

# Products for Generations: 90 Years of Philips Design



# 90 Years of Philips Design

*Design quality for people*

**90** Celebrating  
**years of design**  
at Philips



The oldest Philips product:  
light bulb with characteristic  
carbon filament.

90 years of Philips Design stand for 90 years of products with a pioneering design that have made living and life more comfortable, more stylish and more intelligent. With its studio exhibition "Products for Generations: 90 Years of Philips Design", the Red Dot Design Museum pays homage to the consistently outstanding design achievements of the Dutch technology company which defines the trends of our time with its innovations in healthcare, consumer lifestyle and lighting.

Since 1988, the company has won the Red Dot Award 184 times.

In 1998, the Philips Design Team also received the honorary title Red Dot : Design Team of the Year. This exhibition showcases around 40 exhibits that, this year alone, have all received a Red Dot Award. Taking the "Philishave" models of the last 20 years as an example, the exhibition also charts Philips Design's continuous power of innovation. Household, consumer electronics, personal care and life science products are shown on the third floor while elegantly shaped lighting illuminates the boiler tunnel on the second floor.

# Philips Design

*The company's pioneering history by example of its outstanding designers*

**1891**

Frederik Philips and his son Gerard found the "Philips Et Co" company in Eindhoven, the Netherlands. It rapidly becomes one of the largest manufacturers of lightbulbs in the world and, from 1914, also develops X-ray and radiation equipment.



Frederik Et Gerard Philips  
(1891 - 1925)

**1925**

Louis Kalff, architect and designer, becomes head of the advertising department. He introduces the first word mark — to this day, at the root of the Philips logo — and turns design into a key competency. Under his leadership, one of the first internal design departments is set up.



Louis Kalff  
(1925 - 1960)

**1960**

The "Industrial Design Bureau" headed by Rein Veersema combines technology and marketing targets in a coordinated design policy and enshrines the value of design as a central corporate goal.



Rein Veersema  
(1960 - 1965)

**1966**

Norwegian designer and artist Knut Yran capitalizes on the steady collaboration with experts from other disciplines and lays the foundations for a corporate design. His team is renamed the Concern Industrial Design Centre and is responsible for launching the revolutionary compact disc.



Knut Yran  
(1966 - 1980)

**1980**

New design director Robert Blaich recruits leading talents, establishes the now common concept of interdisciplinary design workshops and makes design awareness a key competency alongside research, production and marketing. The technology milestone of this era is moving sound, made possible by portable cassette recorders.



Robert Blaich  
(1980 - 1991)

**1991**

Under Stefano Marzano the focus is on improving people's quality of life. The Italian architect develops a research-based design strategy with a deliberately human approach. He integrates knowledge gained from sociology, psychology or futurology. Philips wholly dedicates itself to innovation and its brand promise "sense and simplicity."



Stefano Marzano  
(1991 - 2011)

**2011**

The Brit Sean Carney transforms Philips' product-based approach into an experience-based one. In view of rapid developments, he purposely takes into consideration social and ecological contexts in order to be able to react to current trends flexibly and appropriately at all times, but also in order to be able to respond to relevant global and local social issues.



Sean Carney  
(2011 - present)

# Philishave

*In your hand every day. A small appliance between revolution and evolution*

The invention of the round shaving head was ground-breaking. It became the iconic symbol of recognition for all Philips shavers that followed. In 1939 "Philishave" was launched and henceforth divided the shaver world into those with horizontally aligned and those with round shaving heads. Electric shavers of the time were based on an oscillating system with a vibrating knife block under a shaving foil.

By contrast, the blades in the round shaving head were able to move freely — a real innovation, both from a technical as well as a design perspective.

The next model already looked completely different: the streamlined "egg" shape first conquered the market in 1951 with its two heads, until Philips introduced a shaver with three rotary heads in 1966 — a principle that is still valid today and that has, over the decades, been further improved and differentiated technically as well as ergonomically. The award-winning models exhibited clearly demonstrate the quintessential evolution of the Philishave design.

