

design duality: zooming out  
& zooming in

matthew burger  
johannesburg  
june 2011



zooming out:

take into account that great  
love & great achievements  
involve great risk

the dalai lama







zooming out:

take into account that great  
love & great achievements  
involve great risk

the dalai lama



zooming out:

we can't solve problems by  
using the same kind of  
thinking we used when  
we created them

albert einstein








zooming out:

imagination is more  
important than  
knowledge ...

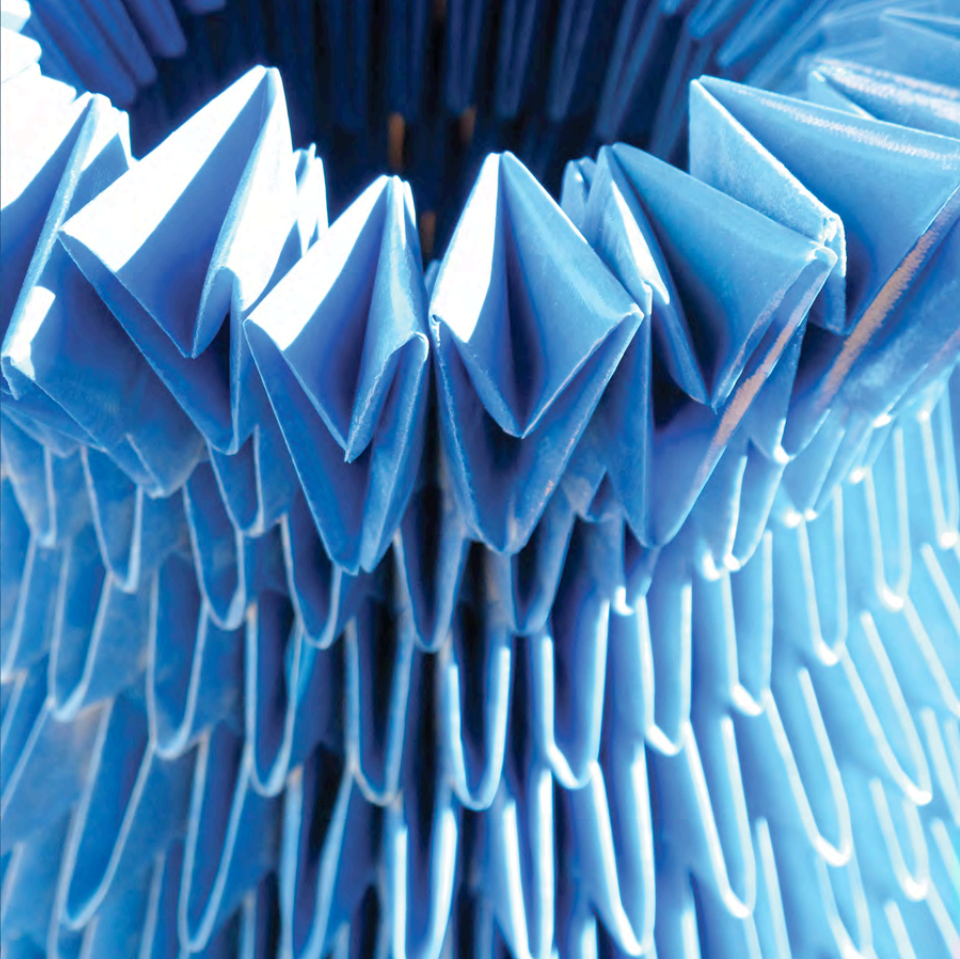
albert einstein



the important thing is not  
to stop questioning.  
curiosity has its  
own reason for  
existing ...





