



FREIE UNIVERSITÄT BOZEN
LIBERA UNIVERSITÀ DI BOLZANO
FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für
Design und Künste

Facoltà di
Design e Arti

Faculty of
Design and Art

11 designer

Eleven alternatives to the official logo for the football world championship 2006

»We do not have to give up yet« - following this motto the German national designer-team presented themselves on the pitch in mid January 2003. Opponent: the official logo for the football world championship in 2006. Reason enough for design professors Fons Hickmann and Klaus Hesse to go onto the offensive, German design has a lot to lose in the end. They got two sweaty half-times done and united other nine design studios to guarantee a maximum of goals with their counter-proposals. Today it is done, the game is nearly over: the eleven designers present their ideas and opponent logos at the University of the Arts in Berlin. With the adequate fairness of the world cup organization committee as referee, the eleven designers might force an extra-time.

11 designer:

ade hauser lacour, Frankfurt, www.adehauserlacour.de; büro uebele, Stuttgart, www.uebele.com; cyan, Berlin, www.cyan.de; Factor Design, Hamburg, www.factor-design.com; Fons Hickmann m23, Berlin/Wien, www.fonshickmann.com; Hesse Design, Berlin/Düsseldorf, www.hesse-design.de; nowakteufelknyrim, Düsseldorf, www.nowakteufelknyrim.de; Ruedi Baur, Leipzig/Paris, www.integral.ruedi-baur.com; Uwe Loesch, Düsseldorf, www.uweloesch.de; moniteurs, Berlin, www.moniteurs.de; Die Gestalten Verlag, Berlin, www.die-gestalten.de.



This exhibition has been presented, together with graphics of the students of the Faculty of Design and Art at the Free University of Bozen – Bolzano, during the AIAP's annual meeting ("associazione italiana progettazione per la comunicazione visiva" - Italian association of graphic designers), which was held from 27. – 29.05.2005 at the Free University of Bozen/Bolzano, in cooperation with the Faculty of Design and Art.