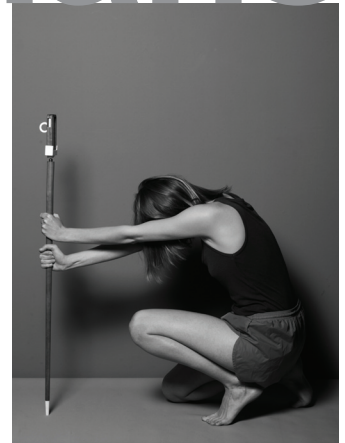


sticks & humans



pictures: das schmott (<http://dasschmott.de/>)

STICKS AND HUMANS (ACADEMIC PROJECT):
pictured (LTR): the Carrying-Aid-Stick Hans-im-Glück, the Coffee Cup-Stick Mitzi; the iPhone-Stick Steve, the Sit-Stick Emma, the Playing-Stick Hugo

SUFFICIENCY was the topic of the academic project during which „sticks and humans“ was developed. When Helene was pondering about what seemed especially sufficient to her, she found her answer in the stick. Today the stick is seen as a mere support for the elderly. Whereas in the beginning of the last century it was a symbol of social standing. Helene developed five reinterpretations of the stick in today's urban environment.

Hans-im-Glück is going into production soon...

Helene Steiner: I am already extremely curious how the consumers react to it. Hans-im-Glück is a reference to the title of the fairytale Hans-in-Luck, which is about a young man, carrying heavy burdens. So the stick is supposed to help its owner carry weighty things. Maybe it will replace the shopping-trolley, which is thought of being incredibly ugly by many. But sometimes you have to carry something heavy and you just need help. And Hans helps you with that: just throw him over your shoulder, and the weight will be a lot easier to carry.

What helps you to form your ideas?

Helene Steiner: For me being a designer means to solve problems. I don't want to design pieces for a gallery, I want them to be functional mass-produced articles. Usually I research theoretical background and then I commence a field study and try to observe economical, ecological and social aspects to be able to act sustainably.

Hans-im-Glück soon available at:
www.designkooperative.eu