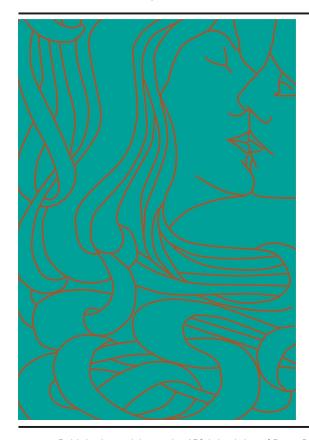


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Peter Behrens - 1868 / 2018

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- · Accompanies a series of major exhibitions, highlighting Behrens' work from various perspectives

Peter Behrens (1868-1940) was one of the most innovative architects and designers of the early 20th century. He is widely recognised as a pioneer of modern industrial design. To this day, his buildings and designs inform our everyday lives. As head designer at AEG, Behrens created the company's turbine hall in Berlin-Moabit. This construction ranks among the most famous buildings of industrial architecture and is known around the world. But Behrens also developed AEG's logo and corporate design – long before this concept actually existed. He thus established a consistent and standardised visual appearance for all products and marketing materials, ranging from the company's letterhead to its advertisements. In addition, he was an accomplished typographer and designed trademarks which are still extant, not the least of which is the iconic font for the inscription 'Dem deutschen Volke' (To the German People) atop the Reichstag building in Berlin. T

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