

Prof. Nitzan Cohen

Designer, Researcher, Design Educator,

Overview

'The designer in our modern consumer-based society is sometimes mistakenly seen as the one who has to feed the system. Keep it going by inventing and reinventing, shaping and reshaping, making new things for the sake of being new... Whereas questioning all that seems at times out of the question. I try to question, to look for questions that are interesting enough to answer. It is as part of looking at design as methodical process, it is a way of working and of a way to look at the world around us...'

In my journey as a designer, i have long realized our urgent need for a radical shift. Beyond feeding our consumer-based society, we must harness design to address our critical societal, industrial, and environmental challenges. It's a personal mission to not just question the status quo but to use design as a transformative tool for a sustainable, equitable future. This is our responsibility and our opportunity to reshape the world around us, making design not just a method but a catalyst for profound, necessary change.

After graduating from the design academy in Eindhoven (2002), Cohen was part of the Siemens-Mobile Designlab think-tank, Germany /China. Thereafter, started working with Konstantin Grcic (2003-7) as a designer and project leader on a wide range of projects for international companies and institutions. After this extensive period Cohen established his own design practice, a multi-disciplinary design studio engaged in projects ranging from industrial products, furniture and spaces to art-direction and design consultancy; collaborating with a wide range of partners -from large international corporations to small artisanal workshops, cultural institutes and Museums. Amongst the notable art-direction works by Cohen is the conceptual founding and thereafter artistically running the Italian innovative wooden furniture brand 'Mattiuzzi'.

Combining design work with design research and design didactic, Cohen has extensive design education experience. He held a chair for Industrial and System Design at the HBK Saar (Hochschule der Bildenden Künste) in Saarbrücken (2012-14) and adjunct professorship at

ter of Arts in 'Espace et Communication' at the HEAD Haute école d'art et de design) in Geneva (2011-14).

As of 2015 Cohen is a full professor for product design at the Faculty of Design and Art of the Free University of Bolzano (unibz). After several years as vice-dean for research of the Faculty, Cohen became the dean of the faculty (2019), a role he still follows today.

In unibz Cohen founded the 'Design Friction Lab', a multidisciplinary Research Lab and Design Studio at the intersection of science and the industry, of reality, innovation, and vision. Looking for innovative sustainable solutions for an industrial and societal transformation. The Lab currently develops projects focusing on crafted products, electronics and DIY culture, distributed manufacturing and open-source production, nano-electronics and biodegradable sensors, growing materials, alternative materials and the development of circular design and production technologies.

www.designfrictionlab.com
www.diyр.dev

Academic Positions and appointments

2019 - 2025

Dean

Faculty of Design and Art, The Free University of Bozen-Bolzano, Italy

2015 - 2019

Vice-Dean for Research

Faculty of Design and Art, The Free University of Bozen-Bolzano, Italy

2015 - Onwards

Full Professor for Product Design

Faculty of Design and Art, The Free University of Bozen-Bolzano, Italy

2012 - 2014

Professor for Industrial and system design / Lehrstuhl

Academy of fine arts and design Saar, Saarbrücken, Germany.

2011 - 2014

Adjunct Professor for Space and Communication

Master for Space and Communication, HEAD - Haute Ecole d'Art et de Design, Geneva, Switzerland

2012

Substitute Professor for industrial design

Staatliche Akademie der Bildenden Künste Stuttgart, Germany

Education after leaving school

1997-2002 Bachelor of design, the design academy, Eindhoven, Holland

1996-1997 Non degree art studies, Avni Institute, Tel-Aviv, Israel

1991-1994 Sound engineering (practice based), IDF, Tel-Aviv, Israel

Scholarships

2002-2003

'Face to Interface communication' - Designlab, Siemens Mobile, Germany / China
A Think-Tank Project with full living scholarship.

Professional experience

2017 - Ongoing : Design Friction Lab (DFL) / Head

The Design Friction Lab is a Multidisciplinary Research Lab and Design Studio at the intersection of science and the industry, of reality, innovation and vision.

