

Days of Design in Coburg We spoke with Auwi Stübbe

In 1987, Auwi Stübbe and his colleague, Prof. Egon Tempel, spoke with the entrepreneur Leutheuser from Wiesenfeld. He made a contact with the chamber of commerce and industry. The cause was the newly established promotion of design by the Bavarian ministry of economy, who would finance design events. That was the starting point for the days of design in Coburg.

Auwi Stübbe says that the days of design in Coburg have developed very well in his opinion. The first event was called “design between Coburg and Hof” and it was an exhibition in the Kongresshaus Coburg, which was mainly organized by the chamber of industry and commerce. “Important was that there was goulash soup for all and that cost mainly our budget”, Stübbe says. Some years later Stübbe and a professor from the university began to manage the days of design. They invited students from the university and organized the days of design in the Angerturnhalle. The rent was cheaper and also the goulash soup.

The importance of the days of design has increased during the years. The start was in the Kongresshaus with 200 visitors on two days. Five years later they moved to the Angerturnhalle and to ten empty shops in town. Then there were the parties in the Berghalle. Since 2013 the days of design have been taking place in the Posthalle at the old depot. Some thousand visitors come on six days.



Outside the goods station Coburg at the 29th Coburg Days Of Design
By CDO Kontakt – own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=61276879>

Auwi Stübbe: The father of the days of design



- He is born in Westphalia
- He studied in Stuttgart architecture
- He was dean at the university of Coburg
- He is one of the founders of the days of design
- He developed the terrain at the Hofbräuhaus to the Design-Campus
- He is one of those who promote the development of the terrain at the old depot (Posthalle)

- He is a master carpenter
- He founded the Magazin GmbH in Stuttgart, an early IKEA
- He worked as an architect building the roof at the Olympic Stadium in Munich
- He established Design as a course of studies in Coburg
- He is travelling between Coburg, Mailand and Indonesia
- He is 81 years old
- He came to Coburg in 1982

By the way: **The next days of design will take place from 6th to 11th June 2023**



Days Of Design in Coburg
https://www.c-d-o.de/wp-content/uploads/2022/02/2.A_Was-ist-das-CDO%EF%80%A5_Alternative-2.jpg

Impact I Traces in town

To speak about traces of the days of design during the year in Coburg there are some aspects to mention:

The Posthalle at the depot wouldn't exist any more

Impact II Traces in town

There wouldn't be the special illumination at the market square

The main station in Coburg is now a "station of future" because of the impact of the days of design

Impact III Traces in town

You couldn't study "integrated product design" at the university of Coburg without the days of design and the Hofbräuhaus wouldn't be used as a Designcampus

