

Presseinformation

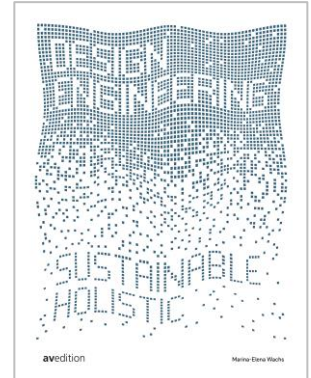
Wir empfehlen zur Rezension in Ihrer Zeitung/Zeitschrift:

**Verlag für Architektur
und Design**

Design Engineering – sustainable and holistic

Marina-Elena Wachs

- **Sustainable design with knowledge management**
- **Best-practice models in all design disciplines**
- **Appeal for European sustainable creative culture and greater togetherness**



The book describes the potential of both design objects and concepts, as well as design as a process, with a specially strong focus on the process of design engineering in the past, present and future. The book makes a stance by referring to historic and current design parameters in industry in relation to certain training methods. It compares these within Europe, explicitly the approach taken by Germany, Great Britain and Scandinavia – and highlights best-practice examples. The range of design disciplines, especially an in-depth look at classic product and textile design, leads to new “blueprint” possibilities and interactive design methods.

As industrial designer and master tailor, Marina-Elena Wachs has been a professor for design theory at Hochschule Niederrhein since 2010 and graduated from Braunschweig University of Art in 2007 with work on the topic “Material mind – new materials in design, art and architecture”. Since 2008 she has been cooperating with European universities.

Publisher

The publishing house **avedition GmbH**, publishers for architecture and design, was founded in 1992. Strategically the publishers specialise in interdisciplinary areas of design such as interior and exhibition architecture, scenography as well as product and communication design.

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