Through the exploration of speculative scenarios with a critical design approach, preferable visions and products are prototyped while always striving to meet real-world needs with a global perspective and embedding aesthetics into ethics. The Design Friction Lab currently develops projects focusing on crafted products, electronics and DIY culture, distributed manufacturing and open-source production, nano-electronics and biodegradable sensors, growing materials, alternative materials and the development of circular design and production technologies.

2007 - 2017 : Studio Nitzan Cohen / Head

Working on a wide range of commissions from industrial products and furniture through spatial design and design consultancy. Amongst others, for the following companies and institutions: Authentics, BMW-Group, Bree, The International Design Museum -Munich, Diesel, Häberlein & Mauerer, Hugo Boss, Konika-Minolta, Kunstareal Munich, Mattiazzi, Schirn Kunsthalle, Stylepark, Thomas /Rosenthal, Wallpaper Magazine, Villa Noailles -Design parade.

2008 - 2015 : Founding art director, 'Mattiazzi Collezione'

Co-art directing the company (together with Florian Lambl). Creating and forming the brand's identity, initiating and leading projects with and amongst others: Jasper Morrison, Ronan and Erwan Bouroullec, Konstantin Grcic, Sam Hecht.

2002 - 2007 : Konstantin Grcic Industrial Design

Designer and Project leader -Amongst others, for the following companies and institutions: Authentics, Classicon, CNAP (Centre National des Arts Plastiques) / France, Ingo Maurer, Hermès -Japan, Krups, Muji, Lamy, Magis, Museum Boijmans van Beuningen / Rotterdam, Haus Der kunst / München, Museum für Gestaltung / Zürich, MUDAM (Musée d'Art Moderne Grand-Duc Jean) / Luxemburg.

Pieces in design collections

(year of entry in the collection)

2018

The Israel Museum, Jerusalem, Israel

-Mazah Pin rolls set of: 'To Go: New Designs for Jewish Ritual Object'

2016

Die Neue Sammlung -The international design Museum, Munich, Germany

-Kunstareal Munich Orientation System

2015

Die Neue Sammlung -The international design Museum, Munich, Germany

-Solo chair, He-Said chair, She said chair

-The complete Mattiazzi chair collection as an art-direction project for itself

2014

Die Neue Sammlung -The international design Museum, Munich, Germany

-Nan-15, book shelf

2013

CNAP / Centre national arts plastiques - French National Center for Visual Arts, Paris, France.

-Solo chair, He-Said chair, She-Said chair.

-The complete Mattiazzi chair collection as an art-direction project for itself

2012

CNAP / Centre national arts plastiques - French National Center for Visual Arts, Paris, France.

-Nan-15, book shelf

Design awards

2011

-'Förderpreis 2011 für Design der Landeshauptstadt München' (Winner)

-'Designpreis der Bundesrepublik Deutschland' -Nan-15 book shelf (Nominee)

/ German design award - Nomination by: Staatsministerium für Wirtschaft des Freistaates Bayern.

2010

-Interior Innovation Award -German Design Council (Winner)

Category: 'Best System' / Nan-15 book shelf

Group exhibitions

2023

- DFL: MATERIAL+ Future challenges in design, Neues Museum, Nürnberg, Germany

- DFL: Plastic: Remaking Our World, MAAT – Museum of Art, Architecture and Technology, Lisbon, Portugal

2022

- DFL: Plastic: Remaking Our World, V&A Dundee, Dundee, Scotland

- DFL: Plastic: Remaking Our World, The Vitra Design Museum, Weil am Rhein, Germany

2018

- To Go: New Designs for Jewish Ritual Objects, The Israel Museum, Jerusalem, Israel.

2016

- '24 hours in the life of a Swiss cuckoo clock', DWW, Dubai

- '24 hours in the life of a Swiss cuckoo clock', Salone Del mobile, Milano, Italy

2015

- 'Family Matters / Cohen, Lambl', Die Neue Sammlung -The international design-Museum, Munich, Germany

- '24 hours in the life of a Swiss cuckoo clock', UQAM Centre de Design, Montreal, Canada

- '24 hours in the life of a Swiss cuckoo clock', Gallery 360, Boston, USA

- 'Vierbeiner für Zweibeiner' Galerie Karin Sachs, Munich, Germany

2014

- 'Nine' -Design Parade, Villa Noailles, Hyères, France

- 'Home (very) sweet home', Gallerie Thaddaeus Ropac, Paris Pantin

- '24 hours in the life of a Swiss cuckoo clock', Musée des arts & métiers, Paris, France

