

## Press release

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## Gerd A. Müller – Der unbekannte Designer. The Designer who got forgotten

Lucia Hornfischer

- **First monograph about a pioneering designer**
- **Together with Dieter Rams, designer at Braun**
- **Design icons such as LAMY 2000, food processor KM 3, WEGA System 3000**



The LAMY 2000 fountain pen and the KM 3 food processor are well known even beyond design circles. Nevertheless, their designer, Gerd A. Müller, has faded into obscurity. His designs can be considered pioneering for the development of a new, pared-back design language among well-known companies. Together with Dieter Rams, he was one of the first form designers at Braun. Now, for the very first time, the highly diverse body of work created by this industrial, graphic, ecological and exhibition designer from Frankfurt has been compiled in a publication. Here, the focus is firmly on Gerd A. Müller's product designs, which have helped shape German industrial design to this day.

Lucia Hornfischer is working as an industrial designer. She studied design at the Offenbach University of Arts and Design and at Tongji University in Shanghai and worked at the Dieter Rams Archiv at the Museum Angewandte Kunst, Frankfurt/Main.

### 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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