



Mario Zeppetzauer

Head of Industrial Design at the University of Art and Design Linz
Institute of Space and Design at the University of Art and Design Linz



Industrial Design Insights into design projects across multiple industries and education

Pro²Future Partner Conference

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13:00 – 17:00

Managementzentrum JKU

Abstract

The insights into several design projects show the considerations and backgrounds that led to the respective design results. Process-related development steps are also presented in order to depict the approach and development of industrial design for functional products.

Last but not least, specific insights and lessons learned are highlighted and shared.

Short biography

Mario Zeppetzauer lives and works in Linz, Austria. He completed his studies in industrial design at the University of Design in Linz with honors and subsequently received the honorary award from the Federal Ministry. At the same time, Mario Zeppetzauer studied at the Art Center College of Design in La-Tour-de-Peilz on Lake Geneva.

Together with Stefan Degn he founded “formquadrat” and works on design projects for brands such as B&R, BWT, Fill, Fischer, Fronius, Haselmeier, Josko, Kapsch, Loxone, Magna, Palfinger, Pewag, Poloplast, Rosenbauer, Swarovski Optik, SIG, Trodat and Wittman.

He works on design in the context of brand, society (users), ergonomics and technology. The results have received over 100 awards to date, for example the Austrian State Prize for Design and international awards such as the Focus Open, German Design Award, iF Design Award and RED DOT "best of the best".

Mario Zeppetzauer is head of Industrial Design at the University of Art and Design Linz since 2016.