design Philosophy

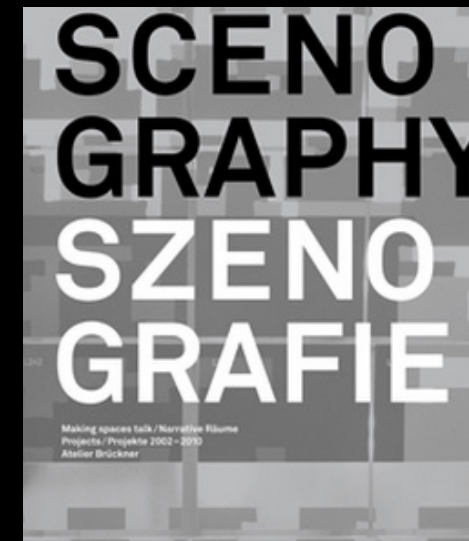
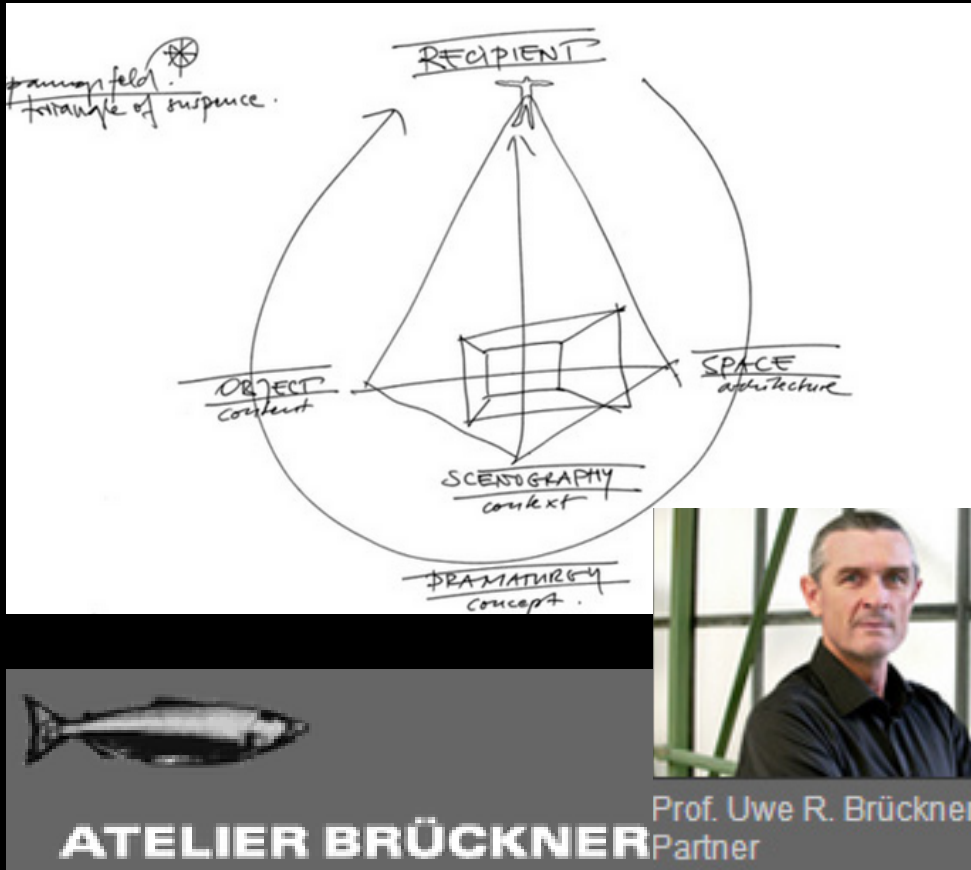
It is not just an exhibition of contents, but there are different stages in products presentation. Behind these projects there is a creative genius, architect and set designer - Uwe Brückner.

The company's philosophy is to make "form following content", so to design interiors through scenographic aspects.

The aim of Atelier Brückner studio crafts is to scenographic the compositions, to bring life into any exhibition.

The importance of finding a harmony between form and contents of the product is one of design elements that company brings through graphics, illumination, media, space, psychological human direction, colour choices and human ergonomics.

