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Prof. Franz Kluge, Trier/Wiesbaden, Germany
Curriculum Vitae



Mission Statement: „Design in Context“ is adaptable

Achieving a transnational and transdisciplinary culture of innovation in creative industries.

Positioning: Generate creativity from diversity

When different cultures come together, the result is something completely new

Stations and Milestones: Crossing Boundaries

At the interface between art, science and design, between application and experiment

**Projects, Exhibitions, Awards / Publications / Third-party Funds,
Research and Development, Transfers / Review Activities and
Committee Work / Lectures and Workshops**

Contact

Wiesbaden/Trier 12.02.2017

Mission Statement

“Design in Context” is adaptable

Achieving a transnational and transdisciplinary culture of innovation in creative industries.

In the past several years, we have seen the concept of design become increasingly

broad; it can no longer be limited to the traditional design disciplines. Today, “design” – as a term and a concept, a method or a process, and not least as an interdisciplinary or transdisciplinary driving force for innovation – is used and accepted in a wide range of fields. Science and engineering, business and teaching are just a few of the areas that draw on design skills.

It is no coincidence that this transdisciplinary, universal understanding of design has emerged in parallel with the global evolution of the network society. After all, design has always had the special capacity to allow products and users – and not only these, but also different situations, processes, social groups and environments – to connect and communicate with each other through suitable interfaces and arrangements.

Given today’s highly interactive media and network society, it is now more important than ever to discover and create potential new roles in rapidly changing physical, social and media contexts. This is why design today needs to be “Design in Context”, with a particularly strong capacity for integration, in order to implement new roles in our digital society by creating adaptable arrangements.

“Design in Context” is adaptable. It refers to an overarching conceptual framework that allows German-Chinese cooperative ventures between our universities or other organizations to be defined in concrete terms, initially with a focus on architecture, design, digital media and games. In particular *Intermedia Design* was created as a program that operationalized “design in context” with the aim of using the digital media bringing together studying, development and innovation at the interface between academia and industry. However, this framework is also accessible to existing cooperative schemes developed and run by the City of Trier.

In light of dynamic East-West relations between Europe and the Pacific World, particularly between China and Germany, we recommend working together to promote “Design in Context” as a pilot project for a transnational and transdisciplinary culture of innovation in creative industries and the field of urban development.

A handwritten signature in black ink, appearing to read 'Kluge', with a stylized flourish at the end.

Prof. Franz Kluge, Center for Innovation and Further Education (ZIW), Trier



Prof. Franz Kluge, Trier/Wiesbaden, Germany

Positioning: Generate creativity from diversity

When different cultures come together, the result is something completely new

Prof. Franz Kluge, graduated in Mathematics, Fine Arts and Design, taught most recently as a Seniorprofessor for Intermedia Design at the Trier University of Applied Sciences (TUAS) as well as International Honorary Chair Professor at Taipei University of Technology (NTUT). Prof. Kluge acts as consultant for the Ministry of Finance in Rhineland-Palatinate, Germany, in the field of the arts in public spaces, and the Creative Industries and is a member of the expert committee "Society 2030" of the Future Initiative Rhineland-Palatinate (ZIRP). Since 2016 Prof. Kluge has been active as the Commissioner of the City of Trier for the ECER network with a focus on the acquisition of Chinese PhD candidates and master students at German universities.

As an advisor of the President of Trier University in China affairs since 2014. Prof Franz Kluge started to set up transnational study programmes in China (PRC) and Germany with the current focus on innovation and transformation, in particular in architecture, design and digital media/games. Another aim is to form close links between industry, business and culture together with the ZIW, the Chamber of Crafts, the Chamber of Industry and Commerce and the European Academy of Art in Trier and in other towns.

Between 2008 and 2014 Prof. Kluge significantly influenced the urban profile of the Campus for Design as the Dean; today he runs a Concept Agency (family of concepts), develops innovative degrees in Design such as "Intermedia Design" or "Design in Context", which can be combined with similar courses and is highly adaptable in many directions.

He believes that study programmes and any other forms of cooperation in China and Germany should exist as a result of a joint development: **"Every design task – including designs of new study programs – is closely connected with its cultural roots and has to be 'designed in context'. If different cultures meet in this process, then something completely new is created"**.

Stations and Milestones: Crossing Boundaries

At the interface between art, science and design, between application and experiment

Prof. Franz Kluge, born in 1949 in Celle, Lower Saxony in Germany, studying mathematics and economics at the University of Saarland. After a diploma in mathematics in 1976, 1980/82 second graduation of the fine arts and art history, graduated through the first and second state examinations.

