

**GERMAN WERKBUND & INDUSTRY**

Addressing the Problem of German Design:

- Artistic Secessions: Munich (1892); then Berlin (1893); then Vienna (1897)
- Reforming Education: Dusseldorf Crafts School hires Peter Behrens, 1904
  - Weimar Art Academy & School of Applied Arts hire H.v.d Velde, 1905-11
- Reform of Production: Arts & Crafts Workshops / Design Companies

Deutsche Werkstätten (DW) für Kunst und Handwerk (= German Workshops for Art & Craft), founded by Karl Schmidt, Munich, 1898

DW Factory in Hellerau Garden City, vic. Dresden, Germany, 1908-11

Housing by: Muthesius, Riemerschmid, T. Fischer & H. Tessenow

Factory, R. Riemerschmid, Hellerau (Dresden), 1908-10

"Type-furniture", R. Riemerschmid

- \* Deutscher Werkbund (DWB), founded Oct. 1907-present
  - A publicity & propaganda organization to promote quality German design
  - 12 Artists & 12 Industrialists, incl. H. Muthesius, K. Schmidt, F. Naumann, P. Behrens, R. Riemerschmid, F. Schumacher, P. Schultze-Naumburg...
  - Exhibit "Modern Industrial Buildings," Gropius & Werkbund Yearbook, 1912

A.E.G. (= "General Electric Co."), founded 1887 by E. Rathenau.

Werkbund member company, hire P. Behrens to be corporate designer 1907

"Classical" buildings for St. Petersburg Embassy, Mannesman, expos...

- \* AEG Turbine Factory, P. Behrens, Berlin, 1908 (p.101)
  - cf. Old AEG Headquarters, A. Messel, Berlin, 1905
- \* Fagus Shoe Last Factory, W. Gropius, Alfeld, Germany, 1911 (p.104)
- \* Werkbund Exhibition, Cologne, May-Aug. 1914 (closed by WWI)
  - P. Behrens, Main Building
  - J. Hoffmann, Austrian Pavilion, with interior by H. Tessenow
  - W. Gropius, Model Factory & Office (p.105)
  - H. Van de Velde, Theater
- \* B. Taut, Glashaus (see *Expressionism lecture later.*) (p.98,107)
- \* Werkbund Debate: Muthesius ("type," standardization, conventions) vs. Van de Velde (individual artistic freedom)

