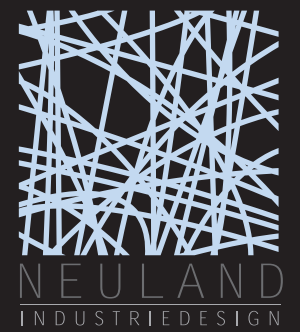




PRESS KIT 2008



*hi res. of this picture
on cd, folder „links“,
auswahl2.bmp*



*hi res. of this picture
on cd, folder „links“,
auswahl4.bmp*



*hi res. of this picture
on cd, folder „links“,
auswahl3.bmp*

neuland industriedesign
schulstr. 28
80634 muenchen
Tel +49. (0)89. 12 11 13 14
Fax +49. (0)89. 12 11 13 13
www.neuland-id.de
info@neuland-id.de

since 1997

eva paster (*1971) & michael geldmacher (*1968)

industrial design. furniture. light. games. outdoor. medical equipment. ...

we first met at the university for applied sciences, industrial design, munich.
still studying , we founded neuland industriedesign.
since then we try to convince the market of high quality design and a holistic approach to the physical world.
to deepen our understanding of true needs and requirements in an oversaturated world, we both turn our backs to the highly developed europe from time to time.
in the sahara, on the peaks of the alps, south america or central africa we try to reconnect to the archaic sources of inspiration.
on our way through thin air you we learn to focus on the essential, on remote desert tracks we learn about psychology and on turbulent african markets we learn about communication.
experience that we bring in to our work, that influences and causes our way of thinking.



hi res. of this picture
on cd, folder „links“, pic 4



hi res. of this picture
on cd, folder „links“, pic 5

philosophy

in every aspect of our work we strongly emphasize on our understanding of the physical world.
we understand design as a process of uncovering.
we invade the object to prey upon its unrevealed secrets.
layer by layer we try to display the essence of the product.
every esthetical aspect of a product has to serve the understanding of its semantical oneness.
out of this approach we develop new questions to reveal the deeper truth of the object.
may it be a surgical desk or a bookcase, we search the highest mountains and the dryest deserts for its soul.

clients

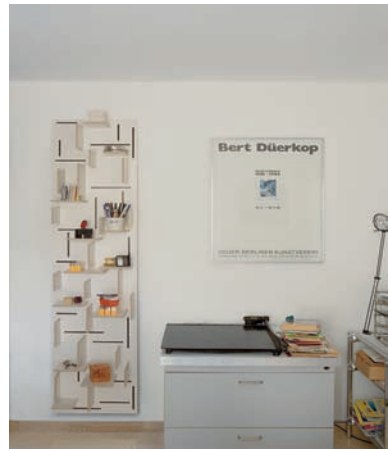
mdf italia
moormann
interlübke
cor
schönbuch
magazin
next home collection
english ideas
eads
sigg switzerland
zoch verlag
brumaba
lg
...



hi res. of this picture on cd, folder „links“, schwarz waagrecht.jpg



hi res. of this picture on cd, folder „links“, close up



hi res. of this picture on cd, folder „links“, bureau 2.jpg



hi res. of this picture on cd, folder „links“, bureau 1.jpg

insert coin

is a customizable wall panel storage unit that's part puzzle, part bookshelf. The painted birch plywood wall panel has been fashioned with an assortment of slots that allow the user to customize the layout of the supportive tray elements, which are strong enough to hold small objects and books, offering endless combinations for display.