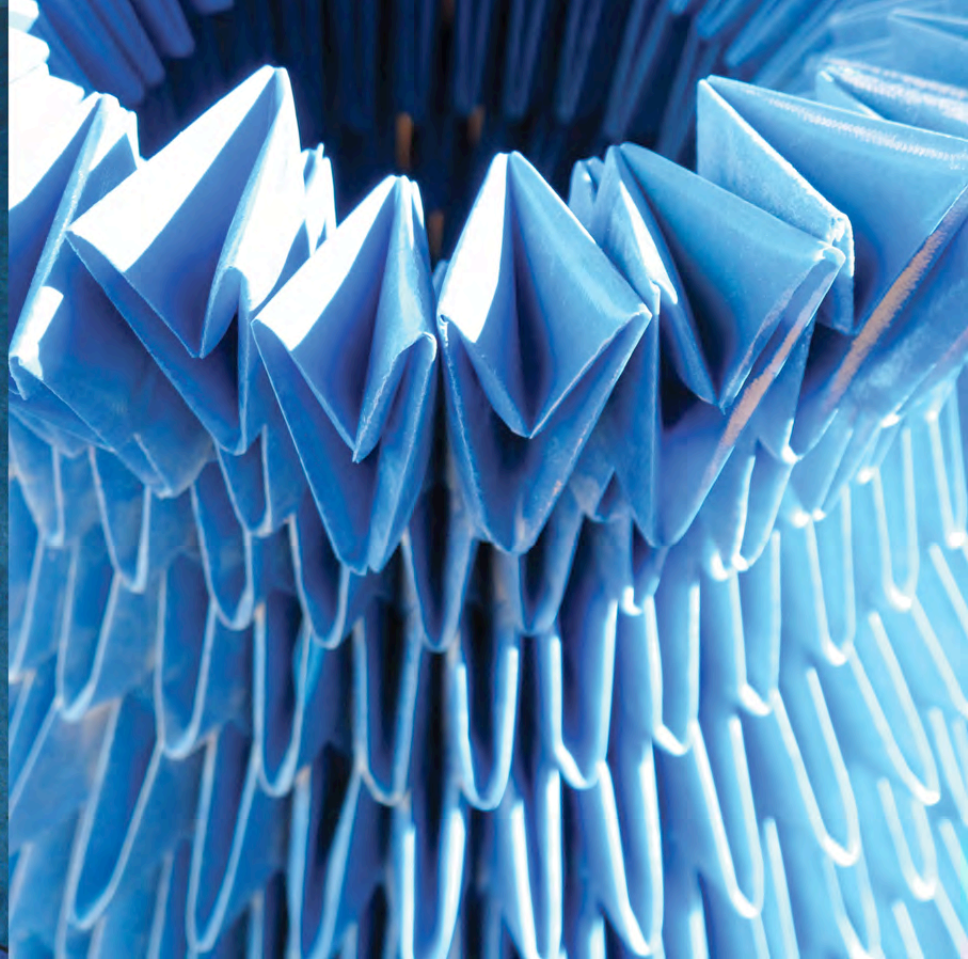




zooming in:

1. keep good company
2. notice the ordinary
3. preserve the ephemeral
4. design not for the elite  
but for the masses ...
5. explain it to a child

charles & ray eames





zooming in:

6. get lost in the content
7. get to the heart of the matter
8. never tolerate “o.k. anything.”
9. remember your responsibility  
as a storyteller
10. zoom out

charles & ray eames





zooming in:

