

T H E W A L Z

H A P P E N S

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the walz happens is an interdisciplinary and international project focussing on the designer's role and working method in the future.

LET'S TALK – THEORETICAL PART

we are going to speak with designers, managers, entrepreneurs and design-theorists from all five continents about tomorrow's action and reaction.

LET'S ACT – PRACTICAL PART

inspired by the conversations, we realize personal and commissioned work during our ten-month walz around the world.

it's a tradition *to be on the road*

“die walz” is an old german tradition that dates back to the medieval times. “die walz” describes the travel years of an individual who has completed an apprenticeship, and is fully educated but not yet a master of his craft. after the journey and the acquired knowledge about different working methods, he or she is ready to become a master.

inspired by this learning process, we decided to go on a "walz" to learn from the masters in different fields.

WALZ [valts]



sebastian seibold
graphic designer

is getting his bachelor's degree in communication design at the university of mainz. he started designing early for a few studios around the globe in different areas such as corporate, print, web, editorial and exhibition design. *the walz happens* is part of his bachelor-thesis.



lena esser
junior producer

studied journalism and film studies at the university of mainz. after completing her master's degree, she has now worked for over 3 years in the advertising as a junior producer for a film production company in frankfurt. she has produced several tv spots and corporate films for clients such as volkswagen, nestlé, samsung, suzuki and kia.

designer
manager
entrepreneur
theorist

let's get some
ice cream
and talk



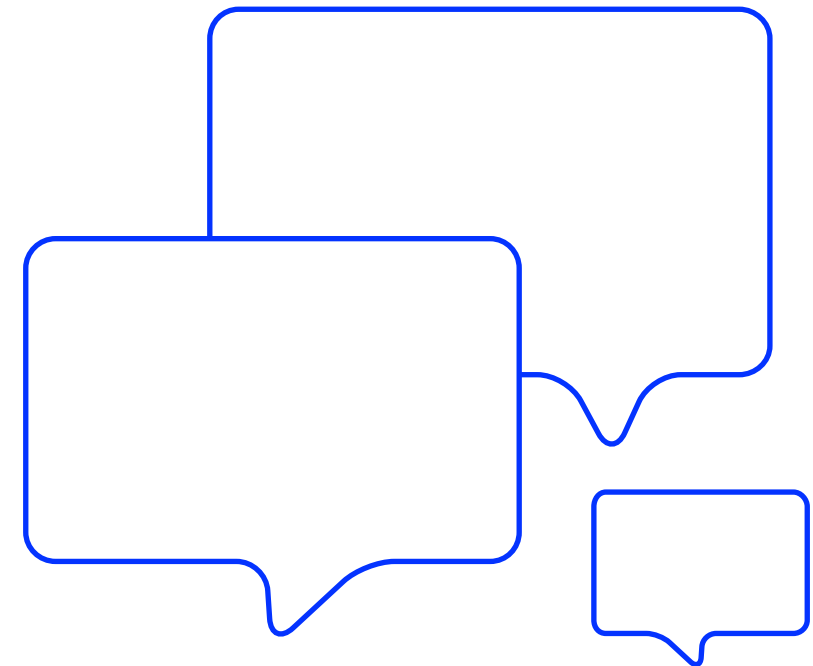
let's talk

about future prospects

with successful designers, managers, entrepreneurs and design-theorists from all over the world about tomorrow.

what kind of changes do you expect?
do we need new structures to work successfully together?
how do we fulfil social needs and sustainability?
how do we handle technical alterations to solve problems in our complex and fast-changing world?

what role will the designer have in the future?



