

Prof. Dr. Brigitte Wolf

Designtheory: focus methodology, planning, strategy

Bergische Universität Wuppertal

Curriculum Vitae

Professional Experiences

Since 2007	Professor for design theory, focus: methodology, planning and strategy at Wuppertal University (Germany)
Since 2011	Visiting professor at the GUC (German University Cairo), Egypt and since 2013 at GUC Berlin
2006 – 2008	Lector of the Centre of Applied Research for Brand, Reputation and Design Management at the Inholland University, Rotterdam (The Netherlands)
1992 – 2007	Professor for design management at the Köln International School of Design, University of Applied Sciences Cologne (Germany)
2005 - 2010	Module coordinator "design management", post graduate program, „digital and design management“ at the University for Design and Art in Lucerne in cooperation with the Eidgenössische Hochschule (ETH), Zurich (Switzerland)
Since 1999	„Professor Invitado“ at the Instituto Nacional de Diseño Industrial, Havana (Cuba)
1994 – 2000	Director of the working group „Gestaltete Umwelt“ (Designing the Environment), curator of the travelling exhibition „Designing the Environment – Perspectives for an Ecological Future“ in cooperation with the Goethe-Institute

1991	Acting director of the German Design Council in Frankfurt (Germany)
1988-1991	Deputy director of the German Design Council in Frankfurt (Germany)
1987	Guest lecturer at the Instituto Superior de Diseño Industrial (University of Design) in Havana (Cuba)
1984-1986	UNIDO-consultant at the Oficina Nacional de Diseño Industrial (Cuban Design Centre) in Havana (Cuba)
1982-1984	Project-manager at the design office of hzw design in Kassel (Germany), design of signage systems for public buildings
1978-1981	Scientific assistant in the department of system design at the University of Kassel
1976-1978	Co-worker in the development department at the company Rowenta-Werke GmbH in Offenbach (Germany)
1974-1976	Scientific assistant at the Institute of Applied Psychology, Technical University, Braunschweig (Germany)

Studies

1978-1981	Post graduate studies in the departments of system design and psychology at the University of Kassel (Germany)
1978-1982	– Ph.D. –
1976-1978	Psychology at the Technical University, Braunschweig (Germany)
1970-1975	Industrial design at the Academy of Fine Arts, Braunschweig (Germany) – diploma –

Others

- Founder of the Sustainable Summer School
- Reviewer in accreditation procedures of design management and strategic design programmes
- DAAD reviewer for international exchange programmes
- Organizer of the UNIBRAL-exchange program with the Pontificia Universidade Católica do Paraná – PUCPR, Curitiba, Brazil, supported by the DAAD
- Member of the DMI (design management institute, Boston)
- Strategy and research projects with local and international companies
- Workshops at different international universities
- Member of the Advisory Board of the University for Design and Art in Lucerne (Switzerland) since 2004
- Senior Research Fellow at the Design Management Institute, Boston (USA), Fulbright scholarship 2001-2002
- Founder and organizer of the Design Management Forum 1 to 6, Cologne
- Organizer of the exchange program Köln International School of Design – Universidade Federal do Paraná, Curitiba, supported by the DAAD
- Short term professorships in Brazil and Argentina, supported by the DAAD
- Participation in Post Graduate Seminars “branding”, Boston (USA)
- Peer Leader for the evaluation of design education in Switzerland
- Lectures in Germany and abroad
- Member of national and international design juries

Academic Administration at Wuppertal University

- commissioner for the relations of Wuppertal University with universities in Latin America
- coordinator of the MA program Strategische Produkt- und Innovationsentwicklung
- coordinator of the exchange program with the Aalto University, Helsinki

- member of the interdisciplinary Transzent research centre, focussing on sustainability
- member of the board of doctoral affairs of the faculty Design and Art
- member of the working group “service learning”

Supervision of Ph.D. students

Prof. Dr. Virginia Kistmann, Design Management in the Ceramic Industry, second supervisor, thesis defended at Universidade Federal de Santa Catarina, Florianopolis 2011