1. switch

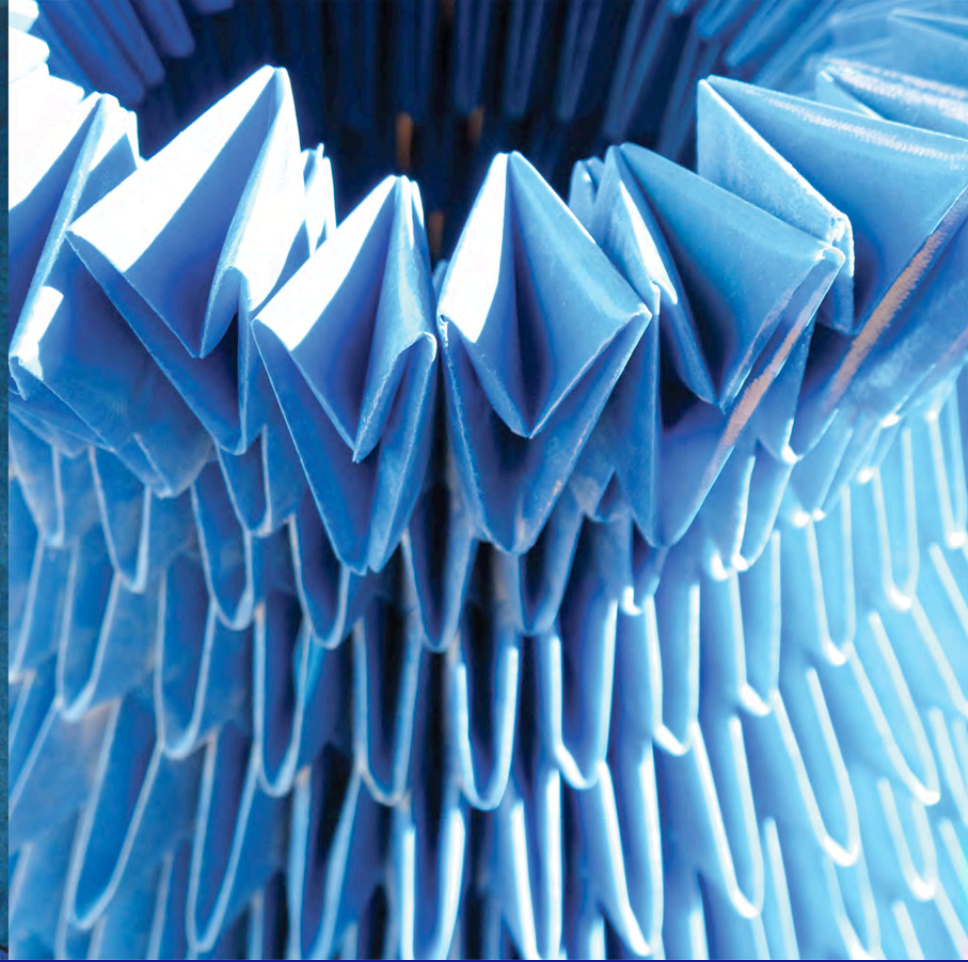
2. prototype it

3. pun

4. make design your life &  
life, your design.

5. leave something behind

charles & ray eames



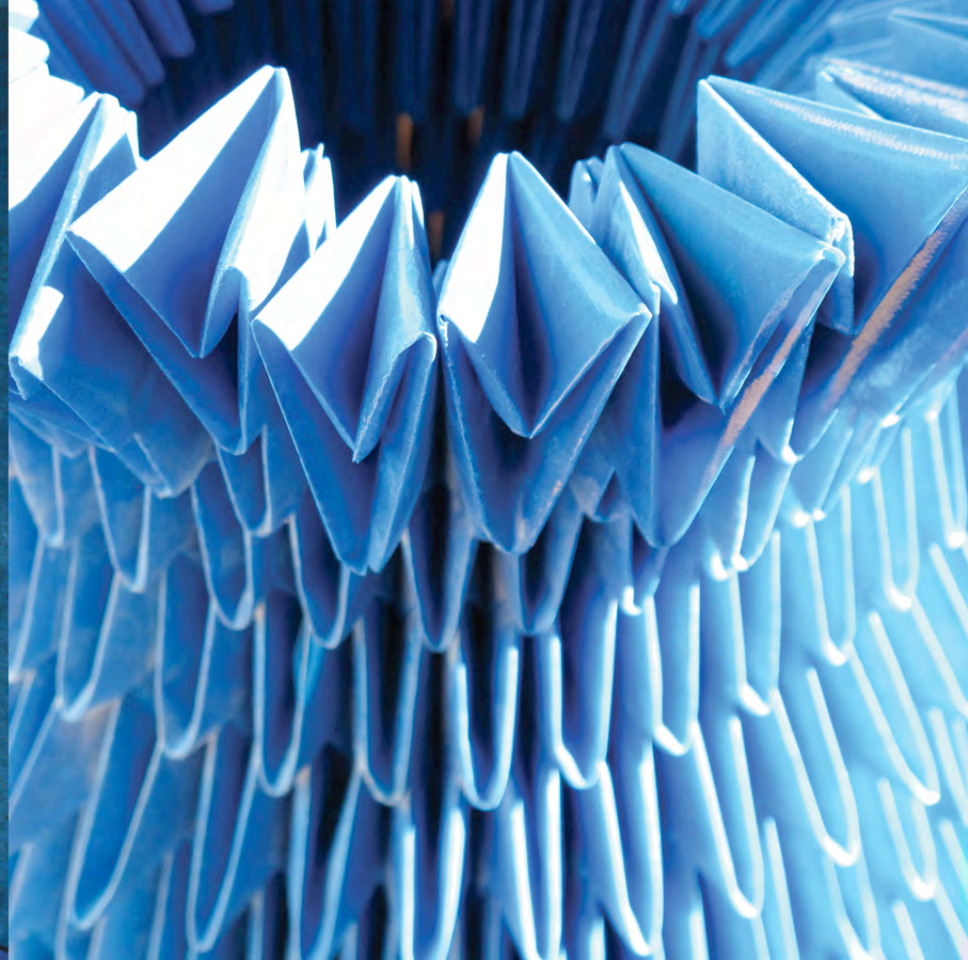


design duality:

