



Light up Cultural Spaces

Franziska Poddig – Bachelor of Science Design-Engineering
franziskapoddig@gmail.com

Shaping a mindset in contemporary design: Genderembracing Fashion

Design language in Bauhaus architecture: a comparative analysis of design strategies and gender stereotypes exemplified through the works of Anni Albers and Ludwig Mies van der Rohe

On the occasion of the 100th anniversary of the Bauhaus, Franziska Poddig's bachelor thesis deals with the life and oeuvre of Anni Albers and Ludwig Mies van der Rohe. The aim is not only to analyse the design language of both artists, but also to highlight commonalities in thinking and designing. These similarities, visualised through fundamental design elements, such as lines and choice of material, demonstrate the transferability of the Bauhaus design language to various disciplines. At the same time, it exposes the anachronism of gender stereotypes, then as now. The eight-pieces collection „In_Line“, which is part of the bachelor's thesis, takes up the ideas of the Bauhaus through a restrained, timeless language of form and the use of high-quality, non-synthetic materials. Besides, the mindset of „genderembracing“ fashion, discussed in the theoretical part, is turned into reality. The term „genderembracing“ intends to convey a positively connotated, diversity-promoting mindset, that interprets the concept of gender more as an opportunity, than a dogma, shaped by society. The value of the collection's design, expressed through the material, combined with the unpretentious cut, creates a concept of sustainability, that places timelessness above trends and quality above quantity in consuming.



Coach:

Prof. Dr., Dipl.-Des. Marina-Elena Wachs
Hochschule Niederrhein - University of Applied Sciences

2nd Coach:

Prof. Dipl.-Des. Jutta Wiedemann
Hochschule Niederrhein - University of Applied Sciences