Dr. Michael Cremer, Die Geschichte einer erfolgreichen international eingeführten deutschen Produktmarke unter besonderer Berücksichtigung des Marketings, der Kommunikation in TV-, Funk- und Printmedien von 1920 – 2010, second evaluator

Prof. Dr. André Monat, ESDI Rio de Janeiro, post doc, research on cultural diversity

Mitra Khazaei: Playful Customer Experience — Examining the Integration of Playful Aspects into the experience of Waiting at Family Physicians’ Offices, defended, September 2014

Sadaf Rostamkhani: Konsumentenorientiertes Design — Die Gestaltung konkurrenzfähiger Produkte im Hinblick auf den iranischen Haushaltsgerätemarkt, defended in August 2015,

Doaa El Aidi: Seeing the Future through Aesthetics — Sustainable Design Strategy to Tackle Poverty in Egypt , defended July 2015

Ralf Baarsch: Navigieren in komplexen Ereignisfeldern — Das Entwickeln und Lenken von Design für internationale Automobilmessen, handed in April 2016

Dissertations expected to be handed in within the next month:

Sylke Lützenkirchen: Relation between designers and SMEs

David Oswald: Recognition of symbols — the digital native

Marcel Befort: exploration of cultural differences by using the persona method

Gwendolyn Kulick: Empowerment of handcraft businesses in

developing countries

Lisa Maier: Design for the aging society

Dissertations in progress:

Neda Batenipour: Future oriented playgrounds by using

Nikolai Burger: Design Education in different cultures

Mariella Jäger: Design strategy for sustainable packaging

Andrea Augsten: Reframing the interdisciplinary design process

Franziska Schulzki: Implizite Mechanismen im User Experience Design

Cotutelle dissertation

Amanda Queiroz Campos: The significance of style guides in the the fashion industry, (cotutelle dissertation with Universidade Federal Santa Catarina, Florianopolis, Brazil)

Ilka Staudinger: Effectiveness of corporate social responsibility (cotutelle dissertation with University of Technology, Sydney, Australia)

Julio Monteiro: differences in the visualization of management processes in Brazil and Germany, supervision of the empirical research in Germany (Ph.D. scholarship), defended in Florianopolis, Brazil in January 2015

Keynote conference invitations

2016	international Conference on Swarm Intelligence, Mulhouse (France)
2013	7th Senses & Sensibility, Florianopolis (Brazil)
2013	Ernst-Bloch-Assoziation: Unvernünftige Vernunft oder vernünftige Unvernunft
2012	IDEMI, Florianopolis (Brazil)
2010	UAM, Diseño, Tecnología y Producción, Mexico City (Mexico)
2009	Forma 2009, Havanna (Kuba)
2005	Forma 2005, Havanna (Kuba)

Presentations at international congresses & events (selection)

2015	Pontifícia Universidade Católica do Paraná – PUCPR, Curitiba, Brazil
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2013	Pontifícia Universidade Católica do Paraná – PUCPR, Curitiba, Brazil
2012	Pontifícia Universidade Católica do Paraná – PUCPR, Curitiba, Brazil
2009	Universidad de Buenos Aires (Argentinien)
2008	Inholland University, Rotterdam
2002	CCAC Los Angeles (USA)
1999	ICSID Congress Sydney (Australien)
1998	ALADI Congress, Havanna (Kuba)
1996	Aspen Design Conference (USA)
1993	ALADI Congress in Santa Martha (Kolumbien)
1979	ICSID Congress in Mexiko-City (Mexiko)