- Since 1980 Free artistic activity at the interface between design and Digital Media
- 1982-1992 Operating a film and media agency with a focus on animation, installation and experimental film; productions for TV and the artistic market; national and international awards.
- Since 1988 Until today professional journalism with a focus on the development of the digital society under aspects of ist design
- 1982-1992 Working as a lecturer in Art, Design and New Media at schools and universities
- Since 1992 Professorship for Video and New Media at the Department of Communication Design at the Trier University of Applied Sciences in Trier, Rhine Palatinate, Germany
- 1998-2006 Establishment and operation of the competence center for cross-media and integrated communication
- 2001-2005 Key contributions to the construction of the e-learning structure at the Trier University of Applied Sciences
- 2004-2008 Member of the University Council of the Trier University of Applied Sciences
- 2007-2012 Design, implementation and operation of the new degree program Intermedia Design at the Faculty of Design
- 2008-2014 Dean of the Faculty of Design
- 2012-2014 Development and signing of a cooperation agreement between the Faculty of Art and Design and the City of Trier with the aim of bringing university development and urban development in interaction.
- Since 2014
 - Retirement and Seniorprofessorship at the Faculty of Design
 - Advisor of the President of the Trier University of Applied Sciences in affairs of cooperation with the current focus on PRC
- 2016 International Honorary Chair Professor at National Taipei University of Technology (NTUT)

Projects, Exhibitions, Awards / Publications / Third-party Funds, Research and Development, Transfers / Review Activities and Committee Work / Lectures and Workshops

Projects, exhibitions, awards (selection):

"For a Handful of Power" - Award in the International Competition program of the International Short Film Festival Oberhausen (1982); Small Teleplay, ZDF "Babel's Monument - Instructions for Berlin", Cultural Production Promotion of the Federal Government (1985); Culture Prize of the city of Wiesbaden (1988); "Journeys to Nothingness" – Honorary Mention Prix Ars Electronica Linz (1988), Hessian Film Award (1990); "Call for Last Houses" - Steirischer Herbst Graz (1995); Winning the international competition for the artistic design of the exhibition tower of the New Munich Trade Fair with the media art project "Moving Tower" (1996-2000); Media Plan German Pavilion EXPO 2000 together with Prof. Söllner Eckert, International Competition 2nd phase, architects Jockers & Staff, Stuttgart; Purchase (1997); Nomination for the Multimedia Award of Rhineland-Palatinate "Community Building - Productive Networks for the Region" (1999), "eTours Trier - Mobile Media Tour Guides" (2004), nominated for the Academy Award of Rhineland-Palatinate by the FH Trier (2004); "Trier Univers.City - On the way to creative city. Contributions for a culture of remembrance" - Award of the Living-City-Foundation, Hamburg (2014).

Publications (selection):

Since 1992, numerous and regular publications as book chapters and in scientific journals:

Selection 2004 to 2006

Kluge, F., Haberkorn, M., Regueiro-Lopez, H. (2004). Media forms - media skills or the ability to create images. In: bed, Wedekind, Zentel (Hg.). Media literacy for university teaching. Münster, New York, Munich, Berlin: Waxmann / Kluge, F. (2005). Film, Video and New Media. In: Schleicher, Urban (Hg.). Make movies. Frankfurt Zweitausendeins / Kluge, F., Haberkorn, M. (2006). eLearning as an area of action. In: Eibl, Reiterer, Stephan, Thissen (Hg.). Knowledge Media Design, München Wien: Oldenbourg

Selection 2014 to 2015

Design in Context - Architecture, Design, Digital Media and Games, Developing Innovations and Urbanity from Creative Diversity; <http://www.gestalten-im-kontext.de/en> (July 2014) // „Understanding history for shaping the future“ <http://www.trier-reporter.de/der-gastkommentar-mit-geschichten-zukunft-gestalten/> (November 2014) // Desire for visions of Trier-West. <http://www.trier-reporter.de/der-gastkommentar-lust-auf-visionen-fuer-trier-west/> (December 2014) // Creative Industries and Applied Sciences in China speed up; Campino 1 | 2015 HS Trier 2015_apr Report 01 China, 2015_juli Report 02 China // Art and Building, <http://kunstundbau.rlp.de/de/start/> (Octobre 2015)

Third-party funds, research and development, transfer projects:

Third-party funds, research and development, transfer projects: Since 2001, research, development and external funding activities with a focus on the fields of Media Art, Mobile Media and eLearning. (Selection):