- 'Auf die Plätze!', Platform gallery, Munich, Germany

- '24 hours in the life of a Swiss cuckoo clock', Designers' Saturday, Langenthal, Switzerland

2013

- Accepted / Rejected -Neues Museum für Kunst und Design in Nürnberg, Germany

- Accepted / Rejected -Designblok at the Technical university, Prague, Czech Republic

2011

- 'Design. Halt. Kunst', Neumeister Gallery, Munich, Germany

- Förderpreis 2011 - Löthringer.13 Gallery, Munich, Germany

- 'What Else is there', Kaleidoscope Space, Milano, Italy

2010

- Interdimension, RSTR4 Gallery, Munich, Germany

- Design vor dem Produkt, Filser&Gräf Gallery, Munich, Germany

2007

- Dream Makers, The Israel Museum, Jerusalem, Israel

2003

- Design Lab, Siemens Mobile, Munich, Germany
- Spin Off Forum, imm-Cologne, Cologne, Germany

2001

- Design Solidario, MAM -Museu de Arte Moderna, São-Paulo, Brazil

Exhibition curation**2015**

'Family Matters / Cohen, Lambl', Die Neue Sammlung -The international design Museum, Munich, Germany

Jury membership**2018**

- 'IF International Design Award' (Germany)

2014

- 'Förderpreis 2014 für Design' - the city of Munich, Munich, Germany

2013

- 'Förderpreis 2013 für Design' - the city of Munich, Munich, Germany
- 'Design im öffentlichen Raum: Verweilmöbel Am Garnmarkt, Götzis'
'designforum Vorarlberg', Dornbirn, Austria

2011

- Jury of the Bachelor and Masters graduation projects, ECAL (Ecole Cantonale d'art de Lausanne) Lausanne, Switzerland

Scientific Papers (selection: past 3years)**2023**

- Innocell Bioreactor: An Open-Source Development to Produce Biomaterials for Food and Packaging Based on Fermentation Processes, Cohen N, Sicher E, Ayala Garcia C, Merino Sanchez-Fayos I, Conterno L, Ugur Yavuz S (2023) Fermentation

- Designing matter across scales with microorganisms: The MMMM (Micro-Mezzo-Macro-Meta) approach, Sicher E, Ugur Yavuz S, Cohen N (2023) Proceedings of International Conference 2023 of the Design Research Society Special Interest Group on Experiential Knowledge (EKSIG)

- Laser-Induced, Green and Biocompatible Paper-Based Devices for Circular Electronics Cantarella G, Mallikarjun M, Merino Sanchez Fayos I, Ebner C, Ciocca M, Polo A, Ibba P, Bettotti P, Mukhtar A, Shkodra B, Inam AKMS, Pouryazdan A, Paganini M, Tiziani R, Mimmo T, Cesco S, Münzenrieder N, Petti L, Cohen N, Lugli P (2023) Advanced Functional Materials

2022

- An Open-Source Bioreactor Enhancing Microbial Cellulose Production and Novel Sustainable substances, Cohen N, Sicher E, Merino I, Ugur Yavuz S (2022) Sustainable Design and Manufacturing: Proceedings of the 8th International Conference on Sustainable Design and Manufacturing (KES-SDM 2021)

- From Agricultural Waste to Microbial Growth and (G)Local Resilience Cohen N, Sicher E, Ugur Yavuz S (2022) Developments in Design Research and Practice: Best Papers from 10th Senses and Sensibility 2019: Lost in (G)localization

- Screen-Printed Flexible Circular and Rectangular Silver Spirals for Planar Electrodynamic Loudspeakers: A Comparative Study of Pressure Frequency Response Madagalam M, La Torraca P, Ahmed M, Douaki A, Merino SanchezFayos I, Cohen N, Petti L, Lugli P (2022) 6th IEEE Electron Devices Technology & Manufacturing Conference (EDTM)