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Publications

- 2016 Swarm Intelligence Based Optimization: Second International Conference, CSIBO 2016, Patrick Siarry, Lhassane Idoumghar, Julien Lepagnot (Eds.), Springer Verlag. p. 20 – 38
- 2016 „Design as Research“ Positions, Arguments, Perspectives, Gesche Joost, Katharina Bredies, Michelle Christensen, Florian Conradi, Andreas Unteidig (Hrsg.), Birkenhäuser Verlag GmbH, Basel – „Communication in Design Research“, p. 64-69
- 2016 Design und Transformation, in: Barbara Lutz-Sterzenbach, Maria Peters und Frank Schulz (ed.) Bild und Bildung, p. 551 - 554
- 2016 Text vs. Artifacts in: Design as Research (will be published soon)
- 2015 Fourth International Conference on Integration of Design, Engineering and Management for innovation.
IDEMI 2015 – "GESTÃO VISUAL DE PROJETOS: IDENTIFICAÇÃO DE OPORTUNIDADES A PARTIR DE PESQUISA DE CAMPO NA EUROPA."
Florianópolis, SC, Brazil, October 07-10, 2015
- 2014 Viel weniger ist viel mehr? Designphilosophie und Nachhaltigkeit, Vorschein Nr. 32, Seite 113-127
- 2014 Design und Transformation, in: Barbara Lutz-Sterzenbach, Maria Peters und Frank Schulz (ed.) Bild und Bildung, p. 551 - 554
- 2013 4th Sustainable Summer School – www.sustainable-summer-school.org
- 2012 3rd Sustainable Summer School – www.sustainable-summer-school.org

- 2012 „Conducting Design Research Internationally: A Dutch-German Approach“, Kathryn Best, Brigitte Wolf and Kees van Wijk, The Designmanagement Review, Vol. 23, No.1
- 2011 „Designforschung – ein Exot in Wissenschaft und Wirtschaft“, Forschungsmagazin der Bergischen Universität Wuppertal · Nr. 6 / Wintersemester 2011/2012
- 2011 2nd Sustainable Summer School – www.sustainable-summer-school.org
- 2010 „Design und die Lehre vom Menschen ...“, Positionen zur Designwissenschaft, Felicidad Romero-Tejedor und Wolfgang Jonas (Hg.), DGTF, Designlabor der FH Lübeck und der Universität Kassel
- 2010 „Statement zur Designwissenschaft“, Öffnungszeiten 24/2010, Papiere zur Designwissenschaft, Designlabor der FH Lübeck
- 2010 „Piensa en compartir. Nuevos retos para diseñadores y empresas“, Archivo De Arte Valenciano, Numero XCI § 2010, Real Academia de Bellas Artes de San Carlos, Valencia
- 2010 1st Sustainable Summer School – www.sustainable-summer-school.org
- 2009 Design & Innovation in KMUs, Bergische Universität Wuppertal
- 2008 Attitude is essential! Brand, Reputation and Design Management in small and medium sized enterprises, Inholland University, The Hague
- 2008 Diseño sustentable, in: Historia del diseño en America Latina y el Caribe, Silvia Fernandez y Gui Bonsiepe (Hrsg.)
- 2003 Is Design Management Education relevant to the Design Management Profession, Summary of the roundtable discussion at the Köln International School of Design, November 2002
- 2003 Design Management und "Die Tausend-Mark-Firma", in: G. Bergmann & G.

- Meurer, Best Patterns Marketing, Neuwied, Köln, München
- 2003 Design Management und "Die Tausend-Mark-Firma", in: G. Bergmann & G. Meurer, Best Patterns Marketing, Neuwied, Köln, München
- 2002 Design Management in Professional Life — Survey in cooperation with the Design Management Institute Boston,
- 2002 Perspectives from Inside the Ivory Tower, in: Design Management Journal, S. 30 - 38, Volume 13, No. 3, Summer 2002
- 2002 Wilkhahn: A Tradition at the Cutting Edge, in: Design Management Journal, S. 10 -19, Volume 13, No. 2, Spring 2002
- 2001 Multimedia-Einsatz im Bauhandwerk (Hrsg. Zukunftsinitiative Bau, Landesinstitut für Bauwesen des Landes NRW - Ministerium für Städtebau und Wohnen, Kultur und Sport des Landes Nordrhein-Westfalen)
- 2000 Geschicktes Design Management bringt Erfolg, in: Visuelle Kommunikation, Heft 5, 2000, S. 5-7
- 1999 Design for Business (Vortrag auf dem Internationalen Design Kongress in Sydney), in: Design 257 (Korea), S. 148 – 250
- 1998 Gestao do Design, O Design Management como factor de sucesso, Campina Grande / PB –Florianopolis / SC
- 1998 Berufskundeblatt: Design, Bundesanstalt für Arbeit (Hrsg.), Nürnberg
- 1997 Perspektiven für ein ökologisches Design, in: Szenenwechsel, German Design goes Rocky Mountain High, Design Zentrum München (Hrsg.)
- 1995 Gestaltete Umwelt / Designing the Environment, Ausstellungskatalog der Wanderausstellung des Goethe-Instituts „Gestaltete Umwelt“
- 1994 Design Management in der Industrie, Anabas Verlag, Giessen