Conceptual and content development as part of the BMB+F program "New Media in Education" for the hypermedia learning system "movii - Moving Images & Interfaces". Implementation and evaluation of this system in the higher education (2001-2005) / cooperation with the Hamburg universities under the ELCH-consortium (E-Learning Consortium Hamburg) with the aim to implement the eLearning platform movii, significantly developed at the FH Trier (2004-2007) / supporting collaboration in concept and implementation of the project "The eLearning Action Plan - eProfs for the Trier University (2005/08) / exhibition concepts and projects, project development in cooperation with the European Art Academy Trier with a view to LUXplus, Luxemburg European Capital of Culture and Culture region in 2007 such as: "Cyber gardens and real green" (2003/04), "NeuSehLand - Laboratory of views, imaginations of a European Region (2005/07) / „Eternal Restlessness“ (Trier 2012) /

Review Activities and committee work

Evaluation of teaching, research and development of art colleges and design departments in Lower Saxony (ZEvA 2000); Participation in the German Commission of HRK (German Rectors' Conference) to draw up a framework for the design courses/design degrees in Germany (2000-01); Conceptual contributions to the establishment of a media promotion of young talent to the media training institutions of the country Rhineland-Palatinate (2000, 2005); Participation in the commission for the film and media promotion of the country Rhineland-Palatinate. Development of a concept for the film and media promotion for the country Rhineland-Palatinate by order of the Minister of Science and Education (2002/03); Evaluation of teaching, research and development of the Merz Akademie Stuttgart (ZevA 2005/06). Continuous participation in all bodies of the FH Trier. Member of the University Council of the Trier University of Applied Sciences (2004-2008). Dean of Faculty of Design at TUAS (2008-2014)

Lectures and workshops: (selection)

Selection 2002 - 2006

"Use of project-specific metadata in the project MOVII - Moving Images & Interfaces", lecture together with Prof. Stefan Kim at the conference "Standardization in eLearning" at the JW Goethe University in Frankfurt (April 2002) / "Virtuality as a complex art event between techno-reality and techno-imagination - a work report" as part of General Studies at the University of Mainz (June 2002) / "MEDIA DESIGN ART - On the conditions and possibilities to grab a medium practical study and degree" Martin Niemöller School Wiesbaden (February 2003) / "MOVII: media form - media skills or the ability to make images", Kevin Experts Workshop "Media Literacy for the university teaching" at the Knowledge Media Research Center (KMRC), University of Tübingen (June 2003) / "Knowledge visualization in learning systems using the example of movii -moving images & Interfaces", Symposium for Information

Design at the Hochschule der Medien in Stuttgart (July 2003) / „New media on new paths in education? ", Annual Meeting of the Working Group and distance learning (AGF) at Learntec (February 2004) / "Movii - an open learning environment between practice and development, application and experiment", Interdisciplinary Center for University Teaching and Learning at the University of Hamburg (April 2004) / Cultural Technology media: media literacy and media design - Selected examples from the movie archive / options for further development in collaborative authorship (Learntec 2006).

Selection 2012 – 2015

100 years Paulusplatz 4: hi-story - thinking into the future. The design task today under the sign of the digital turnaround (Trier 2012) // Cultural Heritage and multimedia - a scenario (Zukunftsinitiative Rheinland-Pfalz (ZIRP), Mainz 2013) // Visualization skills - blind spots in education - missing links for innovation; Media Day 2014, media and IT network Trier-Luxembourg, 2014 // "History as an experience in the digital world", Lecture in the series "Cultural Heritage and media culture" Zukunftsinitiative Rheinland-Pfalz (ZIRP), 2014 // „25 min about/over the time: Trier - Germany's oldest city is a laboratory of time“; Farewell Lecture Faculty of Design, HS Trier 2015 // „Trier - Creative initiation of urban space, an appeal for the further development and transformation of the inner city through the use of aesthetic-artistic and creative imaging agents - a framework; Office of City Development Trier 2015 // „From Conflict to Consent - Design as a Cross-Border Activity is a Driver for Cooperation“; A contribution to the National Culture Development Forum "From Conflict to Symbiosis" At the International Folk Arts and Crafts Cultural Product Expo, Guiyang, VRC 2015 // Space & time in the moving image; Media Day 2015, media and IT network Trier-Luxembourg, Luxembourg 2015 //

5. Contact

Prof. Franz Kluge
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Senior Professorship Trier University of Applied Sciences

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