

## Inhaltsreferate

an Durchschnittswerten, die schon bei kleinen Abweichungen zu Belastungen für den Werk tätigen führen.

Grimms Darlegungen und Materialien fußen auf neuesten Ergebnissen. Grund genug, dem Gestalter, der um ein breites Wissen von interdisziplinärem Charakter bemüht sein muß, dieses Buch zu empfehlen. Er wird im Selbststudium wertvolle Erkenntnisse in seine arbeitsbezogenen Überlegungen übernehmen können.

Die zweite Frage, die sich dem Rezensenten beim Lesen dieses Buches stellt, ist die einer methodischen wissenschaftlichen Kooperation. Wir denken dabei an die geplanten Vorhaben des Rates für Gestaltung, die mit Hilfe wissenschaftlicher Kooperation die Anwendung neuester Erkenntnisse – so hier auf dem Gebiet der Medizin und angewandten Hygiene – sichern sollen. Unseres Wissens fehlt dafür heute noch eine Methodik, die die für die Arbeit der in der Praxis stehenden Gestalter notwendige Sammlung, Aufbereitung und Information zu einem System verklammert.

Diese zweite Frage wird natürlich vom vorliegenden Buch nicht beantwortet, aber es könnte Anlaß für eine wissenschaftliche Auswertung generell geben.

Hill

Redeker, Horst

### **Aesthetics and theory of information (Remarks on Max Bense's „Aesthetica“)**

Methods of cybernetics and the theory of information are not finally of interest in aesthetic areas for instance in designing useful products (consumer goods as well as capital goods) and in advertising.

Max Bense, whose theories are represented in his „Aesthetica“, is one of the pioneers connecting aesthetics and cybernetics. Trying, however, to have advantages from Bense's knowledges supposes a profound investigation of his philosophical conception. This may reveal contradictory features penetrating his aesthetics. On the one side theory of information enables us to define more precisely the nature of aesthetic information, on the other Bense looks upon aesthetic information predominant formally and from the viewpoint of statistics, whilst, on the contrary, the real process of aesthetic communication is not considered. From this fact derive Bense's problematic sentences: aesthetics of signs (micro-aesthetics) is substituted for aesthetics of semantics (macro-aesthetics). By this means only a redundancy function is conceded to the social subject of an aesthetic information (e. g. subject, worth, truth, meaning). The cause of this all is to be found in the disturbance of aesthetic communication in bourgeois society, excepting the field of advertising, where Bense's theory seems to become fertile most easily.

Bense, Max

### **Aesthetics and advertising**

Semiotics and the theory of information are essential branches of research in human communication, consequently are laid the foundations – according to Max Bense – of a theory of advertising. „Advertising“ understood as „information“ means transmission of wares in worths. The producer must be regarded as a sender of ware, and the consumer as receiver of its worth.

Garnich, Rolf

### **Constructing design-objects**

The author proposes a general method to find out objectively and to describe (in holistic sense) aesthetical states in analytical as well as synthetical processes of design-objects.

Zitzmann, Lothar

### **Thoughts on a general basis of design education**

Thoughts about a general elementary training system of designers practised methodically at the Highschool for Industrial Design in Halle, GDR, are presented.

The function of such a design training must be looked upon less in mediating special techniques and transmitting experiences, but rather in the education of behaviour in visual creation.

Reindl, Tadeusz

### **Exhibition „Function – Form – Quality“ in Warsaw**

In the field of design of industrial products several exhibitions on the part of socialistic and capitalistic countries took place in Warsaw in the last years. This fact offers us the comparison with the exhibition, which was arranged by the Zentralinstitut für Gestaltung, Berlin, in december 67 / january 68 in the rooms of the Institute of Industrial Design in Warsaw.

The author concludes, that the designer from GDR knew to make plain their social task and to demonstrate well the role of system-thinking in designing functional coherences. His positive judgement relies on the distinguished interest of visitors as well as on the echo of many specialists.

Küster, Volker

### **Pharmaceutical production; advertising-packaging**

Advertising pharmaceutical products and drug ware is directed towards two sociological groups: physicians and consumers. For this reason stress is laid upon partly enterprises (the image becomes important in this case), partly products. Advertising must consider to design of packaging that is more than mere information. Relative to the particularities examined the author demands to pay attention to some rules for designing advertisements and packaging.

Neutra, Richard

### **Planning the design**

Investigating influences of environment such as physiological, especially visual, acoustic, and thermal, plays an important role with Richard Neutra's planning the design.