

Alicia Rühr
Industrial Design
2018

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My name is Alicia Rühr, I am 21 years old and currently studying industrial design in my fifth semester at the University of Applied Sciences, Munich. After one year of studying informatics at the TUM, I changed to design in 2016. I am also involved in independent projects such as the DOC. student magazine of the faculty and the student council. In 2018 I was accepted into the Studienstiftung des deutschen Volkes - the top scholarship for outstanding students in Germany.

My vision of product design does not only include the object, but also demands a multidisciplinary within and beyond the discipline. In dissolving the boundaries between product, space, communication and the digital, I consider the role of the designer as pioneering. Responsibility for people and our environment should be at the heart of every design process.

Contact

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Education

10/2016 to present
Industrial Design (B.A.) at the University of Applied Sciences, Munich

10/2015 to 09/2016
Informatics at the Technical University of Munich

09/2007 to 06/2015
Gymnasium Geretsried
Abitur (1,0)

Experiences

06/2018
Scholarship "Studienstiftung des deutschen Volkes"

03/2017 to 09/2018
Member of the editorial staff of **DOC. student magazine of the faculty of design**

10/2017 to present
Member of the student council of the faculty of design

Skills

Adobe Photoshop, InDesign, Illustrator, Lightroom, After Effects
Rhinceros 3D
KeyShot
Cinema 4D
Microsoft Word
Basics programming:
Java, Processing, XML, HTML, CSS

Basics of model making

German
Englisch (excellent comand)
French (good comand, DELF B1)

Soft skills

distinctive ability to work in a team - open to criticism, motivating, respectful, open, attentive
scientific and conceptual work
high motivation and endurance
sense of responsibility and reliability
keen perception and quick learning
strong ambition



