



Research Cluster: Trans-Form – exploring design, art and social practices for political and eco-social transitions | Timespan: 2017

## Microstories of innovation and firms

Thirteen encounters of design and management practices.

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Website: [https://issuu.com/unibz9/docs/microstories\\_per-mail](https://issuu.com/unibz9/docs/microstories_per-mail)

In microstories of innovation and firms inventors, designers, entrepreneurs, managers are the narrators of stories about the entanglement of innovation and product development. To embrace the subject and to reflect on the dynamics of interconnection between business and design, this publication presents exemplar cases through a selection of projects & couples (designers and project managers).

The format of two-voice narratives offers some important characteristics: first, it allows to unfold both the two logics that usually orient the development and the evolution of projects; second, it creates the ground for exploring, through two parallel accounts, the interdependencies between the two dimensions along the various phases of the project decision making itself.

The 13 encounters presented in this book offer concise insights behind the scenes of business and design for both young entrepreneurs (or students of economy) keen to know more about the dynamics of cooperation with designers, and young designers (or students of design) who desire practice-based information about the initiation and shaping of cooperation with companies and institutions.

In this context, the use of the term microstories is not unintended. It emphasizes the aim to preserve the richness, the complexity and the ambiguity of human experience when confronted with the creation of novelty.

An Italian edition of the book has been published by Corraini Edizioni in 2018.

**Concept and coordination:**  
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**WALKING CHAIR DESIGN STUDIO (Wien), AT**  
Karl Emilio Pircher

Walking Chair Design Studio GmbH was founded by the two designers Fidel Peugeot and Karl Emilio Pircher in 2003 and within a short time has established itself as an international trademark and a buzzing lab for unconventional design ideas.

We say: Design follows Context  
2D + 3D + 3D = COMBINING DESIGN KNOWLEDGE IS EXPLOSIVE  
We are working in a very lean structure consisting of a core team of experts coming from 2D and 3D and a network of freelancers and experts who support us on a regular basis. This allows us not only to offer classical design work but also to guarantee the realization of our ideas, as we can provide in-house engineering competence.

www.walkingchair.com



• Walking Chair Design Studio, Pflanzwerk Frey, 2008  
• Walking Chair Design Studio, Pflanzwerk Frey, 2008  
• Walking Chair Design Studio, Pflanzwerk Frey, 2008  
• Walking Chair Design Studio, Pflanzwerk Frey, 2008

**Das erste gemeinsame Projekt**

Gemeinnütziger Kreativraum W\*ORT (eröffnet 2014 in Luserna)  
Entwurf: Walking Chair Design Studio

Kurt Fischer (Bürgermeister von Luserna): "Das W\*ORT ist ein spezieller Ort im Zentrum von Luserna, wo Erwachsene Kindern ihre Zeit schenken und versuchen, ihnen auf Augenhöhe zu begegnen. Die Sprache steht im Mittelpunkt des Interesses. Kreative Prozesse werden gewickelt, Ideen gewaschen und nicht selten aus diesem Zusammenspiel gute Produkte („real world products“) hervorgebracht. Auf einer Buchdruckpresse (Korrex Improv) kann im W\*ORT auch gedruckt werden, w.a. mit der eigene von Fidel Peugeot (Walking Chair) entwickelten und in Buchenholz produzierten W\*ORT-Schrift. Inspiriert wurde das W\*ORT durch das von Dave Eggers ins Leben gerufene Zentrum „B26 Valencia“ in San Francisco."

Walking Chair: „One day we received a call from Kurt Fischer, the mayor of Luserna, with the question whether we are interested in the project "Private Public Space". We said: "Yes", if he would be willing to spend a day together in our studio. He came to Vienna and we started a great collaboration. We developed a brand with an own typography and an indoor concept with special furniture and light system."

W\*ORT is a nonprofit creative writing centre in Luserna, Austria, dedicated to the idea that children and young people are natural storytellers. Focusing on young writers aged 0 - 18, we use the resources in our community to foster their imagination and creativity and build confidence, self-respect and communicative skills.

Wie kam es zur Zusammenarbeit?

**Kurt Fischer (Bürgermeister von Luserna):**  
„Karl Emilio Pircher und Fidel Peugeot habe ich zufällig kennengelernt – durch einen jungen Lustenauer, der für Walking Chair gearbeitet hat. Ihm habe ich von unserer Projektidee erzählt – und sofort war ihm klar, dass die beiden kreativen Köpfe von Walking Chair die richtigen Partner für uns sind.“

Es war eine glückliche Fügung, aus der sich eine wunderbare Zusammenarbeit entwickelt hat. Mit ihrem ganzheitlichen Gestaltungsansatz haben Walking Chair im W\*ORT einen unverwechselbaren Möglichkeitsraum geschaffen, der seit seiner Eröffnung im Juli 2014 viele Kinder und Erwachsene inspiriert hat.

