

### Overview

**Name:** Josef Mittlmeier

**Company:** University of Regensburg

**Location:** Regensburg, Germany

**Industry:** Education

**Product:** CorelDRAW® Graphics Suite



*Stefanie Ortner's design is inspired by the wings of the Mountain Apollo butterfly.*

delivered with flying colours. Six months later, the results were on show: On 8th/9th May 2012, the Altes Rathaus hosted an exhibition of 14 original, daring and spectacular designs – including that of the winner, 24-year old student teacher Johannes Steubl.

### All the tools you need: CorelDRAW® Graphics Suite

But let's take it step by step. "Design to order" was the name of the seminar that accompanied the students' project work. Run by Academic Senior Counsellor Josef Mittlmeier and doctoral student Florian Pfab, all the seminar students were allowed to take part. "Naturally, at first we were primarily interested in looking at the basics of product design, with a focus on bodywork design," Josef Mittlmeier explains.

## Pretty Smart!

**Who says that students have too little to do with the real working world? 14 art students at the University of Regensburg have been proving just the opposite. On behalf of Smart they are designing striking body paintwork for the little town car. CorelDRAW® Graphics Suite has been there from the start – and is playing no small part in the project's success.**

The idea was clear from the outset: Daimler AG wanted to create a small, environmentally friendly car with custom-designable bodywork and easily replaceable parts. A compact car that would afford its users individuality and mobility in the tight confines of today's megacity. In short: Daimler AG wanted the urban mobility of the future.



*Matthias Weich took his inspiration from the mustard plant.*

Now a group of students from Regensburg has successfully continued work on the dream of the Smart as an objet d'art. Their brief was: Take inspiration from Regensburg's cultural tradition and create original body paintwork. The impetus was provided by Martin C. Klein, the Daimler branch manager in Regensburg. Today he admits that when he proposed the Institut für Kunsterziehung (Institute for Art Education) "tease out the diverse appealing parallels between the City of Regensburg and the Smart car in an artistic way", the response was a mixture of confusion and curiosity. The Institute's Director, Dr. Prof. Birgit Eiglsperger was confident, however, and



*The winning motif went on display in October 2012 - on a real Smart.*

"Then the students were asked to get out and look for inspiration in our beautiful old city, make sketches and take photos." They returned with a hugely diverse range of ideas: from the rare Mountain Apollo butterfly which is native to the Regensburg area, through Roman war chariots, Donauwelle cake, and cathedral windows to the Scottish Door of the Romanesque St. James's Church. "Next it was a question of scanning in the sketches and photos, as well as the 2D model of the Smart, and then formally linking the two together in a consistent way." To do this the seminar participants used CorelDRAW® Graphics Suite.

"Rarely has the use of Corel software been so coherent, indispensable and universal as on this project," Josef Mittlmeier observes. "I prepared the teaching material using CorelDRAW® Graphics Suite and Corel PHOTO-PAINT® and integrated them into my PowerPoint presentations. The students created, perfected and modified their drafts with CorelDRAW®, and they prepared and visualised their Smart models with Corel PHOTO-PAINT® and CorelDRAW®.

This was no easy task and demanded huge effort from the participants. "The surface of the compact Smart doesn't offer much space for painting. The functional elements have to be integrated. This small, dynamic car is full of vibrant shapes." This made it all more important that the students were able to rely on a fast, intuitively operated software with which they were able to produce perfectly scalable vector graphics. "A few students worked a lot with computer programmes, others mostly drew by hand. Overall the creative process called for the two tools in tandem," Mittlmeier says. Again and again the students discussed their drafts with each other during their seminars. Then came the modifications and changes. "Here too, CorelDRAW® has proved itself to be an excellent tool. With just a few clicks, the students were able to run through diverse draft variants, change colours, define curves, and apply shadows."

The result was some surprising creations. Regine Lenhardt presented a Smart disguised as a Roman war chariot. "Regensburg has an illustrious Roman past," she explains. "I think it's great that the students thought organically: The shape of the car was mostly integrated into the creations in

a highly original way," says 53-year-old Mittlmeier. Stefanie Ortner, for example, dressed the Smart up in the guise of the Mountain Apollo butterfly. One truly striking feature here was the car's indicator, which doubled as one of the butterfly's orange-coloured eye marks. Johannes Steubl, who took first place, was inspired by the Scottish Door of St. James's Church: He borrowed the ornamentation on the 1,000-year-old columns of the portal: winding tendrils that are vaguely reminiscent of a modern tattoo and which lend the Smart an almost mystical appearance.

The students were able to work at the many CorelDRAW® Graphics Suite workstations that the university provides. "There are almost 20 CIP pools at the uni," Josef Mittlmeier explains. "CIP" stands for "Computer Investment Programme". The computer pool aims to provide the students with access to the internet, to computer capacity and to special software. "In this way it was possible for the project participants to work in the computer lab, in the lecture hall and even at home."

### Industry and art: a traditional duo at the University of Regensburg

Collaboration between industry and the university's Institut für Kunsterziehung is already something of a tradition. From 2002 to 2003 sculptures, pictures and photographs around the theme of "bread" were created with the support of high-end bakery chain, Hofpfisterei, in Munich. Next year Mittlmeier will be starting a project with AVL, the world's biggest privately owned company for the development of train engine systems with internal combustion engines, as well as instrumentation and test systems.

Incidentally, the "smART" project wasn't merely a theoretical exercise for talented art students — the winning design was produced for real: printed on foil and then applied to the Smart car. CorelDRAW® Graphics Suite was used during the project to vectorise the visual elements for the airbrush stencils and modify them to fit the bodywork of the car which was unveiled to the press and public in October 2012. "One couldn't wish for a more beautiful ambassador for CorelDRAW® Graphics Suite."



Annalena Schabus came second: Her source of inspiration was Regensburg's city arms.



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