



Volker Fischer

**Die Schwingen des Kranichs – 50 Jahre Lufthansa-Design**  
**The Wings of the Crane – 50 Years of Lufthansa Design**

224 pp. with 500 ill. in b&w and colour, 242 x 297,5 mm,  
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The basic features of Deutsche Lufthansa's present corporate image emerged almost 45 years ago. It was created by Otl Aicher, one of the principal figures at the now legendary Hochschule für Gestaltung in Ulm. Another work by Aicher that spoke to the whole of Germany, as it were (and still does, in rudiments), is the 1972 corporate image for the Zweites Deutsches Fernsehen. The corporate image he created for the Olympic Games in Munich, which made an essential contribution to the ambience of the event, has also remained memorable.

Since the ideas developed by Aicher and his colleagues were implemented in the early sixties, the airline has been seen world-wide as a perfect example of a consistently developed corporate image. Aicher based himself on ideas from the Deutscher Werkbund and took the company's entire inventory into consideration: »house colours, pictorial and typographic logos, typeface, graphic and typographic rules and standards, photographic style, quality of support materials, packaging, exhibition systems, architectural characteristics, forms (design) of interior furnishings and equipment, style of work and service clothes.«

As well as Otl Aicher, numerous other product and graphic designers, fashion designers and advertising and marketing agencies have worked for Lufthansa. They include Otto Firlé, whose ideas led to the crane logo, Hartmut Esslinger and his company frog design, Priestman & Goode, Müller Romca Industriedesign, Don Wallace, Wilhelm Wagenfeld, Hans Theo Baumann, Nick Roericht, Wolfgang Karnagel, Topel & Pauser and the bhar design practice, fashion designers Uli Richter, Ursula Tautz and Werner Machnick, Jürgen Weiss, Gabriele Strehle and the Jobis company as well as the agencies Zintzmeyer & Lux, the Peter Schmidt Group, Ogilvy & Mather, Young & Rubicam, Spiess/Ermisch/Abel, Springer & Jacoby, McCann & Erickson and Fanghänel & Lohmann.

An exhibition of the same name at the Museum für Angewandte Kunst in Frankfurt deals with the same subject as the book.

The internationally known architecture and design historian Volker Fischer was deputy director of the Deutsches Architekturmuseum in Frankfurt am Main for over ten years. Since 1995 he has built up a new design department in the Museum for Applied Arts in Frankfurt; in addition to his museum work he teaches history of architecture and design at the Hochschule für Gestaltung in Offenbach. Volker Fischer is already represented in Edition Axel Menges by books on Stefan Wewerka, Richard Meier, the Commerzbank in Frankfurt by Norman Foster and Hall 3 of Messe Frankfurt am Main by Nicholas Grimshaw.

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**The wings of the crane** 50 years of Lufthansa design

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Das vorliegende Buch begleitet die gleichnamige Aus-  
stellung im Museum für Angewandte Kunst in Frankfurt  
am Main vom 16.6. bis 4.9.2005.

The present book appears in conjunction with the exhibit  
of the same name, being held at the Museum for Applied  
Arts in Frankfurt am Main from June 16 to September 4,  
2005.

## **Buch** **Book**

**Konzept und Text**  
**Concept and copy**  
Volker Fischer

**Recherche**  
**Research**  
Volker Fischer, Christine Ramme

**Übersetzung ins Englische**  
**Translation into English**  
Stewart Lindemann

**Übersetzung aus dem Englischen**  
**Translation from English**  
Volker Fischer

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Peter Schmidt Group, Frankfurt am Main

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Peter Schoemig, Peter Schmidt Group, Hamburg

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**Concept**  
Volker Fischer; Georg Schubert, Deutsche Lufthansa AG

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**Grafik Ausstellung**  
**Exhibit graphics**  
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**Presse- und Öffentlichkeitsarbeit**  
**Public relations**  
Yvonne von Kienlin; Amelie Lorenz, Deutsche Luft-  
hansa AG