2021

- 2.4 GHz Microstrip Patch Antenna Fabricated by Means of Laser-Induced Graphitization of a Cellulose-based Paper Substrate, Ahmad M, Cantarella G, Costa Angeli M, Madagalam M, Ebner C, Ciocca M, Riaz R, Ibba P, Petrelli M, Merino I, Cohen N, Lugli P, Petti L (2021) IEEE International Flexible Electronics Technology Conference (IFETC 2021)

- DIYR - DIY-Redefined, exploring the innovative potential of designing DIY electronics, Cohen N, Alt P, Ugur Yavuz S (2021) Proceedings of the Fab 16 Research Papers Stream

- Designing with microbial cellulose to feed new biological cycles, Cohen N, Sicher E, Ugur Yavuz S (2020) International Journal of Food Design

Popular Science: Books & Press

2018

Books

- To Go: New Designs for Jewish Ritual Objects, The Israel Museum, (p. 116-128)

2017

Books

- Full House: Stephan Diez, Koenig Books Ltd, 2017, (p. 308)

- The Kinfolk entrepreneur: Ideas for meaningful work, Artisan Books (p.21-27)

2015

Books

- Bärnthaler,T. 2015: Do! It! Yourself! - International edition / Phaidon Press (p. 82-85)

- Yudina,A. 2015: Furniture / Thames & Hudson publishers

2014

Books

- Bärnthaler,T. 2014: Do! It! Yourself!. Süddeutsche Zeitung Edition (p.54-57)

- Schnell,M. 2014: Raum - Begenen, Denken, Vermitteln. Dossier Nr.2, Stiftung -

Pinakothek der Moderne, (p.56-59)

2013

Magazines (Marked '*' are articles solely about Cohen's work or a project of his)

* Marie Claire Maison / December 2013 (p.49-51)

- Süddeutsche Zeitung Magazin / November 2013 (p.36-39)

- BMW Magazin / November 2013 (p.70-77)

* Disegno / October 2013 (p.28-29)

* AD /Architectural Digest / October 2013 (p.27,103)

* HOME / September 2013 (p.80-81)

* Disegno Daily - Online Edition / August 2013

* Wallpaper / June 2013 ('Style file' section, 2 pages)

* Der Standard RONDO /April 2013 (p.13-17)

- Abitare / April 2013 (99-103)

* Case da Abitare / March 2013 (p.81-83)

* design report / February 2013 (p.6)

2012

Magazines (Marked '*' are articles solely about Cohen's work or a project of his)

Real Design, Japan / May 2012 (p.62-63)

* design report / April 2012

Weltkunst / September 2012

Books

Martin-Pearson,S. McNamara,C.Van Rossum-Willems,M. 2012: Night Fever 3.

Frame Publishers (p.34-35)

2011

Magazines (Marked '*' are articles solely about my work or a project of mine)

Case da Abitare, October 2011 (P.69-76)

* Everyday Masterpieces, October 2011 (P.19-20)

* Monitor, #64, April 2011 (P.34-39)

Art Aurea, #2, Summer 2011 (p.26)

Books

Geyer, C. 2011: Furniture Yearbook 2010/2011. Edel Publishing, (P.158)

2010

Magazines

AD Architectural Digest, Juni 2010 (P.91-93)

Books

- Glasner,B. Schmidt,P. 2010: CHROMA Design Architecture & art in color. Birkhäuser Publishing (P.92)

-Martin-Pearson,S. McNamara,C.Van Rossum-Willems,M. 2010: Night Fever2 - Hospitality Design / Eat. Frame Publishers (P.106-107, 128-129)

-Herrenknecht,J. 2010: Der Designer und sein Raum / limitierte Auflage (P.152-215)

2009

Magazines (Marked '*' are articles solely about Cohen's work or a project of his)

* Icon, November, 2009 (P.44-45)

* Form, July-Augudt, 2009 (P.60-64)

Vogue (Germany) Juni, 2009 (P.201)

Madame, Juni, 2009 (P.68-69)

* Design Report, Mai, 2009 (P.48-53)

2007

Magazines (Marked '*' are articles solely about Cohen's work or a project of his)

Monopol, #12 December, 2007 (P.84-89)

Books

Ward,A. 2007: Dream Makers -Design Meets Technology. The Israel Museum (P.35-36)