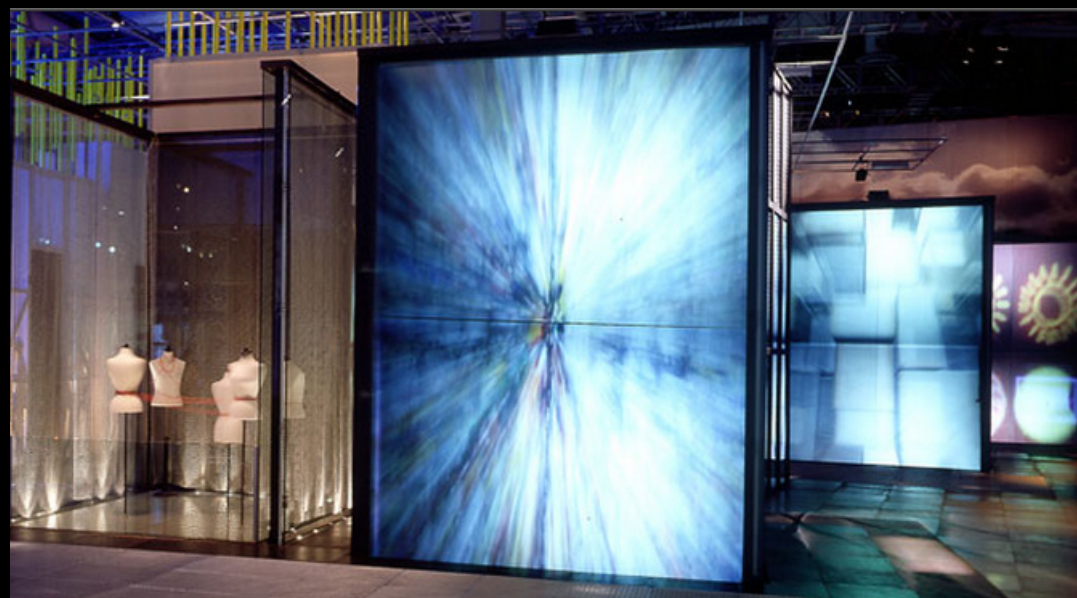
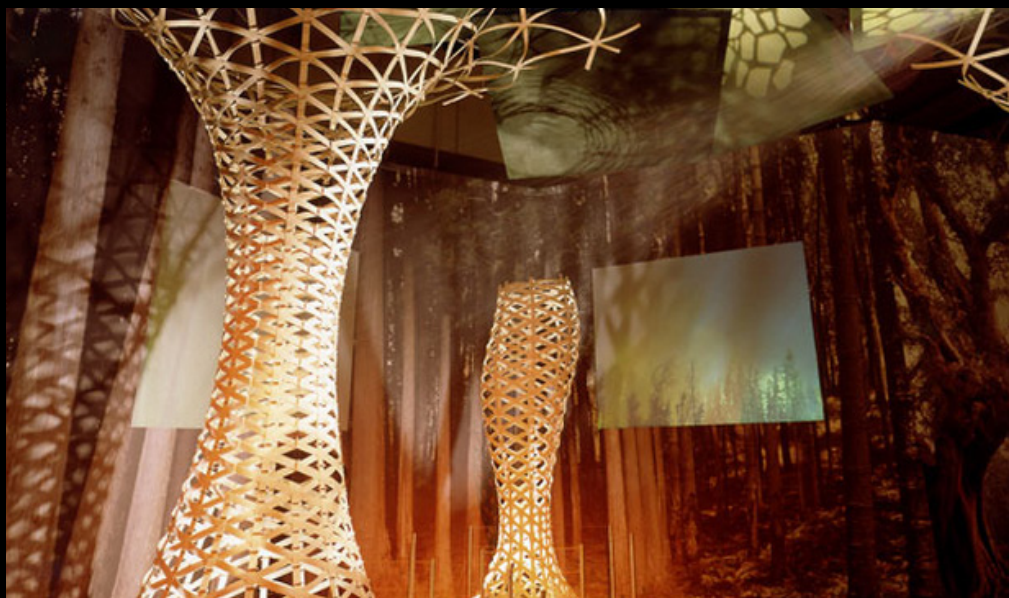
The Atelier Brückner studio designs and develops interiors to translate, show contents in an "exciting way" [X]. Way showing the visitor through the exhibition and allowing user to feel the design, feel the story behind it.



Nature Design, Analogies

Harmony was found in the nature: Sky, waterfalls, trees, grass creates the environment of relaxing beauty of the interior design.

Black forest in History museum, Stuttgart, in exhibition room, is presented with birds singing, forest branches moving sound as a background, smell of trees that is what it means by scenography, this is what people like.