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Otl Aicher: Flugpläne, 1967 und 1968  
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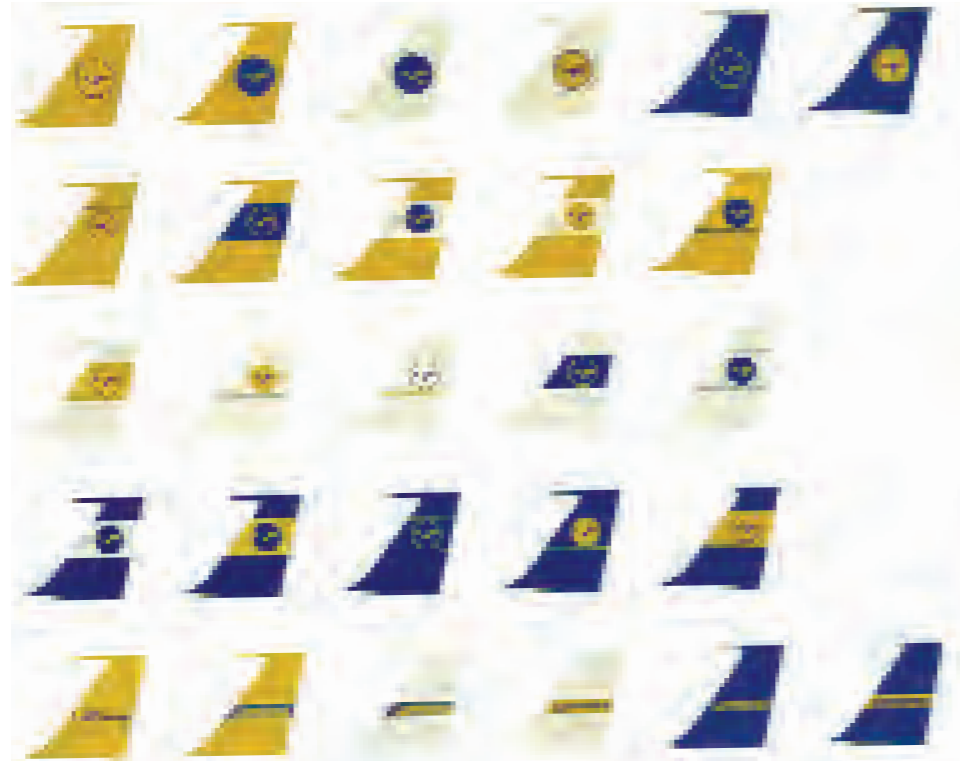
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Otl Aicher: Aufkleber, ab 1966  
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Otl Aicher: Concept study for Boeing 727 airplane livery, "Helvetica" logotype in all-caps, 1962



Designabteilung der Lufthansa: Leitwerk-Varianten, 1967  
Lufthansa design department: Tail unit variations, 1967



Designabteilung der Lufthansa: Airbus A300 B mit „Helvetica“-Schriftzug und Bildmarke im Kreis, ab 1967  
Lufthansa design department: Airbus A300 B with "Helvetica" logotype and the emblem in a circle, as of 1967