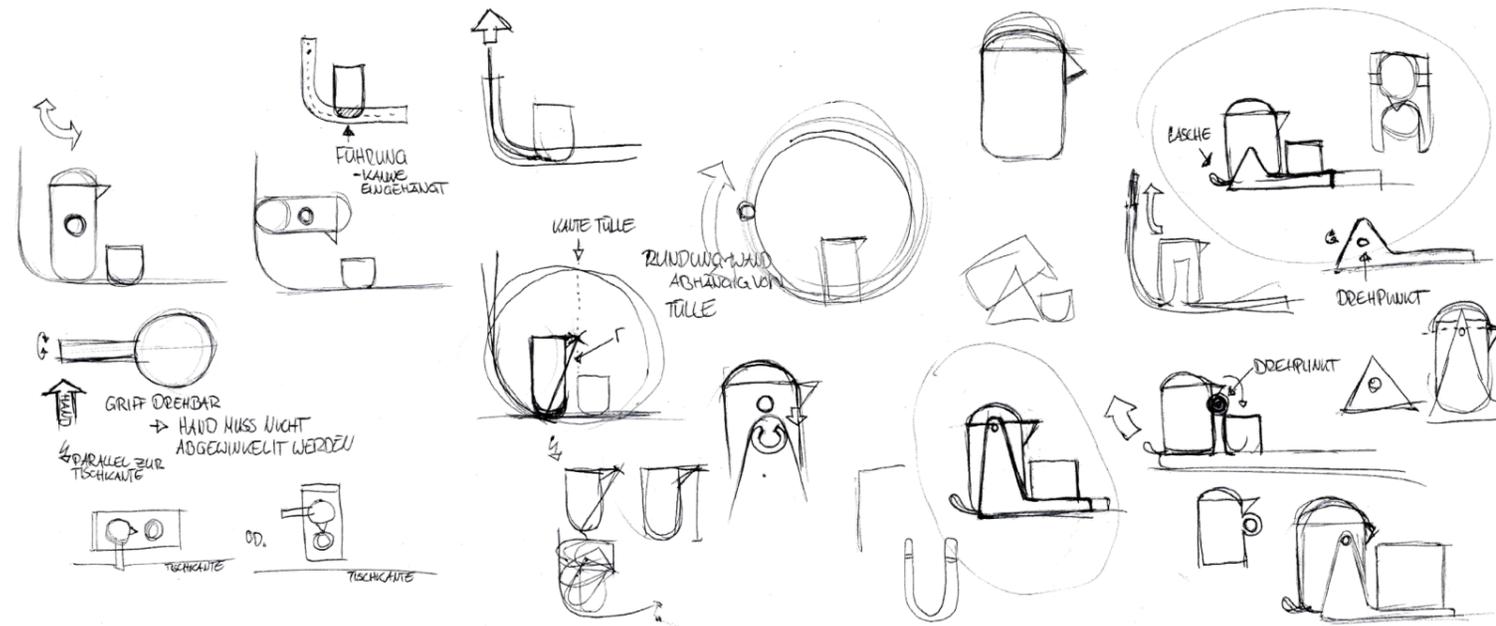
kafe



kafe

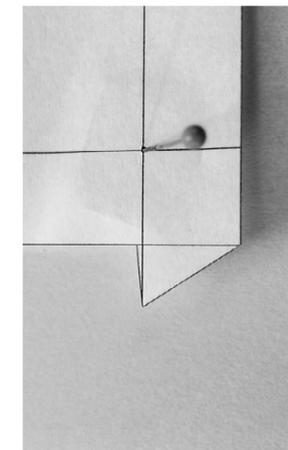
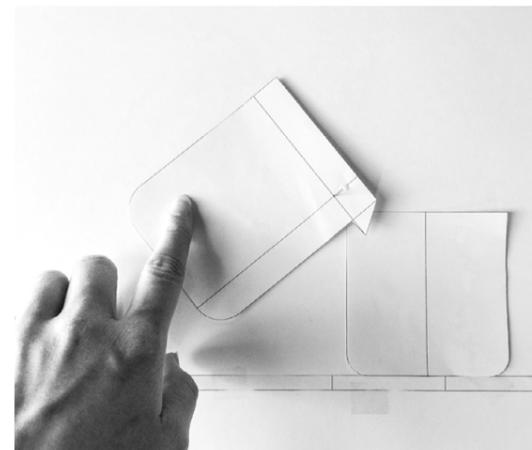


The morning act of brewing coffee becomes a memorised course of motions, a fluid and relaxed movement.



Waking up on a fully automated morning means only to work. One's coffee machine becomes an indispensable tool to wake up both body and soul. Time, in this matter, runs faster as one can walk, keeps pushing

and urging for recognition. In this context, kafe is meant to create space to finally be aware of one's surrounding and oneself.



kafe

- 1
Pot - vessel, spout, loop
- 2
Mug
- 3
Lid, piston
- 4
Basis
- 5
Mounting suspension



A regulated and balanced procedure becomes a symbiosis of efficiency and peace, some place to experience a break as continuously satisfying.





SNUGGLES

LOVE YOUR BACTERIA!

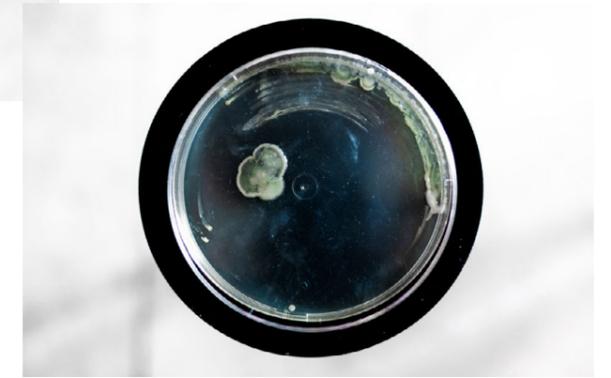
SNUGGLES

Biomaterial

In the late stages of design a material is often chosen to meet the functional and aesthetic requirements of a product. The origin of biomaterial is based on actual living beings, if they are not even organisms themselves. Therefore it can not be described as a “thing”.

Therefore, I like to redefine the meaning and use of “materials”.

