

Submission to the topics announced by DHS, GfDG:

- Bauhaus as industrial design catalyst
- Intellectual property

**„The entrepreneurial power of design schools - like Bauhaus – as driver for business models for industry yesterday and tomorrow - case studies: profitable partnerships in architecture and textile”**

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**ABSTRACT**

If we look at Bauhaus as business excellence model, we have to look at the power of business’ men like Walter Gropius and Mies van der Rohe, and their influence in industrial design and architecture in practice AND in design education in history. Focussing Bauhaus presence and education system for creative industries, these personalities used their income and their market awareness to organise the design school. Their buildings demonstrated that Bauhaus teacher occupied constructing architecture for eternity – matching to the spirit of modernity, but always with support by rich entrepreneurs and an intellectual playground. Teacher at Bauhaus were used to create market suitable products, but very often profit was based on “partnerships” with women at Bauhaus. They gave great impulse for “new” design and architecture: beneficial partnerships, based on mixed teams, but not in time to announce women as *official* project-partner. Beside this, beneficial economic, practise based projects mirrored back the drive of interdisciplinary combined courses of Bauhaus for a changing market. Following design education strategies, today we use concepts like *thinking design* in interdisciplinary AND hierarchy less AND cross cultural creative playground in succession of Bauhaus education heritage, to come to advanced business models in design /-education.

Further aspects of the long paper:

- Bauhaus: influence in industrial design history
- Relationship in economic interests and the genius of male creative minds at Bauhaus and their ideal partnership: case studies: Lilly Reich, Lotte Stam-Beese, Anni Albers
- Who is interested in practice based / applied solutions for industrial products - what a kind of market / demands
- Thinking Design in relation to design education history in Germany
- Retroactive effect for industrial design education BRANDS in history and tomorrow

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