

»My designs aim to give people a smile, embracing them and creating a positive vibe.«



Photo: Lisa Dautel

Alex Klein is an award-winning German designer, artist, lecturer, and the founder of studio creative underdogs.

While pursuing his diploma in Industrial Design at the State Academy of Fine Arts and Design in Stuttgart and at ENSCI - Les Ateliers in Paris, Alex Klein gained valuable experience working with renowned design studios such as SIMON BUSSE STUDIO, NILS HOLGER MOORMANN, and Studio F. A. Porsche, serving international clients. His consistent attitudes and continuous pursuit of the highest quality have shaped his approach to work.

In addition to his project work, Alex Klein serves as a lecturer for furniture design at Hochschule für Technik Stuttgart and conducts workshops at various design universities.

studio creative underdogs was established in 2015 in Stuttgart, focusing on designing and consulting in the fields of product design, furniture design, and interior design for international clients. Additionally, the studio manages and implements free artistic collaborations with artists, brands, and galleries. The designs produced by studio creative underdogs have been exhibited in several cities around the world, showcasing the studio's innovative and diverse approach to design.

Can you describe how your early interests and hobbies contribute to the creative energy in your designs?

I have an urge to be creative. As a child, I immersed myself in comics, collecting, sorting, and curating everything I could get my hands on. Painting, traveling combined with skateboarding, surfing, analog photography, meditating, going to museums - these are all things I enjoy and influence my designs.

Could you elaborate on the core values driving your creative work and how they shape the goals you set for yourself and your studio?

We aim to create a positive impact on people and the environment. For us, design transcends mere functionality. While an object or space must serve a purpose, we strive to bring happiness to people. Colors and shapes can evoke emotions and establish an atmosphere that fosters connections among individuals, leading to a personal bond with an object. As designers, we influence the choice of materials used. We have a responsibility to our environment and health. We prefer working with renewable resources. However, sustainability also entails durability. Good quality lasts longer, objects can be repaired, and reused.

ABOUT

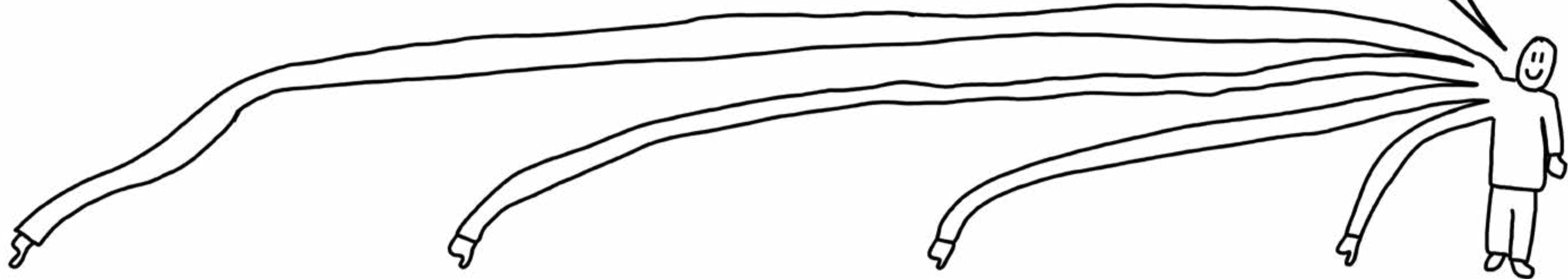
Who is studio creative underdogs?

studio creative underdogs, led by myself - Alex Klein, functions as a one-man office collaborating with experts from diverse fields on various projects. I envision the underdogs as a creative network open to anyone who shares our values. Over the years, we have cultivated close collaborations with partners from different domains and crafts, allowing us to embark on larger interdisciplinary projects.



DESIGN SERVICES

»We offer you design services in these fields.«



PRODUCT DESIGN

We analyze the market, conduct research, and create presentations. We design products in multiple phases, starting with sketches, followed by 3D visualizations, and producing physical models using modern techniques such as 3D printing or in collaboration with model makers. We oversee the product development process and provide guidance until the product is ready for production and market launch.

We also engage hands-on in experimental product and material development, as needed for the project. Through our structured and targeted approach, our goal is always to deliver innovative and useful results to our clients.

We have worked on products for Coca Cola, BASF, and in collaboration with Studio F. A. Porsche for Porsche Design, Haier, General Electric, Bentley, Rodenstock, or KEUCO, among others. Products from the Gaming Series for Thermaltake were honored with the Red Dot Design Award in 2021 and 2022. KEUCO AXESS received the iF DESIGN AWARD 2023 Gold.