awards 2007/2008

- 2008 good design award, the chicago athenaeum
- 2008 IF product design award
- 2008 deutscher designer club 'gute gestaltung', silber
- 2007 internationaler designpreis baden-württemberg, focus sicherheit in silber
- 2007 der deutsche preis für 3-dimensionalität - category einrichtungswelt möbel



hi res. of this pictures on cd, folder „links“, white, black, red

hi res. of this picture on cd, folder „links“, tricolor.tif



hi res. of this picture
on cd, folder „links“, pic 6



hi res. of this picture
on cd, folder „links“, pic 7



hi res. of this picture
on cd, folder „links“,
random-2.jpg

awards 2006 / 2007

2005 elle decoration „best furniture“
2006 design week „best furniture“
2006 wallpaper magazine „best bookcase“
2006 selection ADI for the „compasso d'oro“
2007 international design yearbook



hi res. of this picture
on cd, folder „links“, pic 9



concept drawing,
hi res. of this picture
on cd, folder „links“, pic 10

random/ mdf italia

according to our philosophy not the shelf was in our focus, but the housed books and their contents.

books are the carriers of wisdom and poetry, of science and philosophy, of anarchy and revolution. the carriers of minds and thoughts, and as free as thoughts are, a books life should be granted to be.

in accordance to human functional and social imperfections we usually force the most valuable possession of mankind in orthogonal patterns. easy to understand, easy to control!

but everything lives by itself. it randomly creates its own environment. the book on the shelf communicates its content, its back formulates the longing for attention.

we are obliged to respect the books inherent content. we need to give way to this longing. we need to break the patterns that constrict the expansion of mind.

so we created Random.

the shelf where every book finds its true place!



hi res. of this picture
on cd, folder „links“, pic random lg_00001.jpg

new in april 2008: random 08 / mdf italia

the stage for your books

The intent of random initially was the creation of the first shelf where not the storing is in the focus but the book.

We wanted to free the shelves' content from its constrictions.

Random 08 follows this path even more consequently!

In liberating random from its back we finally achieve the ultimate freedom.

The special resin material clears out the statical obstacles on the way for the veritable random!

random 08 breathes the soul of its content.

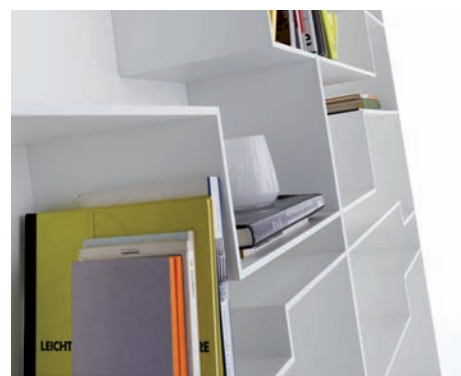
random 08 is the only true stage for your books...



hi res. of this picture
on cd, folder „links“, pic melody-2-elementi_00001.jpg



hi res. of this picture
on cd, folder „links“, pic melody-4-elementi00003.jpg



hi res. of this picture
on cd, folder „links“, pic melody:melody-4-elementi_00011.jpg



hi res. of this picture
on cd, folder „links“, pic melody-4-elementi front_00003.jpg

new in april 2008: melody / mdf italia

a symphony of books

bookcases host many different kinds of books with different heights, different widths, colors, languages, pictures, materials and more.

in this variety we discovered a superposed rythm.

we discovered the ingrediences for a piece of music.

every component counts as a note.

shelves, space, books, color and more have to be arranged in an orderly pattern.

the cascading appearance of a single shelf in combination with a neighbouring second bookcase appears like a symphony, like a musical arrangement.

developing melody was more of a composing act than designing.

it was the attempt to find the right tune,

the right rythm where it starts to swing,

the right arrangement where music comes to your home.

melody is the opera for your home and you are the audience...