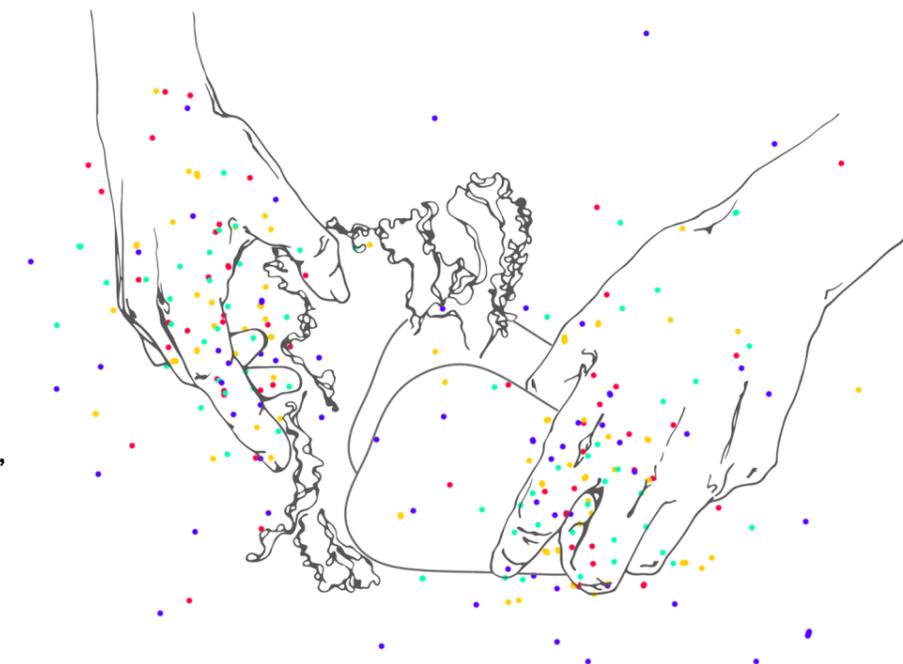
In my work I include the biomaterial as an actor in the interaction with the human user.



The bacteria living in our intestines weigh about two kilograms - which is heavier than our brain.

During a ten-second kiss, 80 million bacteria change their owners.

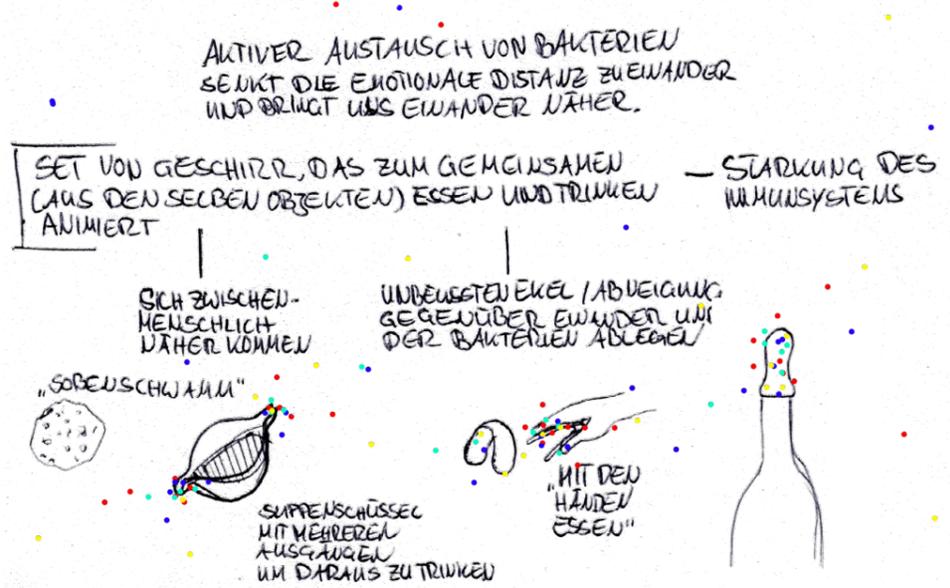
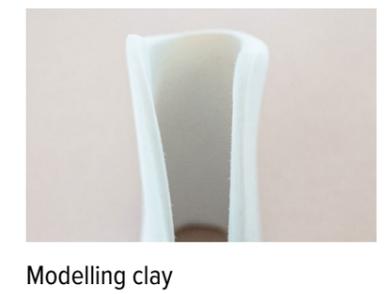
Actually, we're only half human. While we are made of 30 trillion in-house cells, we carry 39 trillion bacteria around with us.



