

**PROFESSOR MICHAEL KROHN  
CURRICULUM VITAE**



**Name** Michael Thomas Krohn  
**Title** Professor, Industrial Designer FH/HFG

**Born** 7-19-1965

**University Address** University of Art and Design Zurich, ZHdK  
Toni Areal  
Postfach  
CH-8031 Zürich  
Switzerland  
Mobile ++41 79 277 90 11  
Email: [michael.krohn@zhdk.ch](mailto:michael.krohn@zhdk.ch)

**Company Address** FORMPOL AG  
Heinrichstrasse 177  
CH-8005 Zürich  
Switzerland

**Personal** In partnership with one daughter.

**Languages** First Language German, fluent in English, intermediate knowledge of French, understanding of Dutch.

**Positions** Head of the Centre for Sustainability at the Zurich University of the Arts  
Teaching Professor, Researcher

Guest Lecturer at the Swiss Federal Institute of Technology (ETH)  
Guest Lecturer at the Zurich University of Applied Sciences (ZHAW)

Past Member of the Cumulus Executive Board I and II; the International Association of Universities and Colleges of Art and Design and Media

CEO of FORMPOL AG, a limited company for design services in Zurich, Switzerland. Member of the board of FORMPOL AG. ([www.formpol.ch](http://www.formpol.ch))

<b>Education</b>	2012 - 2013	Higher Education Management Switzerland, Full Degree
	1997 - 1999	Graduate programme for teaching at Art and Design Universities at the Institute for pedagogic and didactics „FLUG“ Basel/Switzerland
	1992	Degree as Industrial Designer HfG (Diploma)
	1991	Visiting Semester at the University of Applied Arts Vienna
	1990	Internship at NPK Design, Leiden, Netherlands
	1987 - 1992	Studies in Industrial Design at the Höhere Schule für Gestaltung Zürich, Zurich University of the Arts
<b>Academic Career</b>	2020 - today	Head of the Centre for Sustainability, ZHdK
	2015- 2020	Visiting Professor at Jiangnan University Wuxi PR China, School of Design
	2015- 2020	Deputy Director of the Department of Design at the Zurich University of the Arts. Member of the Board of the Department
	2013	Peer Reviewer for the Agency for Quality Assurance and Accreditation, Austria
	2012	Peer for Cultural Entrepreneurship, Creative Incubator Initiative
	2008 - 2020	Head of Master of Arts in Design, ZHdK
	2006	Visiting Professor at the Napier University, Department of Creative Industries, Edinburgh/GB
	2004 - 2010	CUMULUS Executive Board II and III Member
	2002 - 2005	Member of the Board of the Swiss Design Network (SDN)
	2001 - 2010	Head of the Industrial Design Programme, ZHdK (Diploma)
	1997 - 2001	Implementing research strategies and applied research projects for the Department of Design at the ZHdK
1993 - 1997	Research Associate and lecturer for Information technologies and media integration at the ZHdK	
<b>Professional Career</b>	2000 - today	Co-Owner of FORMPOL AG, an interdisciplinary designAgency based in Zürich/Switzerland ( <a href="http://www.formpol.ch">www.formpol.ch</a> ) Design services for national and international clients. CEO and Member of the Board.
	1992 - 2000	Freelance Industrial Designer
<b>Research</b>	2015 - 2018	“Design with social impact”; a guideline for intercultural design education in collaboration with development aid organisations <a href="http://designwithsocialimpact.net/">http://designwithsocialimpact.net/</a>
	2017	„Cities and Natures“ ein kollaboratives Forschungsprojekt über das Verhältnis von Stadt und Natur in Hong Kong und Zürich. Gemeinsam mit Michael Leung, Sara Wong und Dr. Yanki Lee. Ausstellung im „Connecting Spaces im Rahmen des Events „Zurich meets Hong Kong“, Herbst 2017.
	2015 - 2017	“Science Tools-Science Toys”; experiencing nature sciences, in collaboration with the Dept. of Mechanical Engineering, ZHAW and the TECHNORAMA, Swiss Science Centre
	2012 - 2013	“Mobility Zurich 2025”; for the “Audi Urban Future Initiative”, Scenarios for Future Urban Mobility. Nominated for the Design Price Switzerland 2013, Category “Research”
	2012 - 2013	“SMAMU”; SmartMuseum, an interactive Collection Guide. In collaboration with the Institute for Simulation, ZHAW
	2011 - 2014	“Gravity Driven Membrane”; Water Sanitation System for development regions. In collaboration with EAWAG, aquatic research group

