

BraunPrize 1974

BRAUN

Documents and photographs from the Braun Archive relating to the fourth BraunPrize competition in 1974:

Original press releases

April 1974

Fourth edition of the Braun Prize for Technical Design

Braun Prize for Technical Design presented for fourth time

Once again, this year's outstanding solutions to design problems stand to win a share of the 25,000 DM prize money.

The competition is open to young designers and engineers from all over the world. Not less than 158 entries from 18 countries applied for the last Braun Prize competition in 1972. The competition is not linked to the Braun AG product range (which regularly receives awards for the high quality of its design and technology) in any way.

The jury for this year's Braun Prize competition, which, as in previous years, is awarded in cooperation with the Design Group of the Federation of German Industries, consists of Dr. Fritz Eichler (Königstein), Sir Misha Black (London), Dieter Rams (Kronberg im Taunus) and Dr. Hans Wichmann (Munich).

— The closing date for entries is July 10, 1974. Details of the entry conditions are available from Braun AG, D 61476 Kronberg/Ts., Postfach 115 and from the Design Group of the Federation of German Industries, D 5000 Köln 51, Oberländer Ufer 84-88.

November 1974

Braun Prize for Technical Design 1974

Endowed to the tune of DM 25,000, the Braun Prize for Technical Design has been presented in cooperation with the Design Group of the Federation of German Industries at the Institut für Neue Technische Form in Darmstadt.

The Braun Prize is an international competition which seeks to promote and encourage young industrial designers and engineers. The prize is given by Frankfurt-based Braun AG, a company which regularly wins awards for the technical and design quality of its products. The prize, which is not linked to the company's product range or any particular subject area, is awarded in recognition of outstanding solutions to design problems with a technical dimension.

The 118 entries from 15 countries which were submitted for this year's Braun Prize were assessed by the competition jury under the chairmanship of Dr. Fritz Eichler from Braun AG. The other jury members were Sir Misha Black (Royal College of Art, London), Dr. Hans Wichmann (Deutscher Werkbund Bayern e.V., Munich), and Dieter Rams (Braun AG). The jury awarded Braun Prizes to four projects:

- Microfilm Reader by Wolfgang Fabian (Ulm/Mannheim)	DM 6.800
- Outboard Motor by John Edward Grainger (London)	DM 5.000
- Filing/Sawing System by Ming Leung and Nicholas Leon (London)	DM 5.000
- Small Band-Saw by Jörg Spiecker (Hagen/Dortmund)	DM 5.000

The jury also selected four projects for special recognition awards of DM 800 each.

BraunPrize 1974

BRAUN

From the archives

Braun Prize 1974 - 1st Prize

Microfilm reader

1st Prize: DM 6800

Jury's analysis:

Use of microfilm records is growing constantly in the fields of education, industry and a wide range of professional contexts.

In view of this trend, a design for an enhanced microfilm reader is of particular interest.

Although this project is based on existing mechanical and optical principles, it stands out thanks to its significant ergonomic enhancements.

Compact and portable, the unit is simple to operate. The special quality of this project is to be found in its design which is logical and thought out down to the smallest detail.



Designer

Wolfgang Fabian (Werkkunstschule Wuppertal)



BraunPrize 1974

BRAUN

From the archives

Braun Prize 1974 - 2nd Prize

Small band-saw

2nd Prize: DM 5000

Jury's analysis:

While the basic mechanism of this unit is familiar, the designer of this model has demonstrated that careful attention to the design of the details leads to significant simplification of the formal elements and improved operating and maintenance procedures. This saw is also safer to use. The shavings can be collected easily and the integral stop in the saw table is a good solution.



Designer

Jörg Spiecker (Werkkunstschule Wuppertal)



BraunPrize 1974

BRAUN

From the archives

Braun Prize 1974 - 3rd Prize

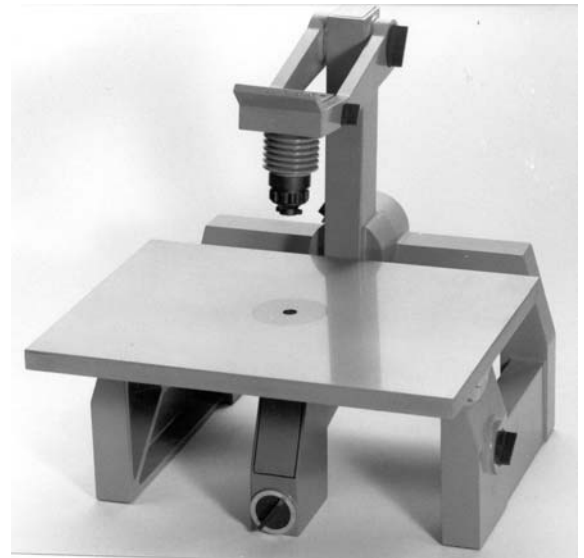
Filing and sawing system

3rd Prize: DM 5000

Jury's analysis:

This system can perform complex filing and sawing processes rapidly thanks to its movable arm and the swiveling function of the table. The system concept is not a new one, but this design offers greater mobility and is also more practical to manufacture and operate than existing models.

As the designers themselves observe, the pneumatic drive system used in this design requires further development. The new ideas and clear structural statement which are to be found in the details of this project are its most striking features.



