

Excellence in Form and Function

Architekt Kollektion from ZEISS EYEWEAR receives German Design Award 2019

The ZEISS EYEWEAR [Architekt Kollektion](#) received the [German Design Award 2019](#), winning in the Lifestyle and Fashion category. The architect and designer Elmar Gauggel created the eyewear collection started by ZEISS, which is produced and distributed by STEPPER EYEWEAR. The official award ceremony will be held in Frankfurt, Germany, on 8 February.

Press contact

Maria Conrad

International PR

Phone +49 7361 591 1378

[✉ maria.conrad@zeiss.com](mailto:maria.conrad@zeiss.com)

Aalen, Germany | 18 January 2019 | ZEISS Vision Care

Technically precise and innovative

The eight models in the Architekt Kollektion embody what ZEISS stands for: precision, clarity and innovation. The premium craftsmanship and quality underscore the unique design of these glasses. This also impressed the jury, which drew attention to this aspect: "With subtle contours, creative elements and modern materials, the ZEISS EYEWEAR Architekt Kollektion fuses new production techniques with a classic design."

The unisex frames in the collection are equally well-suited for prescription and sunglass lenses. Where do the names come from? The frames were given the first names of famous architects like Toyo (Ito), Zaha (Hadid) and Oscar (Niemeyer) and embody different aesthetic features. With full-rim and semi-rimless as well as circular and rectangular designs represented in the collection, each pair of frames has its own unique identity. Elmar Gauggel, a designer, architect and founder of [Labor Weltenbau](#), has been cooperating with ZEISS since 2004. Gauggel knows the brand inside and out, because he is also responsible for the architectural design of the [ZEISS Vision Centers](#). The painstaking work that goes into perfecting the look of these independent eye care locations is also reflected in the frames from the Architekt Kollektion.



The innovative ZEISS EYEWEAR Architekt Kollektion line of eyewear was envisioned by architect and designer Elmar Gauggel, and made a reality by ZEISS EYEWEAR. It features eight frames, each distinct and striking.

Material and production

The material and production techniques create a single, harmonious design for each of the approximately 80 different ZEISS EYEWEAR frames in the Architekt Kollektion. While laser-welded titanium is used for some models, others are 3D printed. All frames are produced and distributed exclusively by STEPPER EYEWEAR. The high-precision manufacturing methods and the outstanding production quality of STEPPER EYEWEAR meet ZEISS' stringent requirements concerning quality and technology.

The eyeglass lenses from ZEISS complement the design of the collection in both form and function. No matter which ZEISS lenses consumers select, they will enjoy an optimum vision experience personalized just for them in combination with these outstanding frames.

German Design Award

The German Design Council has presented the German Design Award since 2012. The goal is to discover, showcase and honor unique design trends. This year, there were 46 jury members. The German Design Council is a foundation created in 1953 by the German Parliament. Today, it supports private industry by adding value to brands through design.

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2 pages, 82 kB



About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling more than 5.8 billion euros in its four segments Industrial Quality & Research, Medical Technology, Consumer Markets and Semiconductor Manufacturing Technology (status: 30 September 2018).

[+ More information about ZEISS](#)

Press Photos



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ZEISS EYEWEAR Architekt Kollektion line of eyewear (Model: Oscar)

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German Design Award 2019 for the ZEISS "My Vision Profile" App

Innovative online app from ZEISS honored for a second time

Press Release about Award

Nov 19, 2018



ZEISS India supports "Vision for a Cause"

Together with Round Table India and Optometry Council of India the Aloka Vision Programme of ZEISS brings vision care to underprivileged school children in Tamil Nadu

Press Release about Social Program

Mar 7, 2018

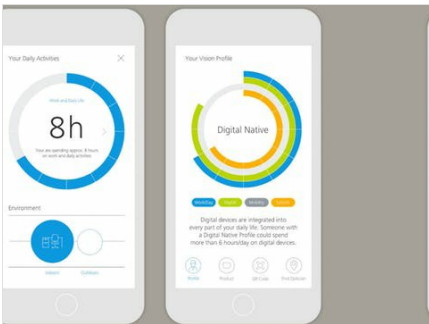


ZEISS Eyecare Research Center Honored

Dr. Siegfried Wahl, Director of the ZEISS Vision Science Lab, has been appointed an honorary professor at the University of Tübingen

Press Release about Honorary Professorship

Feb 14, 2018



ZEISS App "My Vision Profile" Receives Red Dot Award

ZEISS honored for the communication design of its innovative online app.

Press Release about Award

Nov 27, 2017



ZEISS Wins Top Mobile Award in China

The Vision Care business group was awarded the 2016 TOP Mobile Marketing Innovative Brand Award for digital marketing campaigns

Press Release about Award

Dec 7, 2016

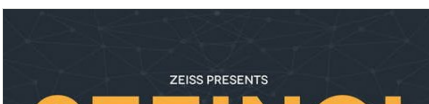


ZEISS Hosts World Premiere of Documentary to Build Eye Health Awareness

SIGHT – The Story of Vision premieres at Vision Expo West in Las Vegas

Press Release about Social Responsible Project

Sep 16, 2016



ZEISS Stages World Premiere of "SEEING!"

Full-dome Planetarium Film Follows the Creation of a Photon and its Journey Across



the Galaxy to a Young Stargazer's Eye

Press Release about Event

Apr 14, 2016