talked *so far to ...*

finn sienknecht — CEO at Heine/Lenz/Zizka, Frankfurt

richard perez — Director of WDC 2014, Cape Town

claire johnson — Senior Art Director at CLRS&Co, Cape Town

dale lawrence — Founder & Creative Director at HOICK STUDIO, Cape Town

eisuke tachikama — CEO & founder of NOSIGNER, Yokohama

kelsey schwenk — Engagement Director at Thick, Melbourne

jacob zinman-jeanes — Senior Designer at Thick, Melbourne

jenna & simon hipgrave — Founder of The Hungry Workshop, Melbourne

pete johnson & aj storen — Founder of CAN I PLAY, Melbourne

veronica grow — Founder of Old School New School, Melbourne

rhys gorgol — Founder of The Company You Keep, Melbourne

frankie ratford — Founder of TheDesignKids, Melbourne

nicole miller-wong & sheahan huri — Founder of Sorbet Design, Auckland

levi brooks — Founder of Use All Five, Los Angeles

mariana amatullo — Co-Founder and Vice President of Designmatters, Los Angeles

elisa ruffino — Director of Designmatters, Los Angeles

jennifer may — Associate Director of Designmatters, Los Angeles

steven joyner & jason pilarski — Founder of MachineHistories, Los Angeles

nicole jacek — CEO & Founder of NJ(L.A.), Los Angeles

safvvir bellali — Design Innovation Director at Vans, Los Angeles

paul stafford — CEO & Co-Founder of DesignStudio, San Francisco

jono brandel — Lead Designer at Vrse, San Francisco

tom be blasis — Design Innovation Director at Nike Foundation, Portland

kelley roy — Founder of ADX, Portland

don & ronna chisholm — Founder of Dossier, Vancouver

phoebe glasfurd & aren walker — Founder of Galsfurd & Walker, Vancouver

amber frid-jimenez — Canada Research Chair at Emily Carr University, Vancouver

allan chochinov — Chair of SVA MFA Products of Design, Partner at Core77, New York

daniel scheibel & zander brimijoin — Founder of Red Paper Heart, New York

klaus rosburg — Founder of SONIC Design, New York

leland maschmeyer & brian collins — Founder of Collins, New York

sam ewen — Partner at Guild, New York

julian alexander — Executive Creative Director at Guild, New York

matthieu aquino — Senior Director at PepsiCo, New York

namu kim — Senior Design Manager at PepsiCo, New York

dóra ísleifsdóttir — Professor of Design at Iceland Academy of the Arts, Reykjavik