## 1939 The Cigar

The first Philishave

Design: Alexandre Horowitz



## 1951 Philishave

Design: Raymond Loewy



## 1975 Norelco

'Telephone hook' design with '90 Super 12'-shaving heads

Design: Philips Design



## 1980 Rota 80

First model with the Double Action System

Design: Philips Design



## 2014 Series 9000

Design: Philips Design



## 1939 "Mr. Staalbaard" (Mr. Steelbeard)

Design: Alexandre Horowitz



## 1966 Philishave SC8130

The first triple-headed model sold worldwide

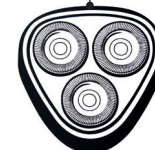
Design: Philips Design



## 1972 Norelco

Controllable shaving depth and Stiletto beard trimmer

Design: Philips Design



## 1977

The three headers registered as a trademark

Design: Philips Design



## 1998 Cool Skin

The first Philishave Cool Skin

Design: Philips Design



## 2004 Cool Skin

With Nivea for men shaving lotion

Design: Philips Design

# Philips Design today

## Facts & Figures

### Studios and team members

At the heart of Philips Design are its designers – more than 500 of them work around the clock in 19 studios worldwide.



- 1 Bothell (USA), 2 Foster City (USA), 3 Andover & Framingham (USA), 4 Stamford (USA), 5 Pittsburgh (USA), 6 Blumenau (Brazil), 7 Antwerp (Belgium), 8 Amsterdam, Best & headquarter Eindhoven (Netherlands), 9 Haifa (Israel), 10 Dubai (UAE), 11 Gurgaon (India), 12 Bangalore (India), 13 Shanghai (China), 14 Shenzhen (China), 15 Hong Kong, 16 Singapore

### Awards

The awards Philips Design won in the last decades meanwhile run into the thousands.

A small selection of Philips products that have won in the Red Dot Award: Product Design 2015:



#### Hue Go light

Individual, portable light to create targeted highlights.

#### Efficia patient monitors

Compact monitors for mobile use when monitoring patients.



Powercube AC4620/ACP610/AC4600 air purifier  
High performance thanks to an aerodynamic airway and a cleverly thought-out filter system.

#### Azur Performer Plus steam iron

Efficient ironing that provides elegant and ergonomic handling.



#### PowerPro Duo vacuum cleaner

Not only slim, fast and nimble but thanks to an integrated upright vacuum cleaner also a true all-rounder.



#### Avance SpeedTouch hand-held blender

With a pared-down and stylish design, dynamic and intuitive to use.

#### LumiStreet LED Street lighting

Well-engineered and puristically designed LED luminaire for energy efficient street lighting.



#### Philips A1 Professional DJ Headphones

High quality, reliable and flexible – just as DJs require them to be.

#### Avance kitchen machine

Tremendously versatile and easy to use, compactly presented in one appliance.



#### Hue Beyond light

Innovative light collection with two independent light sources that can be controlled via the Internet.

#### Series 9000 Hairclipper

Ergonomic to use and ultra-precise thanks to 400 different settings.



#### Philips Luceo M6 cordless phone

Its unusual bi-convex shape turns this phone into an elegant, original eye-catcher.

#### Philips Flat Micro DCM2260/BTM2280W stereo system

Understated and slim, the ideal all-in-one stereo system for modern environments.



#### Philips Soundstage HTL5130 sound system

Immersive sound thanks to a powerful drive and an integrated subwoofer.

#### Philips 7100 LED TV

An elegant glass and chrome full HD television of outstanding technical quality.



## **Exhibition 90 Years of Philips Design**

[www.90yearsofdesign.philips.com](http://www.90yearsofdesign.philips.com)

### **Red Dot Design Museum Essen**

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45309 Essen

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[museum@red-dot.de](mailto:museum@red-dot.de)

### **Opening hours**

Tue - Sun: 11 a.m. - 6 p.m.

Last entrance: 5 p.m.

Subject to modifications, current information see

[www.red-dot-design-museum.org](http://www.red-dot-design-museum.org)

### **Guided tours**

Learn about contemporary design and industrial architecture in the course of bookable, guided tours of the Red Dot Design Museum.

Tour bookings by phone +49 201 30104-60



**reddot** design museum  
Essen