



design by **f maurer** | vienna

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about f maurer

f maurer, 48, lives and works in Vienna and in Waldviertel, Lower Austria. Founded in 1989, his design office „design by f maurer | vienna“ is focused on product design and interior design.

statement

Irony and emotion are the important elements in our design work, representing the „salt in the soup“. We love quotations, aha experiences and functions which are perceptible only at the second sight – and with all that in mind we create simple, characteristic and functional products for people. Successful products, satisfied clients as well as international design- and innovation prizes confirm our way of doing.

clients (shortlist)

anthologie quartett, Germany

artek, Finland

artificial, Germany

Deknudt Decora, Belgium

FunderMax, Austria

Ingo Maurer, Germany

Jansen+Co, Netherlands

madera living, Thailand

mono, Germany

Petritsch Laboratory, Austria

Quasar, Netherlands

Raumgestalt, Germany

awards

Form 2009

German Crafts Association, Frankfurt, Germany for „WoodTower“ in the collection of Raumgestalt

Form 2007

German Crafts Association, Frankfurt, Germany for the bowls and vases „Dance of the Glasses“ for Raumgestalt

Award of the Creative Industries, 2006

Cultural Department of Burgenland, Austria, for the product series „Winology“

Steel Innovation Prize 2006

Steel-Innovation-Centre Duesseldorf, Germany, for „concave“ oil lamp of mono

Nomination for „Designpreis der Bundesrepublik Deutschland 2006, Germany

Federal Ministry of Economics and Technology, Germany, for „concave“ oil lamp of mono

Good Design Award, 2005, Japan

Japan Industrial Design Promotion Organization, for „concave“ oil lamp of mono

red dot award; product design 2005

Design Zentrum Nordrhein Westfalen, Germany, for „concave“ oil lamp of mono

Design Plus Award 2005

Ambiente Fair Frankfurt, German Design Council and Association of German Chambers of Industry and Commerce, Germany, for „concave“ oil lamp of mono

ADEX Award for Design Excellence 2005 and 2004

Design Journal, New York, Platin Awards for „concave“ oil lamp of mono

Design Report Award 2003, nominated

design report, Germany, for the „snow“ bench

Award Creative Energies, 1995

OMV in cooperation with mayway for CD Furniture Vienna

Barbara Jahn-Rösel, assistant editor in chief, magazine „Wohnen“, Vienna, about f maurer

When a designer uses his own name as a label, it shows how much he or she identifies with what he or she does and stands for. One such designer is **f maurer**, who is so internationally established that his name seems familiar and enigmatic at the same time. The form the label takes rouses the curiosity of even an insider as to what sort of person hides behind it. „F“ stands for Franz, an admittedly proud native of Burgenland, an Austrian who thinks in international dimensions and enjoys overwhelming success, particularly abroad. As a child he took his first steps towards expressing constructional ideas using Lego bricks, a development which was later continued in an apprenticeship in cabinet-making, where he learned the basis for his handiwork and drew ever closer to the concept of design. After his training, when he directed the building of backdrops for a photo studio and took on the challenge of the design, he began to use his own creativity and started down the path to becoming a designer. An exact starting year, though, cannot really be determined for Franz Maurer. As „Franz, der Retter“ (Franz, the Knight in Shining Armour), he sprang in at a gallop for close friends and family when they needed a useful and practical design solution. With his healthy ambition, he knew how to turn things into truly wondrous everyday articles which could fulfil their functions perfectly. Franz Maurer does nothing halfway. This credo is just as valid today as it was in the beginning phases of his career. Since the early 1990s he has been creating items that render one's home or private ambience beautiful or charming. For him, the challenge in designing lies in growing into a project and then to grow with it until it is so perfect that it is absolutely marketable. The focal point is the person and thus the target group that is to be addressed. In the process, the own designer personality must sometimes step aside. Maurer himself describes his personal approach to design as fundamental, because he likes dealing with materials and functions. To look at things, chiefly those of the industrial branch, from a different angle, belongs to his job as a designer. Otherwise, designs like „snow“, the bench made of snowboards which have been put together, or the ring made of Lego blocks could never have been created. Maurer's creative field of operation can be just as little limited as his imagination, which moves from furniture to interior concepts, from lighting fixtures to other objects.

Accompanied by a feeling of responsibility for his fellow man, Franz Maurer likes to regard things from the perspective of the person who holds the final product in his or her hands – the result of what Maurer himself had sketched out with his ever-present companions of pad and pencil. For him, irony and feelings are what make a design interesting. He always enjoys discovering the human element in a thing and bringing that forth in a reduced and essential form; and, of course, his favorite piece is always the one he is working on at the moment. One of Maurer's strongest passions is for light, with an obvious preference for light bulbs, which the designer has captured in the most varied of forms. He has particular affection for the fire cauldron „concave“, produced by the German stainless steel manufacturer Mono and which received a red dot award in 2005, a prize regarded a bit like a German design Oscar. The result of this challenge to design an item connected with the medium of fire without, however, betraying the source of the flame, most certainly ranks among his greatest achievements. To be able to combine reduced, unadorned elements and a mood-creating atmosphere into a single object is Maurer's unique personal strength. A room filled with good feelings when someone is using one of his creations with satisfied smile on his or her lips – that's what Franz Maurer loves to see: for this smile – he says it himself – is his reward.

Publications

International Design Year Books, London

Pure Austrian Design, 2005; Juland Vienna-Barcelona

360° Design Austria 2006; designforum Vienna

Venus, 2001; ,Creativ Club Austria,

International & national media

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