studio portrait

FELD
studio for digital crafts
FELD was founded in 2011 by a group of Berlin-based designers who share a common language of digital thinking in their creative process.

The studio combines scenography, computational and generative design, physical computing, electronics, user interface design and a confident and elegant graphic design attitude. These skills are equally present in artistic interventions and in high-end production commissions for digital communication projects such as interactive environments, spatial installations or exhibitions.

FELD is composed of graphic, media and product designers, software and hardware developers, engineers and project managers, and holds several in-house prototyping and production tools to facilitate an iterative and experiment-driven design process. Each project is carefully and individually handled and evolves in close dialogue with the respective client.

The studio has been working with international clients and partners within various fields, ranging from commercial companies and research institutes to cultural institutions, galleries, architects and artists. This portrait offers an inside view of the studio’s work and philosophy to potential partners for future collaborations.

FELD is inspired by the possibilities of technology to transcend the borders between physical and digital environments, seamlessly bridging art and design, architecture and engineering, society and science.
Luminous Sculpture
A parametric light sculpture
with custom control software
We love what we do.

Design consultancy for
- Hardware and software products
- Digital communication technology
- Information design
- Data visualisation strategies
- Corporate design
- User experiences
- Service and process design

Concept development for
- Digital products and services
- Communication projects
- Data visualisation
- Interactive environments
- Spatial installations
- Exhibitions
- Brand events

Design services
- Information experience design
- Spatial scenography and interior design
- User experience design
- Service and interface design
- Data visualisation
- Computational and generative design
- 3D renderings and animations
- Product design
- Motion graphics & film
- Graphic and packaging design

Technical development & production of
- Physical object prototyping and modeling
- Custom software and electronics development
- Mechanical and robotic components
- Media and interior installations
- Production management and site supervision
- Administrative procedures and project management
- Short and long term maintenance planning
FELD carefully orchestrates the use of technology in order to focus on the actual experience. We are inspired and driven by the possibilities of technology but also acutely aware that every machine is merely a tool, a system created to solve a task or to stimulate the mind of the spectator. Thus, it is important, especially as a designer, artist or engineer, to remain in control – a machine alone does not have intuition or creativity. The relationship between machine and human should always result in a fruitful and inspiring dialogue.

Technology enables us to extend our senses and to raise our awareness of the world around us.

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Kinetic Rain
Computational design process for the kinetic sculpture at Changi Airport Singapore in collaboration with Art+Com
Supersign
Computational design process and software for repurposing a building's lighting system at night, commissioned by Statoil Norway in collaboration with Art+Com
Arago AutoPilot Visualizer

Concept, design and development of a data visualization application and office environment for exploring large IT infrastructure automation.

Client: Arago US, Inc.

Arago AI editor

Concept and interface design for a new kind of visual software editor
Digital Wooden Pipe Organ
Control electronics and devices to operate a manual pipe organ in a digital, non-organ like fashion for the live shows of the musician Nils Frahm.
FELD’s experimental approach crosses various disciplines of media and technology to create spatial installations and sensory narratives designed to broaden your perception and imagination.

FELD stands for an interdisciplinary approach that equally honours the physical and the virtual. We want to tickle your senses, make the invisible visible and the intangible tangible – the medium itself is of secondary importance.

KRÄFTE and PHYSIKA
An ongoing series of exhibitions displaying installations that evoke a unique feel of elemental power and energy in an experimental manner, self commissioned works by FELD
Music for Diary

Exhibition installation about the lost tapes of composer Nancarrow, commissioned by Gallery Neugerriemschneider for the 8th Berlin Biennale for Contemporary Art
Many projects start with a simple idea and grow in detail over time. We perform small experiments to deepen our understanding of a topic and use our findings as a starting point for further iteration. We also consider non-electronic materials and immaterial elements such as processes and habitats as viable technologies and modes of expression.

