

## “Vorsprung durch Technik” or Fortschritte technologie?

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The sense of déjà vu rings true, where Germany took the 'leading' role of saviour, the revisiting of the 1920s soapbox cries for economic reform and voice for the people. However, did Germany successfully address the underlying issue of cultural segregation within their own country? Did Angela Merkel's pivoting

One can remember the iconic Audi adverts, representing design through the medium of sustainable reform, Angela Merkel; the heroine of the Euromarkets of 2011. The design world crashing with the markets of 2009 and the idea of the efficient 'pre-fab' taking hold. decisions pave the road for a strong future economy nationally and for Europe? Did Germany succeed, politically, socially and economically?... and *technologically*?

One can almost smell the doubt, the feeling that we sought for *vorsprung durch technik*, but managed to take invisible steps backwards. Is it actually *Fortschritte technologie*?

We shall see by taking a reflecting on its progression thus far.

### 2051

#### Design

In 1929, 'the international style' launched, and with it so did Germany's most profound architects – to the USA. During Hitler's governance, he created a political design style which abolished the former. Designers went underground, and Bauhaus began in secret, to then be shut down by the Nazis.

The rise of internationalism in Germany presently could potentially be an effect of losing their most influential 'brains' to other nations. The creation of the pre-fabricated house reflected the beginning of the Miesian ideology that 'anyone can be a designer'. An ideology already practiced by IKEA.

In 2051, the individual is in charge of the design of their house, the way their economy runs and most importantly has access to a wide virtual network. Adopting the Swiss

Consulate idea that every citizen be connected to reduce 'brain drain', Germany (as they would) advanced it. Walking on a street you will be open to virtual banners continually updating local governance with touch sensors to post your opinion. Petrol stations and bank counters are remotely operated and daily necessities taken care of online via delivery from mass warehouses situated on the outskirts of the city through connection with the home, which has interfaces that have direct online connection with citizens across the globe, including access to 'German' facilities such as research, medical goods and technological products.

Germany wanted to advance into the future...alone. Becoming the leader for European nations in 2011, Germany carried this role indirectly in the form of making their advancements their own, thereby becoming the 'role model' or *mentor*.

Did Germany attempt to seek 'perfectionism' by creating a country that encompassed all the successes of other nations? Or was it to simply be 'liked' by all the other countries? After all, flattery boosts egos.

It might however be that Germany simply advanced these ideals?

### **The City**

Berlin successfully replaced the 'dead' spaces for socially interactive areas via the medium of hologram shelters activated through solar energy. Edibles are reached through community gardens, and the compost toilet advanced, interlinking with the food cycle.

The city has developed into mini-communities, where sustainability is a common language. Yet, this practice seems oddly familiar – didn't the food revolution of early 2020 already spark the ingenious practice of re-creating agriculture as the focal point of cities, and via a close loop system encourage a social network that thrived upon it economically? Oh yes... it was Holland...but Germany saw its true potential.

### **Technology**

Audi - the pride of all the exports of Germany. Once available to the financially wealthy and a symbol of status, the A1 and A2 started a revolutionary move, enhancing the range of *affordable*. The strategic move of producing cars that not only became hybrid but also reduced carbon emission enhanced Audi's reputation. Since 2015, Audi in tandem with Siemens expanded into a vast corporation, reaching into alternate energy forms through application, e.g. The interactive household, activated through the voice and touch of the resident. Refrigerators and other household items have been replaced with a service area underground, providing maximum space on the surface. The service space interacts with the household, detecting storage levels of food and levels of energy consumption and readjusting as needed. Running smoothly on solar energy and the basic ideology of Audi cars, using every drop of energy to its potential, the interactive house is a successful entity. Has Audi begun to reach pure efficiency?

### **So did Germany succeed?**

Germany sought perfection. The English Garden was considered for the urban reform for Berlin, internationalism enhanced their intellectual progression, the 'state' attitude to religious issues that once attempted to deal with cultural segregation failed, but the smaller communities enhanced appreciation of freedom of religion and the voice of the

individual. The proficiency in which Audi and Siemens have enhanced the daily lifestyle, and the attitude of the government which increased urban space efficiency and social interaction were successful. Germany thus indirectly began to take a strong role in the governing of Europe by *becoming* the ideal and therefore, the mentor by *voran durch technologie*. Will Germany hold onto their position in the world? Or will their heightened progression and continual search for absolute efficiency begin to see their downfall? As we have revisited the *déjà vu*, would it thereby be safe to predict that a downfall is persistent with Germany's future?

Maybe 2100 will have more answers.