hi res. of this picture
on cd, folder „links“, pic 15



hi res. of this picture
on cd, folder „links“, pic 18



hi res. of this picture
on cd, folder „links“, pic 16



hi res. of this picture
on cd, folder „links“, pic 17



hi res. of this picture
on cd, folder „links“, pic 19

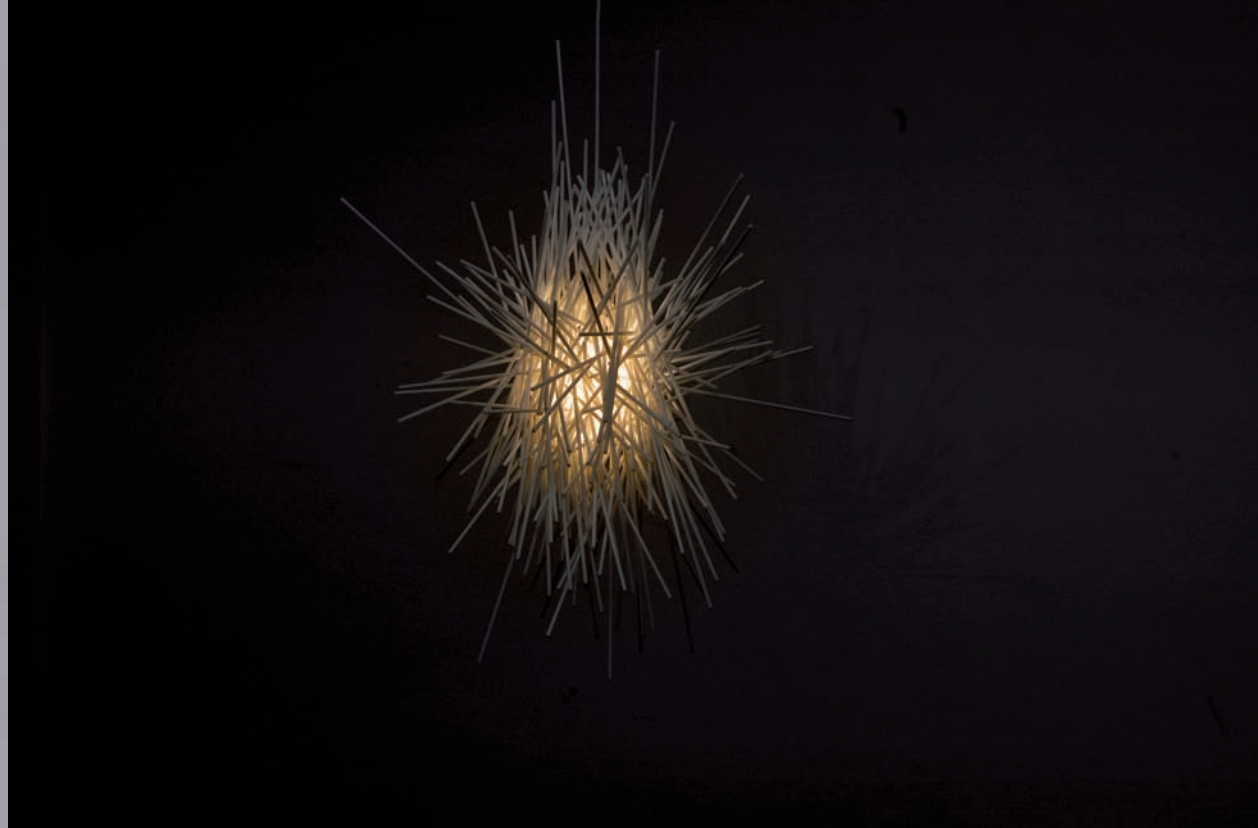
za'tti / next home collection

a column of himacs, longing for your touch
adjusting the light to your mood

magically the light is levitated from the
middle „mood position“ to the upper
„flooding position“.
special switches react on the approach of
your hand and activate light as well as the
motion of the lift.
felling the softness of the material is
inevitable consequence of switching on
za'tti.



hi res. of this picture
on cd, folder „links“,
lampe 1.bmp



hi res. of this picture
on cd, folder „links“,
lampe 2.bmp



hi res. of this picture
on cd, folder „links“,
lampe und ich.bmp

sternchen

the design of „sternchen“ is based on the idea of visualizing light.

not to create another shell that hosts a bulb, but to incorporate light itself.

the sticks symbolize the rays of light that are irregularly emitted by the the invisible source.sternchen is handmade on order.