Otl Aicher/Entwicklungsgruppe 5 der HfG Ulm: Auszug aus der „Projektstudie 1400“, 1962  
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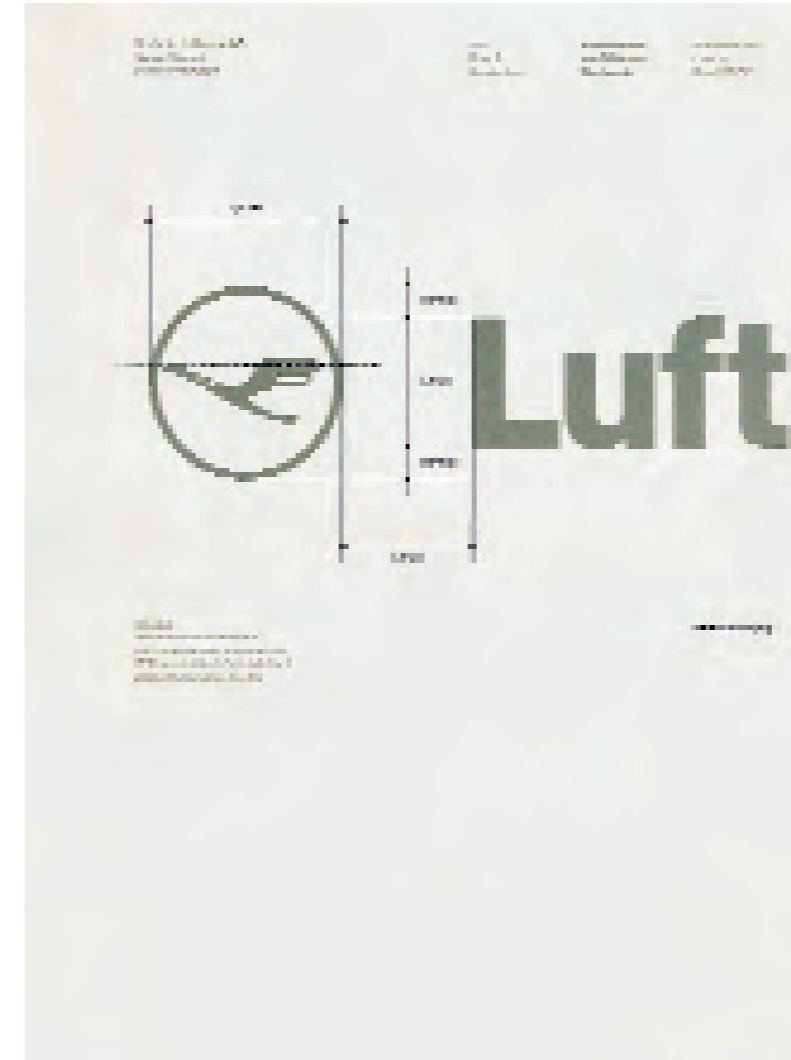
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Otl Aicher: Vehicle design, VW bus, 1960s



Otl Aicher: Fahrzeuggestaltung Flugzeug-Schlepper, 1960er Jahre  
Otl Aicher: Vehicle design, airplane tug, 1960s



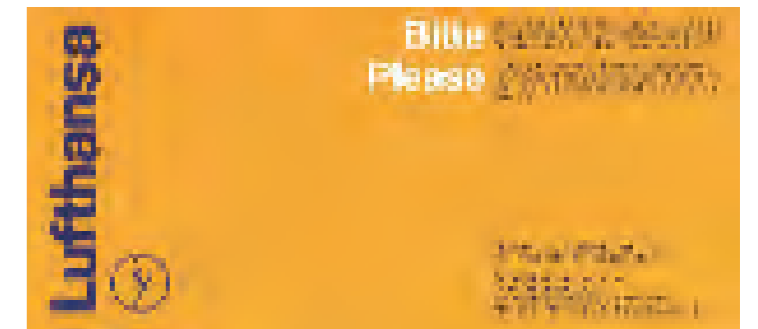
Designabteilung der Lufthansa nach Konzept von Zintzmeyer & Lux: Geschäftspapiere, ab 1990er Jahre  
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Designabteilung der Lufthansa: Design Manual, Visuelle Konstanten, 1990er Jahre  
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Timetable, 1989



Ticket-Cover, 1990er Jahre  
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Zintzmeyer & Lux: Probelackierung einer Boeing 737-200 mit gelber Unterseite und gelbem Leitwerk, 1988  
Zintzmeyer & Lux: Study for aircraft Boeing 737-200 livery test painting with yellow underbody and tail unit, 1988



Zintzmeyer & Lux: Modell-Studie Fahrzeug-Kennzeichnung, 1988  
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