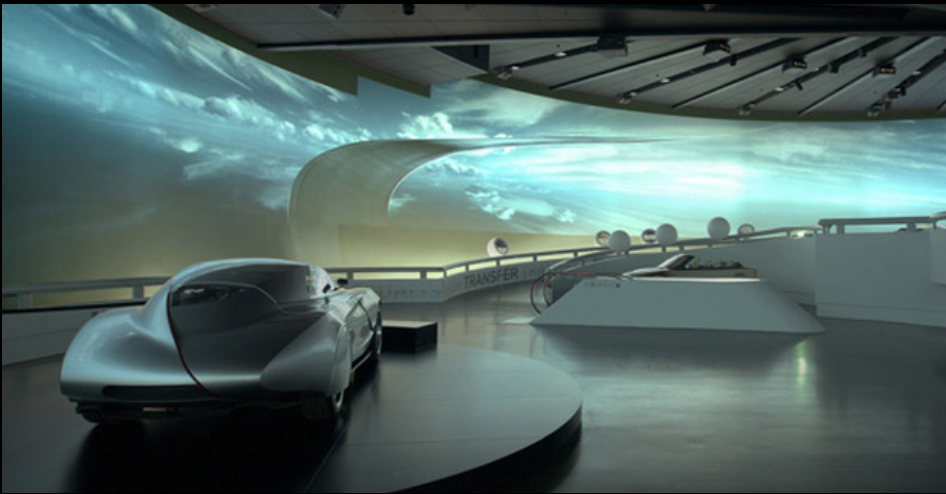
Inanimated objects that live

Atelier Bruckner studio makes history accessible to visitors. In traditional museums there is always so much to read before you can understand what is going on, but Bruckner makes the contents speak for itself.

The designs of plinth play a big role in exhibit presentation.

The materials and colour choice that was chosen to design them was developed in the way to perfectly pass to the products.

As an example, in the BMW museum a rich and antique looking redwood for an old style cars that were presented in white interior, made a perfect harmony and eye catching for visitors. Another example is engines display in the BMW museum.



Industry with Nature and The Book

The book by Atelier Bruckner studio “form follows content”, introduces and defines different stages in the design process and encourages young designers to use more story boards “just like in filming” [X], helping to visualize the events and gives more in-depth problem knowledge elements.

All the interior and exterior design projects Atelier Bruckner studio generated in futuristic looks, considering industrial and future tech developments and bringing analogies from the environment, making the designs more sustainable and eye-appealing to nature lovers.





Comparing Birmingham's Library, LDM and Bruckner's style

The colour choice and the thought behind the interiors design are similar in any of these places. The main reason for this innovative, modern colour choice is to underline the exhibits and bring more life into them, to catch visitor's attention to the design and space around it, so that user could feel that he is a part of this composition.





1|2|3|4|5|6|X|ETUBE

Fakten

→ ETUBE Online Shop
→ Presse Kit Download (0,5M)
→ Trailer



ETUBE: Was uns am Herzen liegt, hat doch größeren Wert.

Verpacken will gelernt sein, den wer achtet nicht darauf, das seine geliebte Brille, Größteres Füllbehälter oder die immer rein zu haltenden Konserven einen robusten Schutz bekommen. Dabei heißt robust nicht immer gleich unzerstörbar. Klappen und Öffnen bedeutet nicht immer eine großtechnische Anstrengung. Das Patent ist so einfach wie charmant und überlegt eben diese meist so unzerstörbaren Charakteristika in ein geschmeidig wie schokolade Erlebnis.

In vorgestellten Produktbeispiel setzt sich der Körper der Verpackungshülle aus zwei halbovalen Schalen zu einer festen Einheit zusammen. Der Aufklappmechanismus wird durch zwei links und rechts in Führungsrillen angebrachten Hochleistungsgeringen geleitet, die in sich verdrillt sind. Dadurch wird der geschlossene Körper verbunden und die Umklappfunktion ermöglicht. Fein platzierte, verdrillte Konstruktionsdetails wie Führungskanten erheben sich aus der offenen Grundschalenform und stellen das Modul funktionell wie auch visuell mit einer präzisen und durchdachten Erscheinung aus.

Den wirklichen Charme verleiht das Modul in seiner Nutzung – den Moment des Öffnens. Die Schalen lassen sich von beiden Seiten ausgehend mit sanftem Druck öffnen und in einer weichen Bewegung ohne Störung flücken an flücken dreht sich. Diese Bewegung formt die Konstruktion so fein, dass ein sanftes wie jedoch optimales Verhältnis von Gefühl und Funktion entsteht.