Public Lectures

2016

-**Lecture:** Design Perspektiven 2016 - Design und Handwerk, Internationalen Handwerksmesse IHM / The International Trade Fair for Craft Trades, Munich, Germany

2015

-**Lecture:** „Design is a state of mind: Design und Design Thinking als Innovations/Kreativitätsmotor für Unternehmen?“, Museion museum of contemporary art, Bolzano, Italy

-**Lecture:** 'Kunstareal München orientation system and the use of DuPont Corian', FUTURE TALKS conference, The International Design Museum Munich, Germany

-**Lecture:** Between industry and craft and the search for logic, Bolzano, Italy

-**Lecture / Talk / Guided tour:** 'Designbus- Nils Holger Moormann & Nitzan Cohen' On the occasion of the Munich Business Design Week. Munich, Germany. 28.02.2015

2014

-**Lecture:** Begleitsystem Kunstareal München (Keynote)

At the occasion of the press conference presenting the Kunstareal Begleitsystem. Neue Pinakothek, Die Neue Sammlung - The International Design Museum, Munich, Germany. 31.03.2014

2013

- **Podium talk:** 'Accepted / Rejected' Exhibition (invited)

Neues Museum / New Museum for Art and Design, Nürnberg (invited). 19.09.2013

-**Podium talk:** 'Tischlein Deck Dich' (invited)

with Prof. Michal Froněk, Schaustelle / Neue Pinakothek, Die Neue Sammlung - The International Design Museum, Munich, Germany. 31.0.2013

-**Lecture:** 'Nitzan Cohen - Zwischen Industriedesign und Handwerk' (Keynote)

Invited by: Deutschen Werkbundes Bayern, Handwerkskammer für München und Oberbayern, Lehrstuhl für Industrial Design, Technische Universität München

On the occasion of the Munich Business Design Week. Munich, Germany 21.02.2013

2012

-**Lecture:** 'Mattiuzzi -Ways of Seeing, Ways Of Sitting ' / The Mattiuzzi Brand building Łódź Design Festival, Lodz, Poland. 19.10.2012

2011

-**Lecture:** Studio Nitzan Cohen (Invited)

HEAD (Haute Ecole d'Art et de Design) -Geneva, Switzerland. 24.09.2011

-**Lecture:** 'Ways of looking as ways of doing' (Invited)

FestArch International Architecture Festival, Perugia, Italy. 03.06.2011

2010

-**Lecture:** 'Being Nervous... Certain states of design and designing' (Invited)

At the occasion of the book launch: 'Design is a nervous thing'.

ABK -Staatliche Akademie der Bildenden Künste Stuttgart, Germany. 21.06.2010

2009

-**Podium talk:** 'Design for dem Produkt' (Invited)

Moderated by Prof. Dr. Florian Hufnagl.

Galerie Filser & Gräf, Munich, Germany. 08.12.2009

2008

-**Podium talk:** The Design Annual (Invited)

With Ab Rogers, moderated by Aric Chen.

Frankfurt, Germany. 10.07.2008

„Die Suche nach Logik“

Der design report adaptiert den berühmten Proust'schen Fragebogen und bittet Persönlichkeiten aus der Designwelt um ihre Antworten.

KONZEPT UND BEARBEITUNG: MARKUS FRENZL

ÜBER DESIGN

1. Kann Design die Welt verändern?
Das tut es täglich.

2. Welcher Designentwurf hat die Welt verändert?

Laut Rem Koolhaas die Rolltreppe, und damit hat er Recht.

3. Braucht Design Theorie?

Theorie ist ein Fundament, und ich kenne nichts, das kein Fundament bräuchte.

4. Weshalb ist Design so unpolitisch geworden?

Weil Designer zu kommerziell und feige sind.

5. Muss Design demokratisch sein?
Bitte nicht!

6. Fördert die Wirtschaft das Design oder das Design die Wirtschaft?

Design fördert die Wirtschaft viel mehr, als die Wirtschaft das realisiert.

7. Sollte Design so frei sein wie Kunst?

Design ist so frei wie Kunst, aber nur wenige kommen mit dieser Freiheit klar, weshalb Design fälschlicherweise als begrenzt wahrgenommen wird.