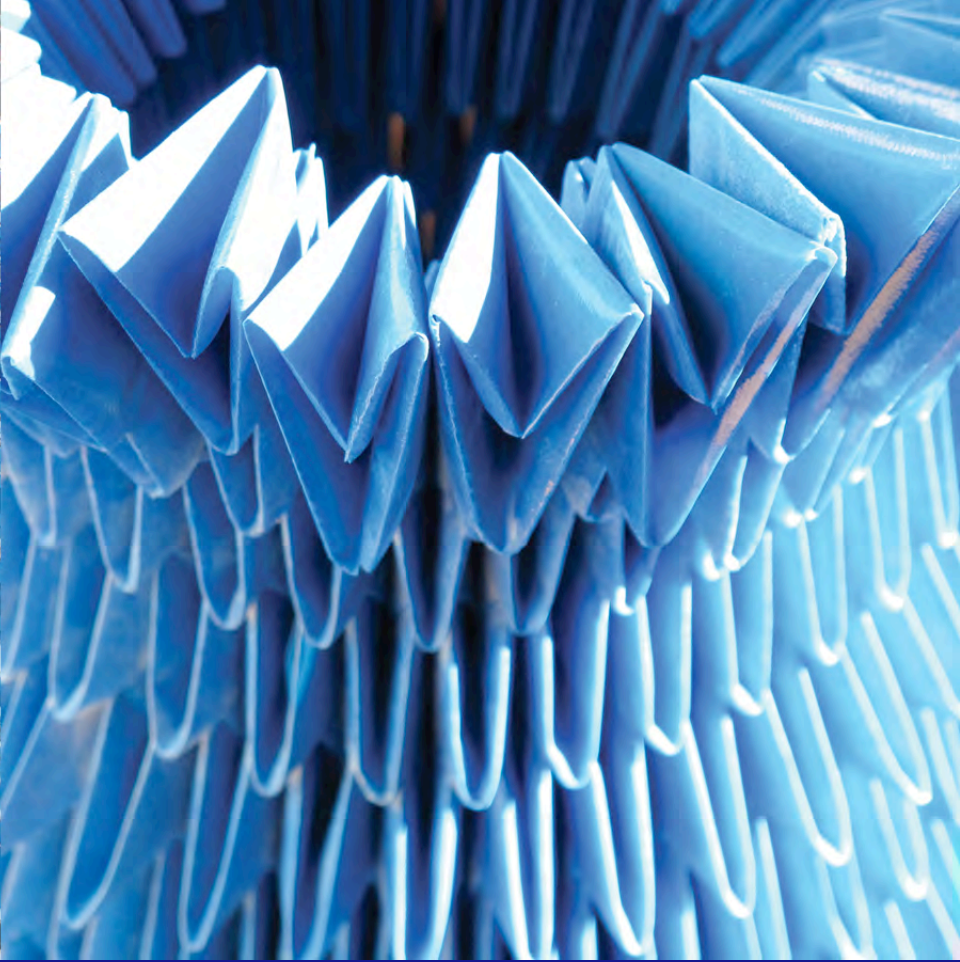
10. zoom out & in ...

15. leave something behind

charles & ray eames













zooming in:  
matthew  
burger

circa 1980





matthew burger:

grew up in ohio, usa ...  
studied industrial design at  
pratt institute, nyc., usa  
1980 - 1982 worked in  
ulm & stuttgart, germany



matthew burger:  
worked in ulm & stuttgart,  
germany

circa 1980-82





matthew burger:  
lived in new york city  
& worked for the  
maxim company

circa 1983-85





matthew burger:  
the maxim company,  
kitchen appliances

circa 1983-85





**matthew burger:**  
lived in new york city &  
worked for a design  
studio, also started  
teaching at  
pratt . . .

**circa 1985-88**





matthew burger:  
studied graphic design in  
basel, switzerland ...

circa | 1988-91



matthew burger:  
graduated 1991 from basel:  
visueller gestalter, hfg  
swiss diploma ...



circa 1991



matthew burger:  
worked as a designer for  
swiss federal railways,  
bern, switzerland ...

circa 1991-97



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circa 1991-97



1997:

matthew decides to return  
to the united states &  
teach designers ...

circa 1997





matthew moves to boston,  
massachusetts and teaches  
design at wit: wentworth  
institute of technology ...

circa 1997-2005



2004:

matthew becomes program coordinator for industrial design at wentworth ...

circa 2004





2005:

matthew becomes chair of  
the iD department at  
pratt institute, nyc.

