

Occhio

Doris Hartwich, fashion designer, Munich

Ms Hartwich, it is often said that we are being inundated with design. Is that true?

That is a question of definition. These days everything is design. But good design is rare. And what is good will only be recognized in future.

Which design pieces have inspired you recently? And why?

Three examples of many: the Occhio series by Axel Meise.

I have some of these lights in my showroom, functional, puristically beautiful and highly compatible with my men's fashions. Then the Vitra Lounge Chair by Charles and Ray Eames. The design which dates back to the 1950s is still fresh. Hard shell, soft core, into which one would like to simply sink after a long day. Finally textile creations by the Japanese weaver Chugai Kunishima-Cobo. Produced by a technique inspired by handicraft. It can be used to make exceptional jackets for men.

Do architects or rather designers currently set trends?

Architects are responsible for the shell, designers for the interior. The one does not work without the other. Both must be creative and able to work in a team. It is a process of give and take, architecture influences design and vice versa.

Which contemporary structures did you simply have to see?

Peter Zumthor's Kunsthhaus in Bregenz, so clear and puristic, that it is an objet d'art itself. It makes it really hard for the exhibits to meet the aspirations for art set here. Or the ski jump by Zaha Hadid on Bergisel mountain, Innsbruck's futuristic landmark. We had a fashion shoot there. It provided the perfect setting for my men's fashion.