

der Schulen werden nicht koordiniert mit denen der ungleich wirksameren Massenkommunikationsmittel. Was vermag schon ein Philologenverband auszurichten gegen zwanzig Redakteure eines Groschenblattes, gegen eine pervertierte Kommunikations- und Bewußtseinsindustrie? Unser Bildungssystem krankt nicht an seiner mangelhaften elektronischen Ausstattung und Programmierung, sondern daran, daß die Flut der ... Informationen und Eindrücke nicht sinnvoll geordnet und ausgewertet wird ... Die Jugend will endlich ein Bildungssystem des 20. Jahrhunderts. Vor diesem Verlangen verblasen alle föderalistischen Basteleien."

Ein neuzeitliches Spielzeug, besonders geeignet für Kindergärten und Krankenhäuser, wurde von der Gugelot Design GmbH Neu-Ulm entworfen und vom Kunststoffwerk W. Neuner, Waldkreiburg/Obb., auf den Markt gebracht. In der Gestalt eines Fabelwesens, das Krokodil, Schlange, Pferd, Elefant, Fisch, Wolf oder auch Eisenbahn sein kann, setzt es der Kinderphantasie keine Grenzen. Sechs Bauelemente aus weichem Kunststoffschäum (40 x 30 x 25 cm) bilden den Körper des Fabelwesens.

Neben weiteren Spielsachen, wie Pferdchen, Ente und Seehund, werden auch Bänke, Stühle und Hocker aus dem gleichen Material hergestellt.

Im Norden der Stadt Dresden, in unmittelbarer Nähe der Dresdener Heide, wird ab 1971 eine Trabantenstadt mit 10- und 14geschossigen Häusern errichtet. Hier sollen dann 50 000 Menschen Wohnungen erhalten.

ICSID (International Council of Societies of Industrial Design) macht auf folgende Publikationen aufmerksam:

1. Industrial Design: An International Survey, von Misha Black. 130 S., Englisch
 2. ICSID Design Bibliography. Herausgegeben vom Rat für Formgebung. 240 Index-Karten pro Jahr, Englisch
- Zu beziehen vom Sekretariat des ICSID, 2 Rue Paul Lauters, Brüssel 5

International conference on problems of design

Leading representatives of the design-organizations of the socialistic countries met for their annual consultation, which took place in May 1968 in Berlin. Four sections reported on special problems and the position of their work.

The results of this conference may be further measures for increasing the efficiency of design within the process of evolution in the socialistic countries.

Ekkehard Bartsch

The rôle of design within society of socialism

In socialistic society instead of predominant economical motives of human behaviour the consciousness of social and economical relations and aims is effecting and with that the ability to create planned the suppositions for a high material culture of the whole people.

In order to establish an equivalent material environment for the large scale of individual and social necessities the laws must be found in the multiform phenomena of human behaviour and way of life.

Problems arising from objective possibilities of designing the environment of our socialistic society related to system may not be solved from the point of view of art.

Instead of looking the problem upon only visual-aesthetically – practised frequently nowadays – it has to be tackled on the principle of extensive comprehension.

Bartsch, Kliner

Training the designer in the GDR

The Zentralinstitut für Gestaltung asked formerly students of high-schools for design as even exponents of the management of industry for their opinion on the quality of present designer-training and instructing, for their critique and their proposals.

Werner Miersch

On Terminology and Typology of signs

To overcome the divergences of terms in the field of signs involves to establish a system of all thinkable signs. On the basis of some models a scheme proposed by A. Schaff and representing a

useful typology (composed from two given graphs and extended) is explained. It allows designers and theorists to put in order signs of peculiar interest.

Alexander Mitscherlich

The town of future

Professor Dr. Alexander Mitscherlich, progressive bourgeois scientist, reviews modern urbanism arguing for the meaningful new-arrangement of town and its environment.

He recognizes the problems of existence of society under the conditions of capitalism and makes no effort solving them by altering the socioeconomic conditions but thinks to overcome them by personal behaviour of man.

Towns of future

For architects, urbanists and designers a prognosis of projecting is important. The immoderate growth of our towns and their social and economical development allows architects to devise new solutions. Thus the architect V. Lektjev presented in Moscow on a conference the social pattern of the town of future, the idea of a spatial "Metapolis", a structure adapted to dynamic changes.

Walter Gropius

Visual school (extract from his paper for opening the exhibition "50 years Bauhaus" Stuttgart, 1968)

The Bauhaus undertook the trial to develop a visual science piling up observations of physic and psychic nature. The investigation of human behaviour conveys for the designer as well as for the architect new means of communication helping to regain the lost relation with the life of society.

The Bauhaus experience was marked by collaboration and exchange with other people.

Standing the test of criticism clarifies and enlarges own thought and leads to a qualified raised production and to increased productivity of the team.

Gerhard Dunkel

On the third biennale of Industrial design at Ljubljana

From april till may 1968 the yugoslavian exhibition took place with international participation.