SNUGGLES



"Obviously, you can share ordinary dishes, but you do not, and you do not want to. This is exactly the point: breaking conventions, learning and trying things out!"



SNUGGLES



Love Your Bacteria!

Exchanging bacteria is perceived as sickening and unhygienic. On the other hand, a diverse microbiota is essential for our health. By sharing dinner and dishes we build an emotional and physical connection to our fellow humans. This basis of trust helps us to overcome the irrational repulsion to exchange bacteria.



The objects emphasise the contact with bacteria.



As the "plate" comes without an edge it opens up to sharing with different people.



The "cone" allows to drink together from the same bottle. By keeping your own point of contact this exchange is based on comfort and safety.



To find physical connection to food the "nippers" imitate the way of eating with your hands.

SNUGGLES

Exhibition: Biotopia *Hautnah*
Schloss Nymphenburg - 16.06.2018

Biotopia is a new Natural History Museum in Munich's Schloss Nymphenburg. Every summer before its opening in 2024 Biotopia invites scientists, artists, and designers to participate in a public festival.



STOCK



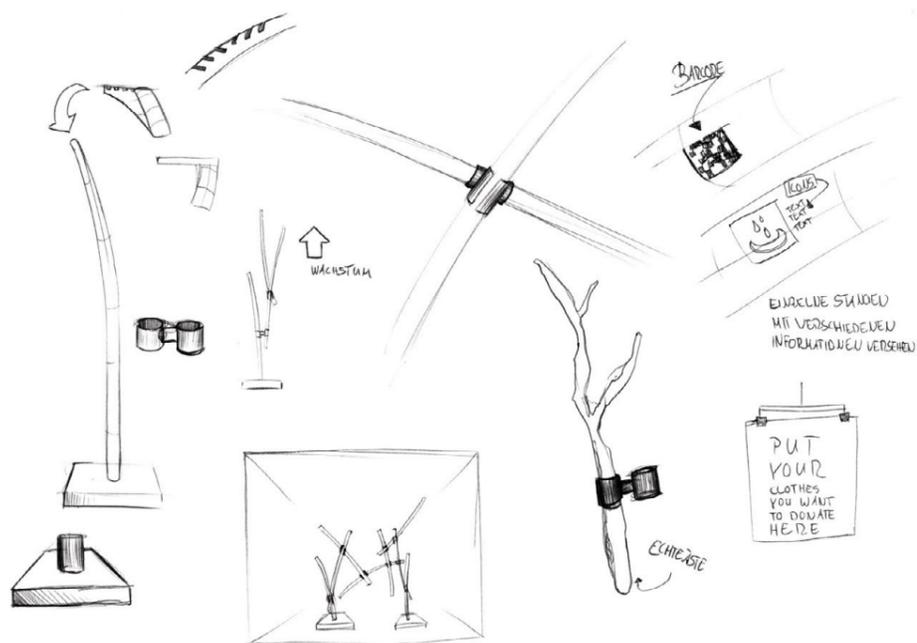
STOCK

**Sustainability in the fashion industry:
stop the madness.**

The fashion industry is responsible for ten percent of global CO2 emissions. STOCK aims to raise customer awareness of sustainable production and encourage participation. For this purpose it serves as a sculptural presentation area for sustainably produced fashion.



The construction brings up an association of branches and woods while connecting modern manufacturing methods with a basic attitude close to nature.