hi res. of this picture
on cd, folder „links“, pic 20



hi res. of this picture
on cd, folder „links“, pic 21

kengo / interlücke

kengo is a bed based on an entirely new interpretation of sleeping comfort.
it creates a transition area around the sleeper. an area that surrounds and protects.
the warmth of the cloth makes you rest on the edge while getting ready for the day.
the footrest is the intermediate zone.
its upholstery milder the shock of getting up or prepares you sensually to the smoothness of
the mattress when going to bed.
the bedside table becomes a seat as well as a table.
it invites you to go to bed, it lets you get rid of the day and enter the bed cleaned.



hi res. of this picture
on cd, folder „links“, pic 22



hi res. of this picture
on cd, folder „links“, pic 23



hi res. of this picture
on cd, folder „links“, pic 24

concepts

different concepts we developed over the last
years, for clients or inhouse



hi res. of this picture
on cd, folder „links“, pic 31



hi res. of this picture
on cd, folder „links“, pic 25



hi res. of this picture
on cd, folder „links“, pic 32



hi res. of this picture
on cd, folder „links“, pic 26



40 + / magazin

simple cd storage rack with refined details, stackable, comes with a belt for transporting purposes and offers a patented dispensing solution.

hi res. of this picture
on cd, folder „links“, pic 40+ 01



hi res. of this picture
on cd, folder „links“, pic 40+03



hi res. of this picture
on cd, folder „links“, pic. 40+ 02



hi res. of this picture
on cd, folder „links“, pic 11

l'onda e le perle / necklace

awards 2006

trieste contemporanea design prize

the woman's beauty freezes water into glass.
pearls stream in an endless riverbed.
a glistening aureole caresses skin.

feel the transcendent beauty of the jewel
in the crystal...



hi res. of this picture
on cd, folder „links“, pic 12



hi res. of this picture
on cd, folder „links“, pic 13

awards 2005 / 2006

niagara

game of the year 2005
technical concept and development

daddy cool

nomination children's game of the year 2005

development of corporate identity of huch games,
logo, illustration, graphical concept, graphical work