team



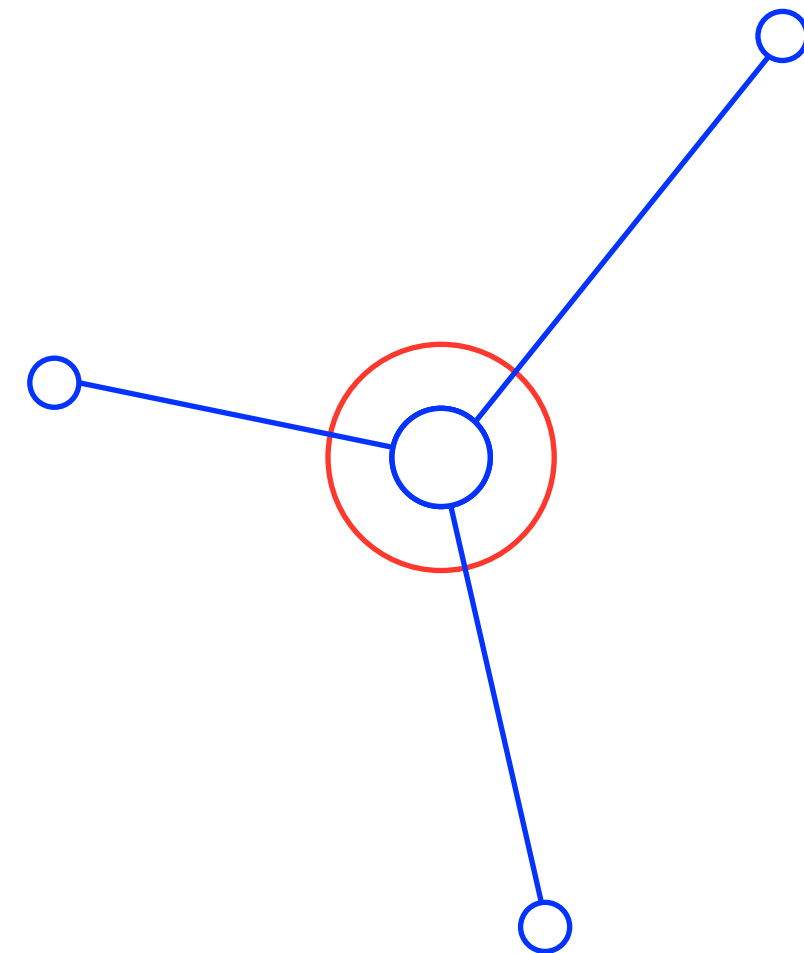
work

let's act

and work interdisciplinary

the future starts today and that's why we don't merely want to talk. we want to put the theoretical knowledge into practice.

influenced by our conversations, we are going to realize personal and commissioned projects in communication design, photography and video corresponding to the city where we are at the moment.



WHAT DEFINITION WALZ ABOUT US LET'S TALK LET'S ACT JOURNEY BLOG BOOK

the route *of the ten-month walz*

with a backpack full of equipment, motivation and lots of ice cream, we begin our journey from frankfurt airport to the big wide world in march 2015.

frankfurt – cape town – tokyo – melbourne – auckland –
los angeles – san francisco – seattle – vancouver –
new york city – reykjavík – berlin – hamburg – copenhagen –
stockholm – helsinki – london – paris – rome – zuerich –
tel aviv

**the public
appearance**



**no stylish horse
but a blog and
a book**

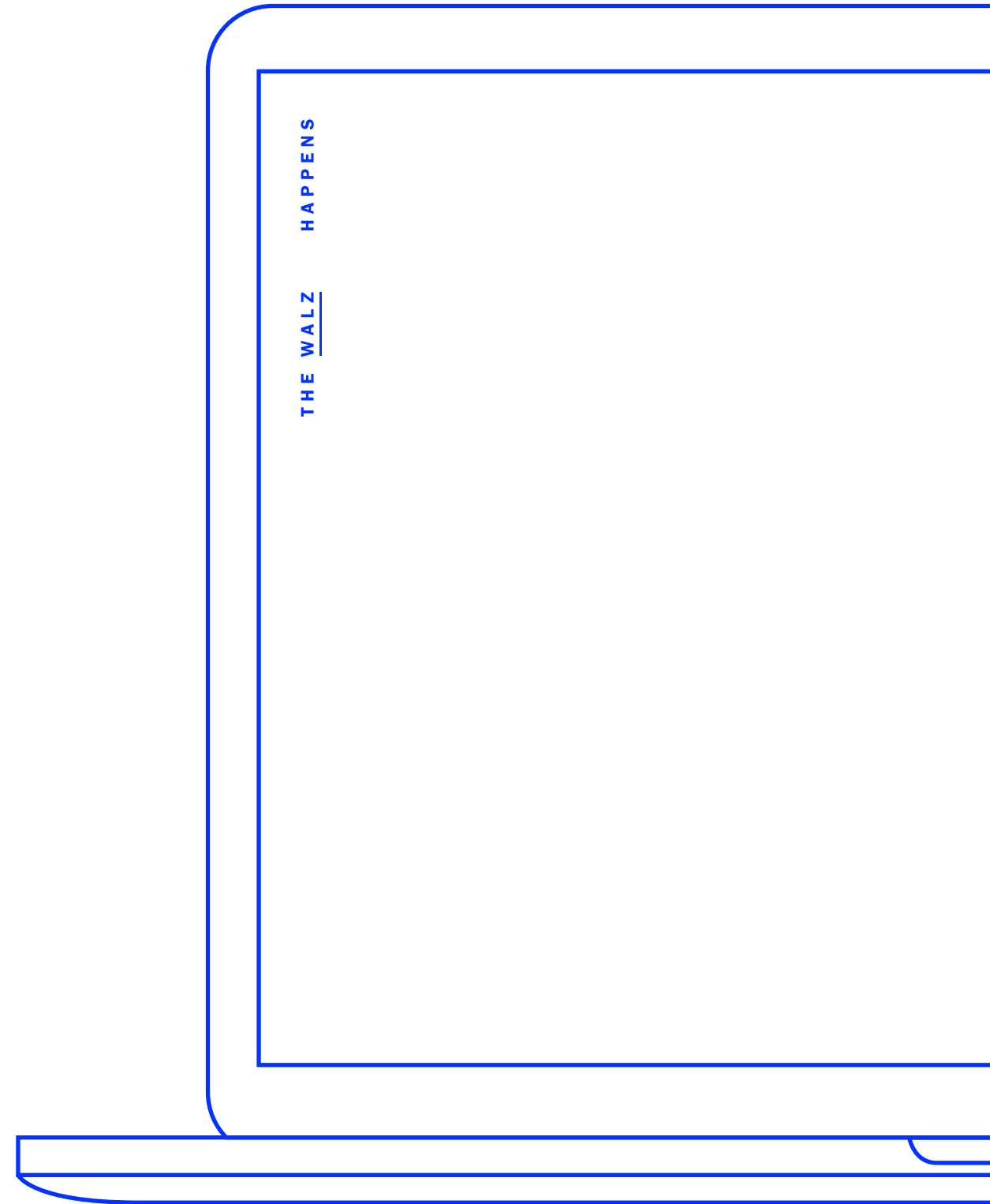
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stay *tuned*

