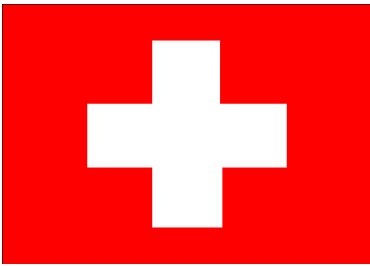


EUROPE 40 UNDER 40 2009



CLAUDE ZELLEWEGER



Claude Zellweger (b. 1971, Luzern) principal and design director at One & Co. (San Francisco, California, USA), is an industrial designer who practices design across a wide array of disciplines in the furniture, sports, and technology world.

He sees the role of the designer as that of creating for people's known and unknown needs. Designers – he believes - have to anticipate the new and increasingly sophisticated fictional architecture of our desires. He also believes that by making the complex simple and likeable, the designer is able to provide relief for tension.

Zellweger's point of view developed after he graduated from Art Center College of Design, California in 1997, working for well-known Silicon Valley firms IDEO and Pentagram Design. In 2001, Zellweger joined San Francisco's One & Co as a partner and creative director. During this time, One & Co's work in the sporting goods industry – with partners like Burton, Fila and Nike – received recognition and caught the attention of the tech industry. In recent years, Claude Zellweger has helped to grow the firm to become one of the Bay Area's dominant young design forces. Today, companies such as Council, MGX, Kodak, Microsoft, HTC and Sony are calling on Zellweger to envision and lead the development of their brand and design.

His work has been internationally recognized in museums and competitions alike, including awards from ID Magazine, IDSA, BusinessWeek, IF Industrie Hannover, and GOOD DESIGN (The Chicago Athenaeum). He is a regular lecturer and member of design awards committees.



Above: HTC Diamond Smart Phone. Middle: MGX. Below: The Aura Credenza for Council.