In our process, we aim to reduce complexity, focusing on the essentially intuitive experience that we want to provoke. We are interested in expanding human perception and imagination by linking physical, virtual and social environments in an elegant and useful way.

FELD finds answers in a practical manner: an integral component of every project is the experiment-driven process — even if you can’t see it in the final product.
A kinetic framework to investigate the way we read and understand physical phenomena of embodiment in the interaction of space and matter – in collaboration with the architect Patrick Bedarf
Possibly Colliding
An immersive spatial installation representing the collision of objects in time and space, exhibited at the public foyer of the Barbican Centre, London.
An important part of FELD’s philosophy is sharing and exchanging knowledge.

The studio is frequently invited to give lectures and talks at symposiums and festivals around the world, while also organising independent seminars and workshops at universities, research institutes and private companies. The workshops offer a practical, hands-on approach to exploring and combining new methods, ideas and technologies. With a particular focus on the relationship between design, technology and society, they are open to participants from all backgrounds.
FELD is constantly looking for partners and collaborators to develop new ideas and projects with.

The studio regularly collaborates with people, businesses and institutions spanning various fields. We work with clients from the cultural sector, industry and trade, as well as science-focused research institutes and universities. Whether you’re an artist, musician or an architectural firm, a cutting edge tech company, a car manufacturer, fashion designer or something else entirely – we are always searching for new and inspiring creative partnerships!

This collaboration may be initiated by a simple idea or by a complex problem, some are proposed and driven by the curiosity of the studio members themselves. No matter how a project starts, we approach our clients as partners, striving to find solutions together and in a collaborative dialogue.

Recent collaborations

Culture

Business, industry and trade
Arago, Adidas, Mercedes Benz, AMG, ic-Berlin, VW, Clarins Asia, Armando Testa Group, Volkswagen Future Center Europe, Statoil, Giorgio Armani, Art+Com, Changi International Airport, TBWA Italy, GHB Landscape Architects Copenhagen, Triad Berlin, Float PR, Juke Entertainment, Pigmentpol Germany, ATMO Designstudio

Research and teaching
Wikimedia, Fraunhofer Institute, University Kassel, University of the Arts Berlin, Bauhaus University Weimar, Tongji University Shanghai, Tsinghua University Beijing, Winchester School of Art, Karlsruhe Institut of Technology
If you are interested in working with us or would like to know more about FELD, please contact us via email or phone or simply drop by at our studio for a coffee and a chat — we would love to hear from you!

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Extracts of Local Distance,
Jewish Museum Berlin, Daniel Libeskind
Series of computationally generated collages of architectural photography with an algorithmic synthesized perspective
2016
Barbican Centre foyer, London, UK
Possibly Colliding, site-specific kinetic installation
Lichtkunstfestival Aufstiege,
Airport Tower Stuttgart, Germany
Public Face II, installation

2015
ExPost, Prague, Czech Republic
Jller, group exhibition
digital_ia.15, 13muz gallery, Szczcin, Poland
KRAFTE, group exhibition
Sensient Geometries, Spektrum, Berlin, Germany
LOADS, group exhibition

2014
8th Berlin Biennale for Contemporary Art,
Ethnologisches Museum Berlin, Germany
Music for Diary, group exhibition
Lichtkunstfestival Aufstiege,
Airport Tower Stuttgart, Germany
Public Face II, installation
F75 Gallery, Stuttgart, Germany
Experienz, group exhibition
Deutsches Patent- und Markenamt, Munich, Germany
Perpetual Storytelling Apparatus, permanent installation

2011
Seeing/Knowing, Graham Gund Gallery,
Gambier, Ohio, USA
Perpetual Storytelling Apparatus, group exhibition
F75 Gallery, Stuttgart, Germany
Extrakt of Local Distance, solo exhibition
Provinz, Lindau, Germany
Public Face II, public installation
Pixelache Festival, Muu Gallery, Helsinki, Finland
Return of the Unexpected – Computational Photography, group exhibition
Transmediale, CTM and Create, Berlin, Germany
Digital Art + Sound Weekends, group exhibition