Designers

Ming Leung and Nicholas Marc Leon (Royal College of Art, London)



BraunPrize 1974

BRAUN

From the archives

Braun Prize 1974 - 4th Prize

Outboard motor

4th Prize: DM 5000

Jury's analysis:

This straightforward outboard motor is aimed at consumers who attach greater importance to economy, performance and easy maintenance than flashy styling.

This project achieves exactly what it sets out to do, with the added bonus that its straightforward design gives it a very distinctive appearance. Although it consists of standard components, they are assembled intelligently to enable simple operation and maintenance while ensuring low noise and minimal vibration.

Designer

John Edward Grainger
Royal College of Art, London



BraunPrize 1974

BRAUN

From the archives

Braun Prize 1974 - Special Recognition Awards

Each of the following projects receives a prize of DM 800:

Wheelchair



Designer

Jörgen Frey, Folkwangschule Essen

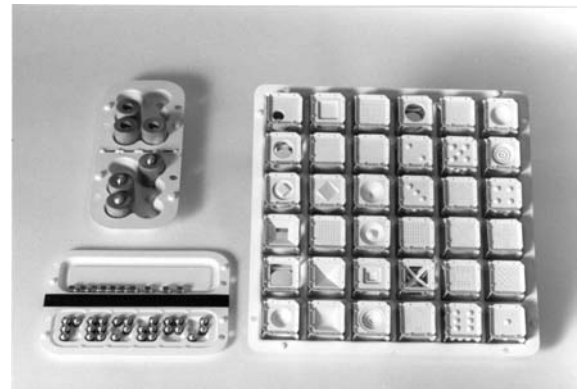


BraunPrize 1974

BRAUN

From the archives

Play and learning system for visually handicapped children



Designer
Károly Szabó, Budapest Academy



BraunPrize 1974

BRAUN

From the archives

Breathing equipment



Designers

Laurence Gunzi, Mike Nuttall, John Stoddard
Royal College of Art



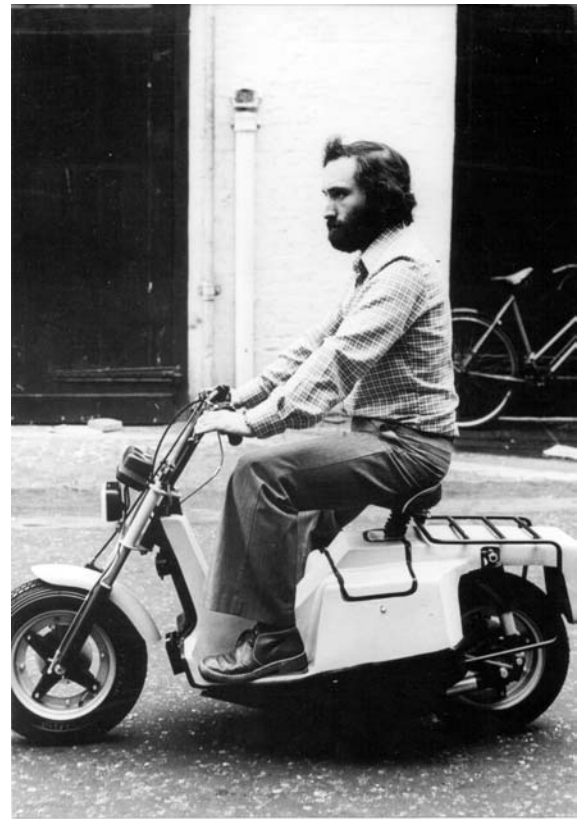
BraunPrize 1974

BRAUN

From the archives

Electric moped

Designer
David Marrs, Royal College of Art



BraunPrize 1974

BRAUN

From the archives

Braun Prize 1974 – Jury members

Dr. Fritz Eichler, Königstein



Sir Misha Black, London



Dr. Hans Wichmann, München

No photo available

Prof. Dieter Rams, Braun Kronberg



Braun Preis 1974 - Betriebsspiegel 1975

Ausgabe 75

Design-Prämie selbst abgeholt

Károly Szabó aus Budapest, der beim Braun-Preis 1974 eine Anerkennung für sein Spiel- und Lernsystem für sehbehinderte Kinder erhielt, kam nach Kronberg, um sich seine Geldprämie abzuholen.

Im Verlaufe seines zweiwöchigen Aufenthaltes besuchte er unter anderem das Darmstädter Institut für neue technische Form, um sich über die Arbeiten seiner Mitbewerber zu informieren.

Rodney Mills, Leiter des Geschäftsbereichs International, empfing Szabó in seinem Büro, um ihm zu seinem Erfolg zu gratulieren. Rudi Müller überreichte dem Ungarn als Präsent von GB-I einen Braun-Rasierer.

Mit Hilfe von Lajos Palinkas, Konstrukteur bei Braun und gebürtiger Ungar, der die Simultanübersetzung gekonnt vornahm, brachte das Fernsehen eine Sechs-Minuten-Lifesendung über die von Szabó entwickelte Lernmethode. Da alles sehr schnell

ging, blieb den beiden nicht einmal Zeit für ein richtiges Lampenfieber. Szabó, der jetzt für eine Elektrofirma in Budapest das Design übernehmen soll, verlebte die Weihnachtstage im privaten Kreis eines Braun-Mitarbeiters.