2010	“Blind Cane”; a responsive blind cane, in collaboration with the Swiss Federal Institute of Technology (ETHZ) and MESA Electronics
2008	“Form und Sprache”; about the liaison between language and form, to improve the education of designer (see “Formfächer”)
2008	“Gender Oriented Design methods”; for the Swiss Department of Professional Formation and Technology
2003	“PEC”; Perceived Emotional Content, Part I and II. Measuring emotions, perceived from products. In collaboration with the Swiss Federal Institute of Technology
2001	“Innopro”; interdisciplinary cooperation methods in early stages of the Innovation Process
2001	“IDAM”; Industrial Design Assisted Marketing, in collaboration with the University for Applied Economy in Olten
2001	“TCAD”; Tangible Computer Aided Design, in collaboration with the Swiss Federal Institute of Technology
1999	“SpaceCat”; Computer input device with 6 degrees of freedom. In collaboration with the Swiss Federal Institute of Technology

### Teaching (excerpt)

5 <sup>th</sup> /7 <sup>th</sup> Semester	“Innovation Project”, in interdisciplinary cooperation with ETH Zurich and Universities of Economy and Industrial Partners
Master Progr.	Design Entrepreneurship
Master Progr.	Individual student mentoring for the Master Thesis
Master Progr. since 2013	Theory in design research and project development International Design Summer School. Collaboration with Indian and Chinese Design Universities ( <a href="http://blog.zhdk.ch/idss/">http://blog.zhdk.ch/idss/</a> )
2004-2012	WUZU; Collaboration project between the Southern Yangtze University in Wuxi (Peoples Republic of China) and the ZHDK
6 <sup>th</sup> Semester	Industrial Design Projects, focusing innovation and technology
3 <sup>rd</sup> Semester	Redesign; redesigning an existing product

### Publications and Articles (excerpt)

- „Social Design“ in „Page“ Ausgabe 12/18 p.18ff
- „Social Design in Forschung und Lehre“ in „Social Design Partizipation und Empowerment“, 2018, Hg. Museum für Gestaltung Zürich, Lars Müller Publisher, Ausgabe in Deutsch und Englisch, p.130ff,
- „Design – for and with the others?“ in „Design for all“, 2017/12, Hg. Design for All Institute of India, New Dehli ZHDK, p.128ff,
- „Mobility Zurich 2015“, in „The intrinsic Logic of Design“, 2016, Hg. Departement of Design, ZHDK, p.64ff,• “design - for or with the others?”, Cumulus Conference Proceedings, Nottingham Conference spring 2016, p. 179 ff.
- “Ist “Social Design” eine neue Designkategorie?” in “Social Design: Gestalten für die Transformation der Gesellschaft”, 2016, Hg. Claudia Banz, Transcript Verlag, p. 103 ff.
- “Strategically Integrated Design – Helping Brands to Keep Their Promises” in “Strategically Integrated Design” / Vol. 7, No. 2, 2015 / GfK MIR, de Gruyter
- “In Zukunft wird das Auto uns wecken” in “Audi Magazin” 02, 2015 p. 053 ff.  
“wenn das Auto selber fährt” Interview in Mobomo Maazin, 2015, p. 51
- “Design in Cooperation with development aid” Cumulus Johannesburg Conference Paper 09/14
- “Die Schweizer Designlandschaft”, Kulturmanagement CH, 10/13
- “Design reflektieren und vertiefen”, Beilage Alpha, 10/11

- “Formfächer”, Understanding design terms”, 2009, Published by AvEdition
- Cumulus Working Papers 13/04, Utrecht Conference: “Shanghai – Zürich 04, transcultural design project between China and Switzerland” p. 9ff.
- “Passagen No. 39”, 2004, published by the arts council of Switzerland: “Shanghai – Zürich 04, an intercultural design exchange.” p. 46ff.
- „31“, 4, Journal published by the Institute for Theory: „Hydra, ein urbaner Wasserspender.“, part of the Shanghai – Zürich 04 project, p.10ff.
- Hochparterre 10/04: „Shanghai – Zürich 04“, p. 42ff.
- DesignReport 1/04: “Do you speak Design?”, arguments for an interdisciplinary design education, p.30ff.
- Thexis, 2/2007, HSG, University St. Gallen, “Intelligent und schön. Design im Spannungsfeld zwischen Ausbildung und Praxis” p. 38ff.
- IFG Ulm, „Gestaltung macht Sinn“, Anabas Verlag, 2000: „A proposal for measuring perceived emotional content of products“, p. 154 ff.
- Forschung und Entwicklung, HGKZ, pages 24, 27, 28, 32, 35, 42, 43, 44.
- Hochparterre 5/00: „Das Handy als Internetmaschine“, p. 18 ff.
- Hochparterre 3/99: „Die Raumkatze“, p. 46 ff.
- HGKZ Extra 1/99: „Child resistant and senior friendly pharma packaging“
- HGKZ Extra 14/98: „Virtual Gripper“
- HGKZ Extra 4/96: „Digitale Technologie in der Schmuck und Gerätegestaltung“