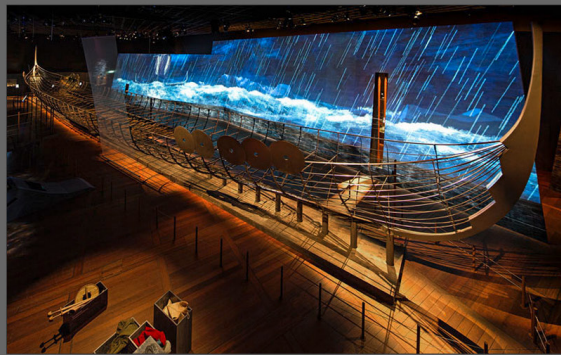
Was die wichtige Frage der Langlebigkeit dieser Ringe betrifft, gibt es eine klare Aussage von Florian Widmann: «Die in sich geführten Ringe lassen sich ohne Beanspruchung so, so werden konstant aus der Antriebstechnik entnommen. Eine Abnutzung oder über die Zeit entstehende Porosität ist ausgeschlossen.»

Die Einsatzmöglichkeiten dieser Verbindungs- und Klappkonstruktion sind universell und bieten höchsten Komfort und Langlebigkeit auf fast allen wie annehmenden Nischenformen.

Wirkliches Vergleichen – wie beständig wirkliches Vergleichen bleibt findet man heute bei wenigen Anwendungslösungen.

Florian Widmann ist das mit seinem Produktdesign in Form, Gefühl und Funktion geklungen.

Viking



1|2|3|4|5|X| Viking ship – staged

A Viking ship staged via a "liquid screen concept" is the centrepiece of the special exhibition "Viking" in the National Museum of Denmark in Copenhagen. The original pieces of the wreck are embedded in a metal skeleton visualizing their former position in the ship and its surprising size. – With 37 meters in length it is currently the largest Viking ship ever found. The exhibit floats in an animation film sequences realised with traditional animatic techniques appear on a semi-transparent foreground area and a wide panorama behind. The ship is magically brought back to life.

Lifeliu

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By lifeliu
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Atelier Bruckner >> Form follows Content



2002 «form follows content»
Edited by Carney Lynd
Morgan
Avalonbooks 18,2002

PROLOGUE

CLM+ Design today seems to be getting more and more complex and challenging, requiring most and more skill. URB+ And more relation and integration, and also more structure in the design process to maximize the potential of a concept and ensure a successful result. When I reach design, I stress structure, and I stress inspiration, so when my team and I

Life is about sharing your happiness with others.

如果您发现了值得分享的幸福,请分享给周围的人。幸福是分享出来的,您也可以从别人的幸福中分享到自己的幸福。email: contact_lifeliu@gmail.com

A List of Exhibit

Studio
Graphics
Interactive
Magazine/Drama
Museum
Architecture
Jewelry
Art
Innovation
City travel
Creative
Great blog
German Kong

Login

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找回密码
忘记密码
WordPress.org

The Main Issues and Comments

The main issue with the website that it was not developed by Atelier Bruckner studio, but by a different company that did not follow the design principles, thought and expression through the representation of the works through the web.

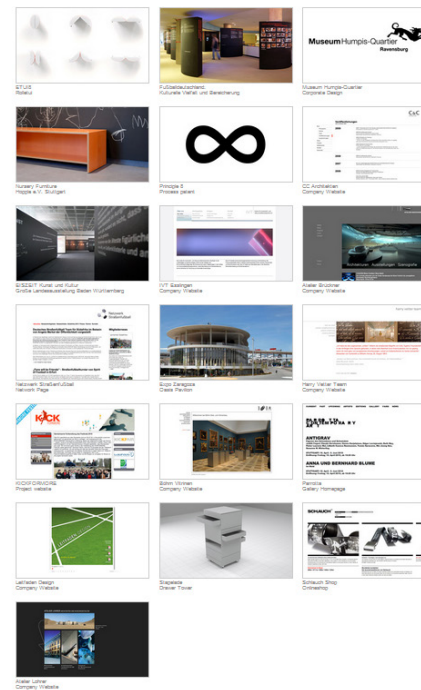
The website was designed by “desingcoop.com” and looks very similar.

The styling of the website is taken from the design of the “designcoop”, even the front and image side show was similarly represented.

Overall Atelier Bruckner’s website is a really inspirational place where many designers can get inspiration from and customers will get a lot of information about the company and what they do.

designcoop

Project Overview 项目概览



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Museum

Museum
Ausstellungen
Messen und Events
Architekturen
Projektentwicklung
Bühnen
in progress