2010
DMY Youngsters, DesignMai Festival Berlin, Germany
Extracts of Local Distance, group exhibition
E-Plus Headquarter, Berlin, Germany
Augmented Realities, group exhibition
IDO meets Digitale Klassee, Gallery Le Deco,
Tokyo, Japan
Extracts of Local Distance, group exhibition
Museum of Communication, Berlin, Germany
Lange Nacht der Museen, group exhibition

2009
1um1 Festival, Lisboa, Portugal
Extrakt of Local Distance, group exhibition
Pixelache, Museum of Modern Art Kiasma,
Helsinki, Finland
Indie Design, group exhibition
Gallerie Flo Peters, Hamburg, Germany
Extracts of Local Distance, solo exhibition
Design Festival Berlin, Germany
DMY designtransfer, group exhibition

2008
Stedelijk Museum at Post CS,
Amsterdam, Netherlands
Sensing City, performance
International Mediafaceade Festival, Berlin, Germany
Public Face I, public installation

2007
Deutsches Hauptamt für Messen und Messe Wirtschaft,
Berlin, Germany
Extracts of Local Distance, group exhibition
Deutsches Patent- und Markenamt, Munich, Germany
Perpetual Storytelling Apparatus, permanent installation
2016
Bauhaus University, Weimar, Germany
Hoch und Runter, digital fabrication and prototyping workshop

University of the Arts, Berlin, Germany
Design Fiction For Real, summer semester course

2014
University of the Arts, Berlin, Germany
Polyptych – From parametric arts to plastic toy look-alikes, semester course

University of the Arts, Berlin, Germany
Escaping Flatland, winter semester course

2013
University of the Arts, Berlin, Germany
Growing Things, summer semester course

University of the Arts, Berlin, Germany
Signals On Scales, winter semester course

2012
University of the Arts, Berlin, Germany
Computational Motion, semester course

Muthesius Kunsthochschule, Kiel, Germany
Instructions for Two Pens, workshop

Tongji University, Shanghai, China
NOTATIONS workshop, data collection and visualisation with a DIY sensor kit

Tsinghua University, Beijing, China
NOTATIONS workshop, data collection and visualisation with a DIY sensor kit

AGORA Collective, Berlin, Germany
NOTATIONS workshop, data collection and visualisation with a DIY sensor kit

Bauhaus University, Weimar, Germany
The Wizard of Oz, mock-ups and prototyping workshop

Bauhaus University, Weimar, Germany
Advanced Computational Design, lecture

Kunsthochschule Kassel, Germany
How to form energy flux in space?, workshop in cooperation with Clemens Winkler

2011
University of the Arts, Berlin, Germany
Generative Arts and Computational Design, semester course

Bauhaus University, Weimar, Germany
Physical Computing and Data Stories, lecture

Kunsthochschule Kassel, Germany
Material Computing, workshop in cooperation with Clemens Winkler

University of the Arts, Berlin, Germany
Computational Design for Laser, lecture

2010
University of the Arts, Berlin, Germany
Augmented Reality, Open Frameworks and OpenCV workshop

Burg Giebichenstein Kunsthochschule Halle, Germany
Tactile Networks, workshop in cooperation with Holger Frey

2009
University of the Arts, Berlin, Germany
Paper Based Interfaces, DIY sensors workshop

Burg Giebichenstein Kunsthochschule Halle, Germany
Tactile Screens, workshop together with Holger Frey

2008
University of the Arts, Berlin, Germany
Physical computing, Arduino and electronic basics course

2007
University of the Arts, Berlin, Germany
White Boxes, Arduino and electronic basics workshop

University of the Arts, Berlin, Germany
Custom Design Tools, Processing introduction course

2006
University of the Arts, Berlin, Germany
Visual Ciphers, workshop

University of the Arts, Berlin, Germany
Generative Design for Laser Projection, workshop