and see who we met, photographs and design projects that we have recently completed.

our digital sketchbook.

thewalzhappens.com

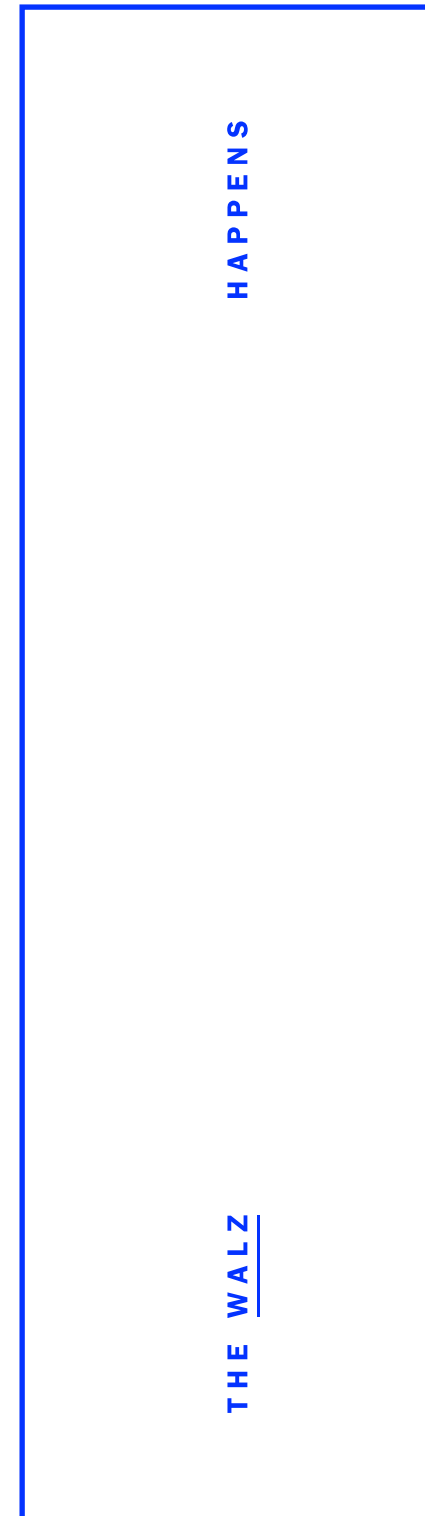


at the end *a book*

the conversations and results of our projects will come together in a book.

an analogue medium, heavy, haptic, with a beginning and an end.

ready for distribution.



see you
soon

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