

# Red Dot Designer Portrait RAINER BRAND

Short Interview Yearbook 2016/2017



What was your goal when you designed your award-winning product?

*My goal was to completely redefine a wristwatch in keeping with the times – a watch in a minimalist design that does not abstain, but rather adorns.*

What inspires you?

*Things such as time, transience and nature inspire me the most. The honeycomb that bees build is, for example, a natural and inspirational lesson in both functionality and aesthetics.*

Is there a product / project that you have always dreamed about realising someday?

*–Not answered–*

Is there a designer that you particularly admire? Please provide a brief explanation.

*I admire the works of many designers and very much value the art of “less is more” as exemplified by the likes of Dieter Rams, the wit and wonderment of an Ingo Maurer, as well as the poetry found in the organic lines and shapes created by Marc Newson.*

Why did you become a designer?

*Put more accurately, I consider myself a master watchmaker with the ambition of designing watches in a manner that will delight my patrons and me every time they glance at their wrists.*

How do you define quality / design quality?

*Superb quality is an absolute prerequisite for the manufacturing of watches in Germany. Quality is not only what makes timepieces durable and fully repairable, it also conserves resources.*

What are the challenges in your everyday work?

*My many challenges as an independent practitioner include distributing my hours equitably among operating a family business, the workshop, marketing, and planning for the future.*

What do you see as being the biggest challenges in your industry at present?

*I believe it's time for the watch industry to take a step into the present and, in terms of design, further emancipate itself from the past. After all, production should not be the only area where innovation comes naturally.*

Where will your industry be in ten years; what trends and developments do you expect to see?

*Nobody in today's digital age needs a watch on their wrist just to tell the time. Ultimately the wristwatch will become more a status symbol and an emotive ornament.*

What does winning the Red Dot: Best of the Best mean to you?

*In addition to the award being an internationally recognized seal of quality, it provides me with the confident humility and satisfaction of knowing that there are so many people who see and appreciate the freshness in our latest companion in time – the PANAMA take five.*