Mit Walking Chair werden wir auch in Zukunft gerne zusammenarbeiten, wir sind uns gegenseitig im W\*ORT."

Figures 1, 2

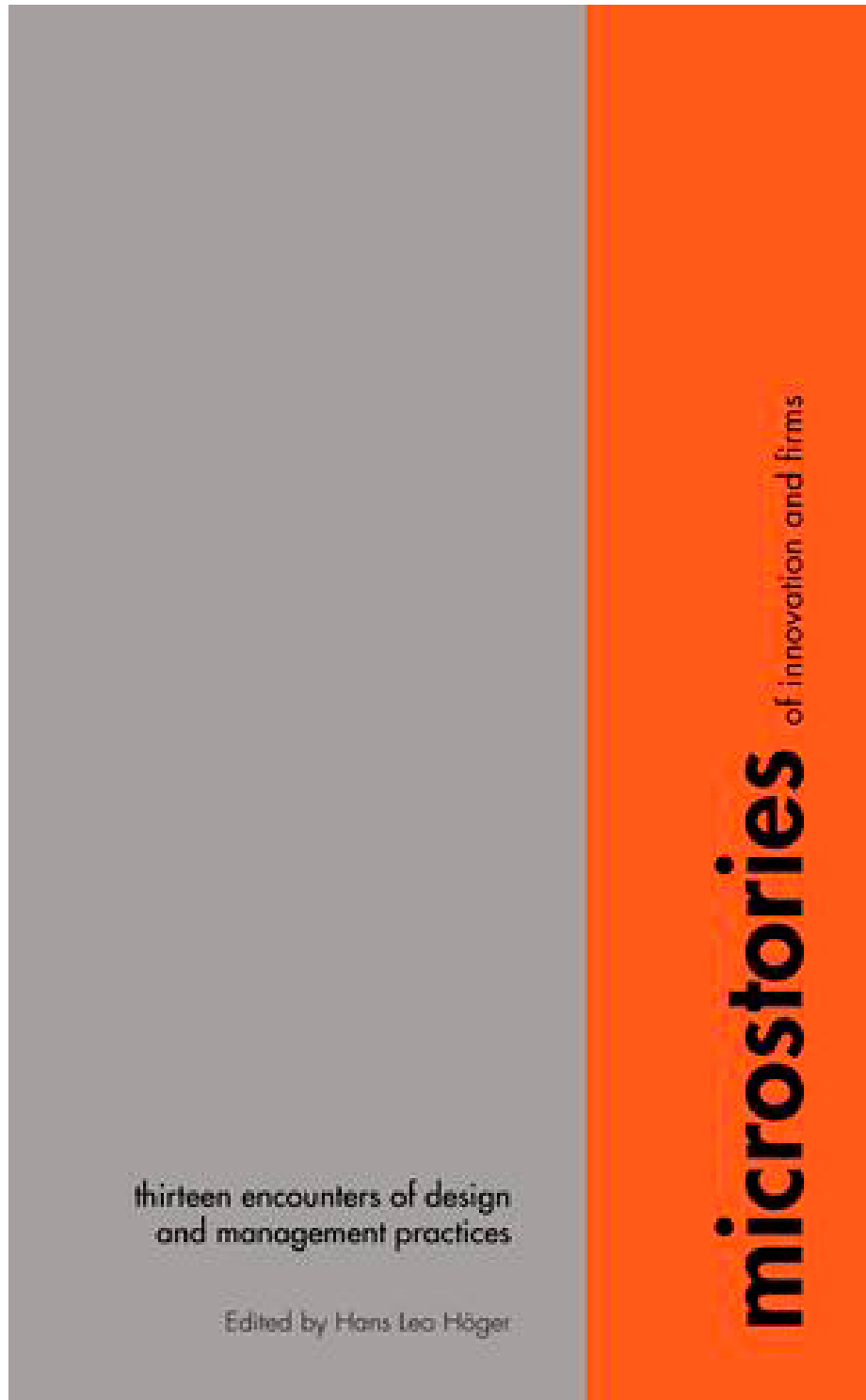


Figure 3

Article:

<http://www.altoadige.it/cultura-e-spettacoli/quelle-storie-minime-tra-innovazione-e-design-1.1674348>