

DESIGN MAGIC

MEET AND GREET WITH ESSLINGER,
HEISENBERG, PLANCK AND FRIENDS.

Dear Ladies and Gentlemen,

As promised before, we'd hereby like to invite you to one of the highlights of this year's HIGH END.

Celebrating one of the last living design gods, the legendary Hartmut Esslinger of WEGA / SONY / APPLE, and the world premiere of his outstanding work for Audionet.

Exclusively for our best friends (and best dealers and of course the best of the press!), on arms length, with time and intimacy to talk about the coming of superb design for the audiophile cognoscenti.

Smooch with the five brand new components within the two new SCIENTIST series

- HEISENBERG and STERN - our new Über-Amps in the ultimate highend series,
- PLANCK, WATT and AMPERE - the first three machines from our new ultra-highend series.

and designer extraordinaire

Prof. Dr. Hartmut Esslinger

on THURSDAY the **5th of May, at 2 p.m. in room F001.**

Do not miss this moment you will be able to tell your grandkids about!

Kind regards

Thomas Gessler
(Dipl. Volksw.)
Managing Partner

Robert Hagemann
(Dipl. Kfm.)
Managing Partner

RSVP. For participation please send us an email to contact@audionet.de.

The MEET&GREET PARTICIPANTS:

STERN, Otto.	German Jewish Nobel price laureate for physics. Musician.
HEISENBERG, Werner.	German physician. Father of quantum mechanics, Nobel 1932. Musician.
WATT, James.	Scottish inventor. Instrument maker.
AMPERE, Andre-Marie.	French scientist. Musician.
PLANCK, Max.	German physicist and Nobel laureate. Musician.
ESSLINGER, Hartmut.	German designer. Father of the Wega/Sony/Apple design. Instrument maker.

Prof. Dr. h.c. Hartmut Esslinger

Justly celebrated worldwide for the results of his longtime collaboration with Steve Jobs - the original Apple MacIntosh SE, the Apple SNOW WHITE Design, the NEXT computer - Hartmut worked with some of the most prestigious global companies, always with their founders, owners and CEOs. In some cases such as Wega, Sony, Apple, Louis Vuitton, Microsoft, SAP and Lufthansa he helped them convert their technological competences and entrepreneurial vision and desire into global brands.

Hartmut also engages in educating and mentoring young designers: he is a founding professor of the Hochschule fuer Gestaltung (College for Design) in Karlsruhe, Germany and from 2006 to 2011 he was a professor for convergent industrial design at the University for Applied Arts in Vienna, Austria. Since 2011 he is a professor for strategic design and innovation (SDI) at the Shanghai Institute of Visual Arts and DeTao Master. He serves as the academic dean of the Chinese Industrial Design Association's CIDA-DeTao Innovation Institute. He received a honorary doctorate in Fine Arts from the Parson School of Design, New York, was named Honorary Royal Designer for Industry by the Royal Society of Arts, London, and received several lifetime achievement awards around the world.

Hartmut was the first designer to bring human-driven, high-touch design to world of complex hardware and software technology. He also is a pioneer in designing holistic and appealing customer experiences. Bloomberg/Business Week - where he was featured on the cover in 1990 - called him the most influential American industrial designer since the 1930s and the first Superstar of High-Tech Design.

Some Museums:

Museum of Modern Art, New York: Sony-Wega Concept 51K

Museum of Modern Art, Milwaukee: Frollerskates, Hamlyn Iron Cooper

Hewitt Museum, New York: Apple products e.g. Apple 2c, Macintosh SE

Museum of Modern Art, Philadelphia: Retrospective "frogart" (1989)

Museum fuer Kunst und Gewerbe, Hamburg: frog retrospective (1992) Neue Sammlung Munich, 200+ products (Focus on Wega and Apple)

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