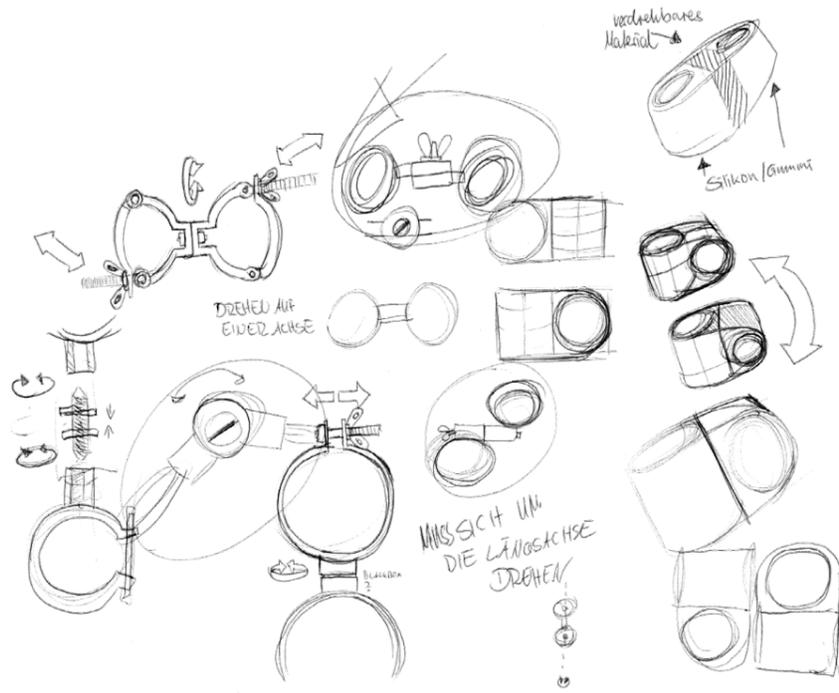


STOCK acts as a gathering place for information and responsibility.

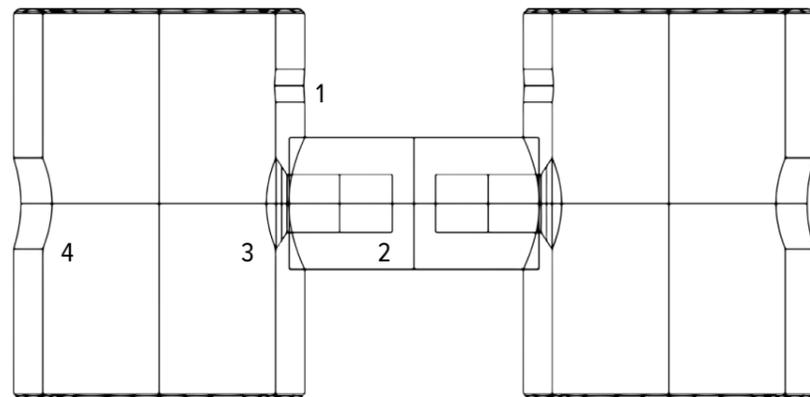


While creating a new selling space at the store, the product guides the customer out of an economic environment into a more native setting. By that, his attention is being drawn of his usual buying patterns to create space for reflection. STOCK also offers the possibility of placing information material in the branches.

STOCK



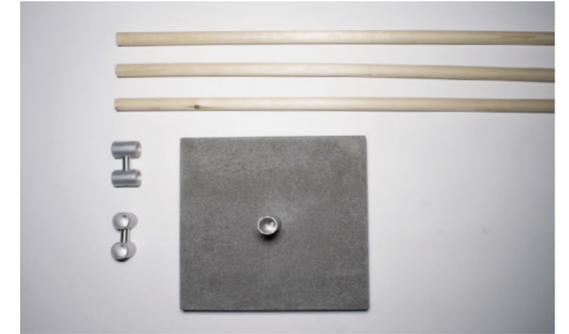
Construction: joints



- 1 Tap hole for grub screw. Fixing of the wooden poles.
- 2 Tap hole for adjusting the transverse axis.
- 3 Countersink - for inner countersunk screw.
- 4 Hole for access to the inner countersunk screw.