- 1994 Gestaltete Umwelt — eine Wanderausstellung in Zusammenarbeit mit dem Goethe-Institut, in: Ökologie und Design, designtransfer – Hochschule der Künste Berlin
- 1992 Vom Kampf gegen den Schmutz, in: OIKOS, Von der Feuerstelle zur Mikrowelle — Haushalt und Wohnen im Wandel, Anabas Verlag, Giessen
- 1990 Design im Alltag, in: Michael Erlhoff (Hrsg.) Designed in Germany, München
- 1990 Design in Daily Life, in: Michael Erlhoff (Hrsg.) Designed in Germany, München
- 1990 Die Zeit der "Ein-Mann-Büros" geht für die Design-Unternehmen zu Ende, in: Produktionsfaktor — Corporate Identity (6), in: Blick durch die Wirtschaft, Nr. 43
- 1990 Regional aber nicht provinziell, Der Hessische Rundfunk gibt seinem Dritten Programm ein neues Erscheinungsbild, in: Produktionsfaktor — Corporate Identity (1), in: Blick durch die Wirtschaft, Nr. 96
- 1989 Die Welt in einer Halle — World Design Exhibition in Nagoya, Japan, in: w & v, Heft 41
- 1988 Benutzerforschung, in: Diskurs, in: werkundzeit, Heft 2
- 1988 Design in Kuba, in: form + zweck, Nr. 5
- 1988 Design in Kuba, in: Tendenzen, Nr. 162
- 1986 Nacherkundungen, Resümee zum Designkongress "Erkundungen", in: Form, 115, Heft 3
- 1984 Ein Weltkongress der Italiener, Vom Löffel zur Stadt, in: Form 104, Heft 1
- 1983 Design für den Alltag, Profil-Verlag, München (Dissertation)
- 1983 Unsichtbares Design, in: Absatzwirtschaft, Nr. 2

- 1982 Die Jahre von Ulm bis heute, in: ICI Report, Form — Farbe, Nr.
- 1982 Künftig ein TÜV-Siegel für "gute Form", in: Form 98, Heft 2
- 1981 Zweimal pro Stunde ein neues Auto..., Von der Designidee bis zur Fertigung — Grafische Computer Systeme der 3. Generation, in: Form 94, Nr. 2
- 1979 Towards a Theory of User Behavior — User Behavior versus Buyer Behavior as a Source of Information for Industrial Designers, in: R. Vazquez & A.L. Margain (Hrsg.) Industrial Design and Human Development, Amsterdam 1979
- 1979 Mexiko — ein Land voller Gegensätze, ICSID Kongress 1979, in: Form 88, Heft 4
- 1979 Auf dem Weg zu einer Theorie des Benutzerverhaltens, in: Prisma, Magazin der Gesamthochschule Kassel, Nr. 22
- 1976 Design Ökonomie 1, Systematische Integration des Verbraucherverhaltens in gestaltungsspezifische Aspekte des Designprozesses, Braunschweig (Selbstverlag)
- 1976 Kinder konstruieren Super-Kaffeemaschinen, in: M. Cannain & W. Voigt (Hrsg.), Kühles Denken, Düsseldorf
- 1974 Küche im Wohnkollektiv, in: IDZ (Hrsg.), IDZ 7, Produkt und Umwelt, Berlin