circa 2005-2010



6 years teaching design:  
iD undergraduate and  
graduate students at  
pratt institute, nyc.

circa 2005-2011





5 years of co-teaching an  
iD studio with jeff kapec  
and the course is called,  
making meaning ...

circa 2006-2011



sally corn & joe kent:  
public space food culture  
project called, street eats,  
for making meaning  
2008 ...

circa 2006-2011





making meaning alumni:  
corn & kent were retained  
by grand central partnership  
to design information  
kiosks for nyc ...

circa 2010



collaboration:

colgate-palmolive and pratt:  
collaborate together in two  
sponsored design studios  
for iD students ...

circa 2009-10

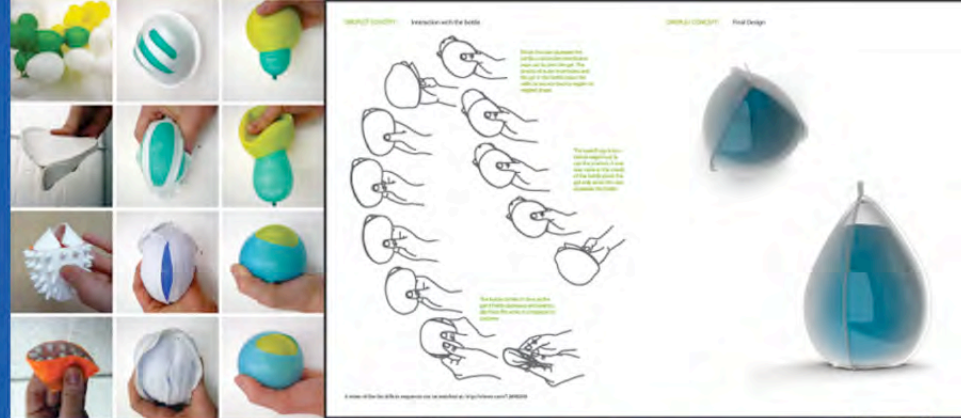




collaboration:

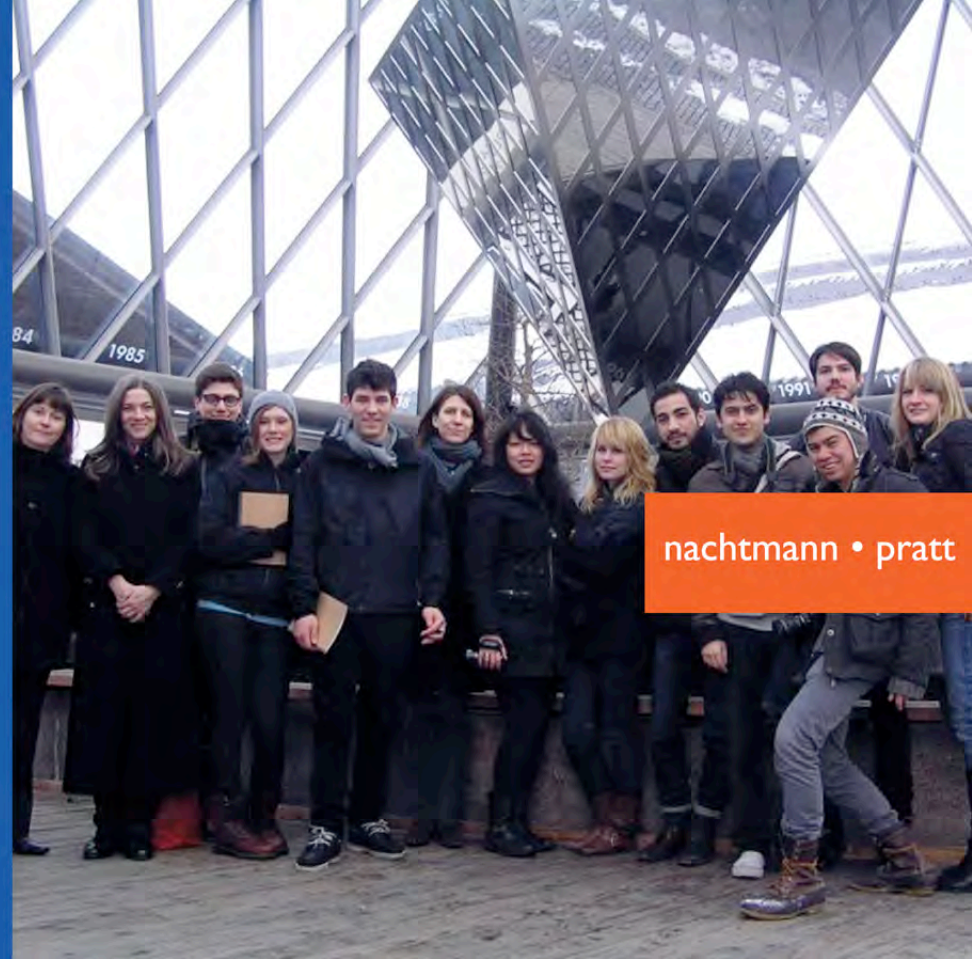
colgate-palmolive and pratt:  
trans • form, an example of  
work from esin arsan &  
sahar ghaheri ...