Model



PUTCHAIR



PUTCHAIR

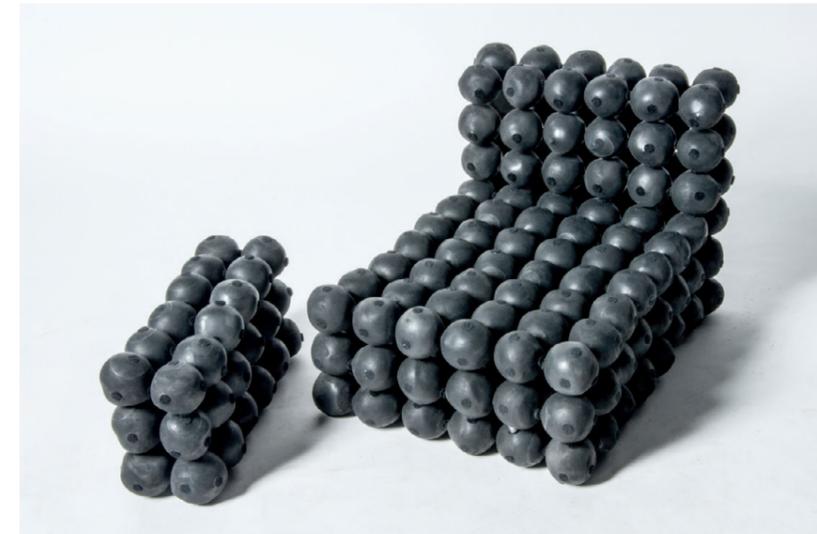
The seating-accommodation is meant to encourage the visitor not only to relax, but to play their own small part in the relations between object and space. Doing so, the stool remains recognisable as one piece, through visual or physical contiguousness.



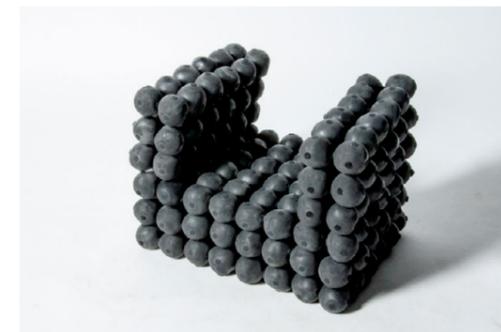
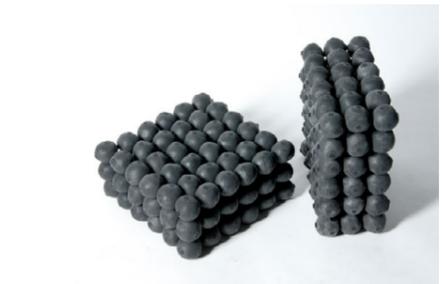
The visual unity is maintained, regardless of the dispersion in the room.



The shape, arrangement and functionality of the product can be individually adjusted.



Permutations



To achieve this result, the seating consists of several similar parts, which might vary in form or size, but are still recognizable as the same. In addition, the single parts need to be light enough so that they can be transported through the room without problem. Hence, complexity does not originate from the main form but from the arrangement of its single pieces.

PUTCHAIR

6 KUGELN PRO SPALTE/REIHE
36 KUGELN PRO EBENE
216 INSGESAMT

2 per ball
432 total



6 x 6
Edge length : 100mm
1 plane: 3600cm²
6 X 3600cm² = 21600cm²
2,16m²

6 dots per ball
3 hooks, 3 loops
216 x 3 = 648 double
216 x 6 = **1296** single

SCHAUMSTOFF

KLETTVERSCHLUSS



DOC.

Studierendenmagazin der Fakultät für Design

Nummer 15, Juli 2018
Studierendenmagazin der Fakultät für Design
Hochschule München

DOC.

Student magazine of the faculty of design

The Faculty of Design is at the crossroads. By moving to the old Zeughaus at the Lothstraße 17, it embarks on new directions without forgetting its past.



Content

- Farewell: Friedrich Ostermann
- Photography: construction site
- Conversations with faculty members
- Illustration: Tools
- Stories from life
- Noises of Infanteriestraße 14
- Conversations with designers
- Illustration: construction signs
- Faculty events
- Photography: Old / New
- Student projects
- Bachelor projects



Editorial: Valentin Dittlmann, Anna Ehrnsperger, Prof. Xuyen Dam, Charlotte Kelschenbach, Philip Kohlbecher, Manuel Lorenz, Robin Oden, Alicia Rühr



Tasks:

- „Managing editor“
- Texting (foreword, proofreading,...)
- Interviews
- Cinema 4D Rendering
- Inserting and layout of student and Bachelor projects via XML automation
- Social media presentation
- Website
- Communication

Inserting and layout of student projects via XML automation



„Useless Tools“ (Cinema 4D)





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