8. Welches sind die wichtigsten Bewertungskriterien für gutes Design?

Würde man dafür bezahlen?

9. Aus welchem Lebensbereich sollte sich das Design raushalten?

Wenn Designer Problemlöser sind, sollte sich Design aus allen Bereichen ohne Probleme heraushalten.

ÜBER DESIGNER

10. Ihr(e) Lieblingsdesigner in der Geschichte?

Achille Castiglioni.

11. Welche(r) Designer sollte bekannter sein?

Charles and Ray Eames – für alles, was sie außer ihren Möbeln gemacht haben.

12. Welcher Designer wird in ein paar Jahren vergessen sein?

Alle, die noch immer Verläufe verwenden.

13. Was sollten Gestalter lesen?

Gute Literatur. Ein bisschen Theorie würde auch nicht schaden.

14. Was wollten Sie der Designbranche schon immer mal mitteilen?

Formen kommen und gehen, Ideen bleiben.

ÜBER SICH SELBST

15. Was haben Sie zuletzt gelesen?

„I'm Your Man“ von Sylvie Simmons über meinen Onkel Leonard.

16. Welcher Künstler inspiriert Sie?

Das ändert sich laufend, momentan Sol LeWitt, dessen Arbeit mich berührt.

17. Gibt es Marken, denen Sie die

Treue halten werden?

Etwas, das ich nur von einer Marke kaufen würde? Helles von Augustiner Bräu.

18. Gibt es einen Entwurf, an den Sie gerne eine Hommage entwerfen würden?

Die Arco-Leuchte von Achille und Pier Giacomo Castiglioni.

19. Für welchen bekannten Entwurf können Sie sich nur wenig begeistern?

Das Billy-Regal.

20. Was hassen Sie an Ihrer Wohnung?

Es fehlen mindestens 40 Quadratmeter.

21. Ihr Lieblingsplatz zum Arbeiten?

Draußen im Garten an einem sonnigen Tag gegen elf Uhr morgens.

22. Ein Entwurf, der Sie in schwierigen Momenten tröstet?

Ein CD-Player, in dem die richtige CD liegt.

23. Das Auto, das Sie gerne fahren würden?

Jedes, das in weniger als 5 Sekunden von 0 auf 100 km/h kommt und weniger als 5 Liter auf 100 km verbraucht.

24. Das erste „Designobjekt“, das Sie sich gekauft haben?

Das erste, das ich besaß, war sicher die „Mayday“-Leuchte von Konstantin Grcic, die er mir als Dankeschön für mein Praktikum bei ihm gab.

25. Welchen eigenen Entwurf halten Sie für Ihren besten?

Das Sitzelement, das wir gerade für das Kunstareal München entwickeln.

26. Was möchten Sie gerne noch entwerfen?

Es geht nicht um das „Was?“, sondern um die Frage „Für Wen?“.

27. Glauben Sie, dass Sie frei davon sind, Trends zu folgen?

Nein. Wenn jemand das mit einem klaren Ja beantwortet, sagt er nicht die Wahrheit.

28. Gibt es ein Leitmotiv für Ihre Tätigkeit als Gestalter?

Die Suche nach Logik.

29. Was sollte nach Ihrem Tod über Ihr Werk in Erinnerung bleiben?

Ein Lächeln.

ZUR PERSON

Nitzan Cohen arbeitete nach seinem Abschluss an der Designakademie Eindhoven als Designer und Projektleiter bei Konstantin Grcic, bevor er 2007 sein „Studio Nitzan Cohen“ in München gründete. Das multidisziplinäre Büro ist in den Bereichen Industriedesign, Innenarchitektur und Möbeldesign bis hin zu Art Direction und Strategischer Beratung tätig. Zu den Kunden zählen Authentics, die BMW-Gruppe, Bree, Diesel, Herman Miller, Hugo Boss, Konika-Minolta, Mattiuzzi, Nanoo by Faserplast, Stylepark oder Thomas/Rosenthal. Seit 2012 ist Nitzan Cohen Professor für Industrie- und Systemdesign an der HBK in Saarbrücken und Gastprofessor des Masterprogramms der HEAD in Genf.

www.nitzan-cohen.com