circa 2009-10



collaboration:  
nachtmann-riedel and pratt:  
manufacturer's research  
trip for iD students &  
faculty to bavaria ...

circa 2009-10





collaboration:

nachtmann-riedel and pratt:  
alvaro uribe's crystal petals  
collection is now in riedel's  
production ...

circa 2009-10



collaboration:

folkwanghochschule & pratt:  
iD students create hybrids  
& show work collectively  
in cologne, in 2010 ...

circa 2009-10





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folkwanghochschule & pratt:  
iD students create hybrids  
& show work collectively  
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circa 2009-10



collaboration:

ralph pucci, paper and pratt:  
4 departments: the fine arts,  
fashion, interior and  
industrial design ...

circa 2009-10



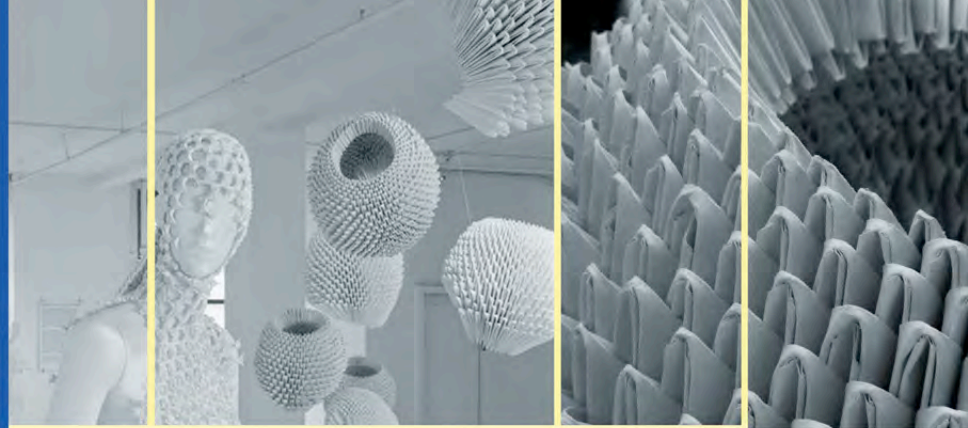
ralph pucci • pratt



collaboration:

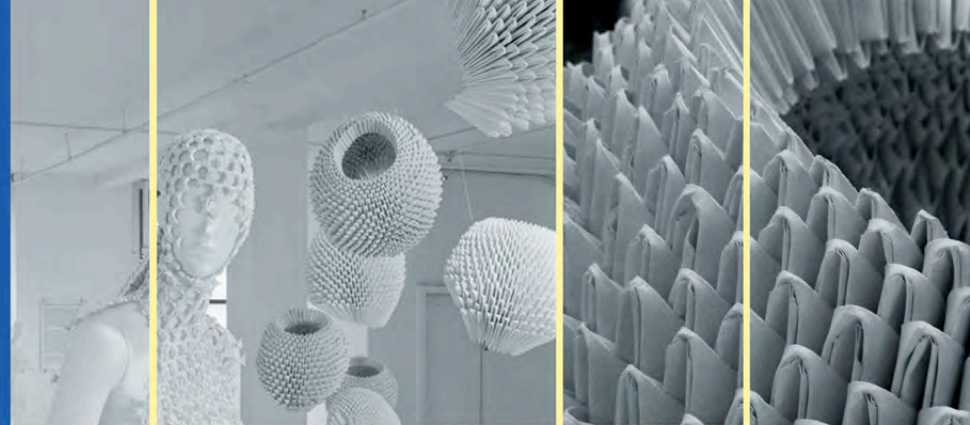
ralph pucci, paper and pratt:  
4 departments: the fine arts,  
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circa 2009-10



thank you very much ...

and now, let's zoom out ...





thank you very much ...

and now, let's zoom out ...