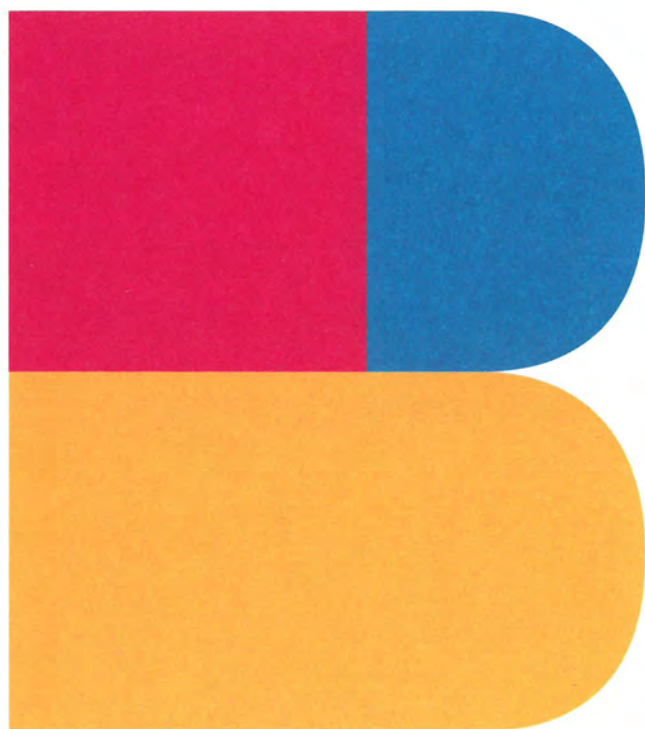


# Berlin Design Digest



**Robert Eysoldt  
& Raban Ruddigkeit**  
Slanted Publishers

# IONDESIGN

IONDESIGN was founded in 1993 by Anja Götz and Christoph Fleckenstein. Today, 9 designers blur the borders between different disciplines. IONDESIGN aims at the utility of the design, rather than formalist style. They create useful and successful solutions, which take all ergonomic, technical, economical, and aesthetic aspects into account.

IONDESIGN GmbH  
Xantener Strasse 22  
10707 Berlin, Germany

Product design, public design,  
packaging design, exhibition  
design, graphic design, interior  
design, architecture

ion@iondesign.de  
www.iondesign.de



The health risks caused by regular exposure to noise continue to be underestimated. Ear muffs that are comfortable to wear and appealing in design considerably increase their social acceptability. Since they can be put on and taken off quickly, ear muffs are especially suitable for working environments in which the level

of noise varies. Conventional ear muffs are usually U-shaped and are worn directly under the chin. This means, that unpleasant scraping noises are caused every time the wearer moves her/his head, when the bow rubs against neck or collar. The shape of "WaveBand," by contrast, has been optimized in such a way,

that even with all kinds of different face sizes, possible areas of friction are reduced and less sound is transmitted. "WaveBand" is small, handy, flexible, and available in bright colors. It implements European health standards and has won numerous design awards—it is available all over Europe and in the USA. ■



◀ The design of these ear muffs considerably increases their acceptability.

▲ Perfect example of IONDESIGN's approach: shaping needs



Many years of fruitful cooperation with the globally operating Wall AG account for IONDESIGN's presence on an international level. The Berlin-based design studio has created client headquarters in the Netherlands, the interior design of the Istanbul office, trade fair stands, and numerous advertising display cases.

One of these is the City Light Board (CLB), which has been developed for the ideal presentation of posters in the 18/1 format. The narrow inner frame is printed on the glass as a passepartout. It emphasizes the content of the poster behind the curved cover. One key element of this design is the innovative knot which connects the base with the display. It has

won the Chicago Athenaeum Good Design Award. Istanbul is one of the many locations where the CLB is in use. The second generation of CLBs has a digital screen. The decisive design language is a perfect example of IONDESIGN's approach. Clear lines create a distinct public design object without becoming anonymous. ■



◀ The digital version of the City Light Board allows a more flexible use of the content.

▲ Istanbul is one of the many locations where the City Light Board is in use.