hi res. of this picture
on cd, folder „links“, pic 14



hi res. of this picture
on cd, folder „links“, pic 27

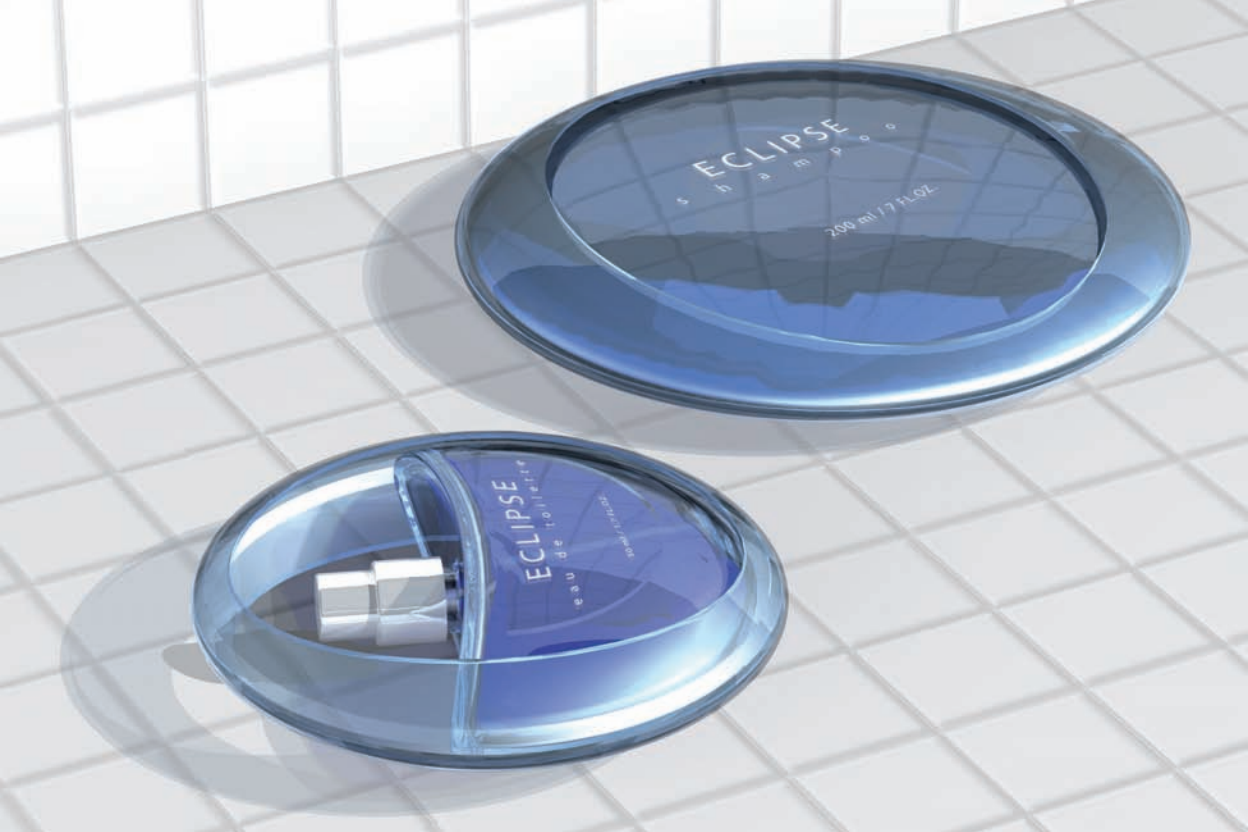
celgen / english ideas / corpack

development and design of logo and graphical
appearance of a new cosmological packaging line

english ideas / english ideas

development of a new graphical appearance of an
existing cosmological packaging line

hi res. of this picture
on cd, folder „links“, pic 28



hi res. of this picture
on cd, folder „links“, pic 29

eclipse / corpack

development and design of an entirely
new packaging concept for cosmetic
products (patented)



hi res. of this picture
on cd, folder „links“, pic 30



LE DECO, JP
83 April 2006



ELLE Decor, IT
April 2006



A&W Architektur & Wohnen, D
4/2003
August/September



Wallpaper, GB
Februar 2006



ELLE Decoration, GB
Juli 2006



FRAME, NL
49, März/April 2006



Raum und Wohnen, CH
3/2006 März/April



CI, Creative Inneneinrichter, D
2/2006



ELLE Decor, IT
April 2006

AD, Architectural Digest, D
Juli/August 2006



ELLE Decoration, F
Nr. 153 April 2006



ELLE Decor, CRO
April/Mai 2006



ELLE Decor, IT
Juni 2006



STAUÄRÄUME, Kreative Ideen
Parragon Verlag, 2006



CASE DA ABITARE, IT
Oktober 2006



Wohn!Design, D
4/2006 Juli/August



md, International magazine
of design, D
2/2006

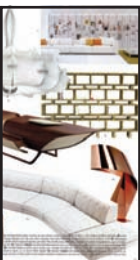


DECO Home, D
2/2007 April/Mai



ARQUITECTURA Y DISEÑO, ES
Nr. 73 3/2007

various publications



CUBLES & CHAIRS
2006, F



DECO Home, D
Januar/Februar 2007



Playboy, D
05/2007



Playboy, D
06/2007



Wohn!Design,
Möbel!2006, D
5/2005



INTERNI, IT
Nr. 9 September 2005



CI, Creative Inneneinrichter, D
2007

THE INTERNATIONAL
DESIGN YEARBOOK 2007

this was a short introduction to our work.
if you want to know more, see more and read more,
please do not hesitate to contact us

thank you for your attention

eva & michael

info@neuland-id.de
[+49-89-12111314](tel:+49-89-12111314)
www.neuland-id.de