

Occhio

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Ms Schmid, it is often said that we are being inundated by design. Is that true?

Everything that surrounds us is design. Consider industrial, fashion, communication and media design, for example. It is the job of many people to develop ideas and design products. Design surrounds our daily life. And still there are plenty of things that are »not designed«. There is still plenty to discover and to do ...

Which design pieces have interested you recently? And why?

Nothing in particular. However what I do find fascinating are the developments in the area of sustainability and green design. Starting with the materials, the use of technology, production channels, through to marketing. And this is also where the wheat separates from the chaff. After all not everything which has a well-designed tree logo is »green«.

Do architects or rather designers currently set trends?

In my opinion there is a healthy balance. It makes sense that the architects' work is not over once they have completed the design of the house, they also give the interior some thought. After all one always notices if a well-designed building was planned down to the last detail. The best thing is to use the synergies between designers and architects.

Which contemporary structures did you simply have to see? And why?

The Elb Philharmonic Hall designed by the Swiss architects Herzog & de Meuron. As I work at the harbor in Hamburg I have the great fortune to be able to witness the development of the structure in the Kaispeicher warehouse on a daily basis. I am fascinated by the unusual glass façade and the roof construction, for example. Progress from the start of construction to now has been very impressive.