FURNITURE DESIGN

We design furniture for brands and collaboratively develop them, including product families ready for mass production.

In this regard, we have had the opportunity to work on designs with furniture companies such as NILS HOLGER MOORMANN, KUSCH+CO through Studio F. A. Porsche, and FORMvorRAT.

Additionally, we design collectible furniture, whether they are unique pieces or limited small series for selected collectors and galleries. These special pieces often pursue more daring and expressive forms or experiment with material-based approaches.

SPACE DESIGN

We listen to your needs and develop spatial concepts tailored to your vision for your restaurant, café, brand store, showroom, brand world, shop windows, exhibitions, or temporary events.

Using modern digital technology, we scan the premises, create floor plans, and produce 3D visualizations of the concepts.

We provide suggestions for color schemes, materials, lighting, and furniture selection. We generate technical drawings, oversee the implementation process, and handle communication with manufacturers and craftsmen.

Our interior project for the PERG Gallery was honored with the GERMAN DESIGN AWARD "SPECIAL 2023" in the Interior Architecture category.

In retail design, we have collaborated on several projects for Nike, Leica, COS, Moët & Chandon and Cartier with LIGANOVA.

ART PROJECTS

We also accept freelance creative commissions, such as for your brand, gallery, or café.

We support artists in planning and executing projects and collaborations, including street art murals, analog photography projects, digital dreamscapes, or experimental project inquiries that require creative thinking.

We have realized artistic projects with renowned international artists, such as the Los Angeles-based artist Charlie Edmiston or the Berlin-based artist Eike König.





FURNITURE





FLASH FURNITURE SERIES



The **FLASH FURNITURE SERIES** draws inspiration from Power Rangers and construction site boards used for shuttering concrete. The graphic silhouettes, reminiscent of classic cartoon lightning drawings, serve as the foundation for the furniture series. Recycled boards from construction sites, already painted yellow, provide a canvas for a story against a serene backdrop. The series highlights contemporary issues and prompts viewers to contemplate questions such as sustainable energy sources and the potential for recycling materials to create new products.

The limited furniture pieces were exhibited in March 2023 at **Collectible** in Brussels, Belgium, in the Architect-Designer Section. The fair is renowned for 21st-century design and collectible furniture, attracting primarily art collectors and gallery owners.

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Animation: Heiko Reimer



Photo: Frank Hoffmann



Photo: Frank Hoffmann



Photo: Philip Kottlorz

GALLERY PERG



Photo: Philip Kottlorz

We won a »Special Mention« for **PERG** at the German Design Award 2023 in the category - Excellent Architecture - **Interior Architecture**.

Since spring 2022, PERG has been open in the historic premises of a former butcher's shop dating back to the 1980s. PERG represents a fusion of gallery and concept store, creatively responding to influences from art, innovation, and industry. The two design studios were housed within this space.

The newly redesigned areas offer a modern and urban atmosphere, providing opportunities for presenting artistic works, hosting creative workshops, and showcasing products and ideas through pop-up stores. When designing the interior, original features such as walls and tiles were integrated into the CMF concept, resulting in a symbiosis of rugged industrial character and contemporary architecture throughout the interconnected rooms. The layout emphasizes flexibility in space utilization, with all areas accessible without barriers.

The presentation of contemporary artists through vernissages, artist talks, and film screenings fosters accessibility to creativity for all interested parties. The adjacent restaurant Gaunerei offers food and beverages tailored to match the themes of the events. In addition to contemporary art, PERG features a material library and furniture archive sourced from the two design studios.

Client: PERG
 Interior Design: studio creative underdogs
 + Æ STUDIOS
 Realization: Familie Sprotte, Veit Schmidleitner,
 WohnraumDesign - Savas Özkan
 Address: Aspergerstr. 12, 71634 Ludwigsburg





Gaunerei x studio creative underdogs present the **OG BENCH**.

Designed for outdoor use, the bench is handcrafted in high quality by our local carpenter, made of poplar wood and varnished to resist weathering. OG BENCH is launched during Salone del Mobile Milano 2023 as a limited edition and can be reproduced.

Client: Gaunerei Bar | Restaurant
Furniture design: studio creative underdogs
Manufacture: Mario Murgia
Animations: Heiko Reimer

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OG BENCH



Photo: Frank Hoffmann

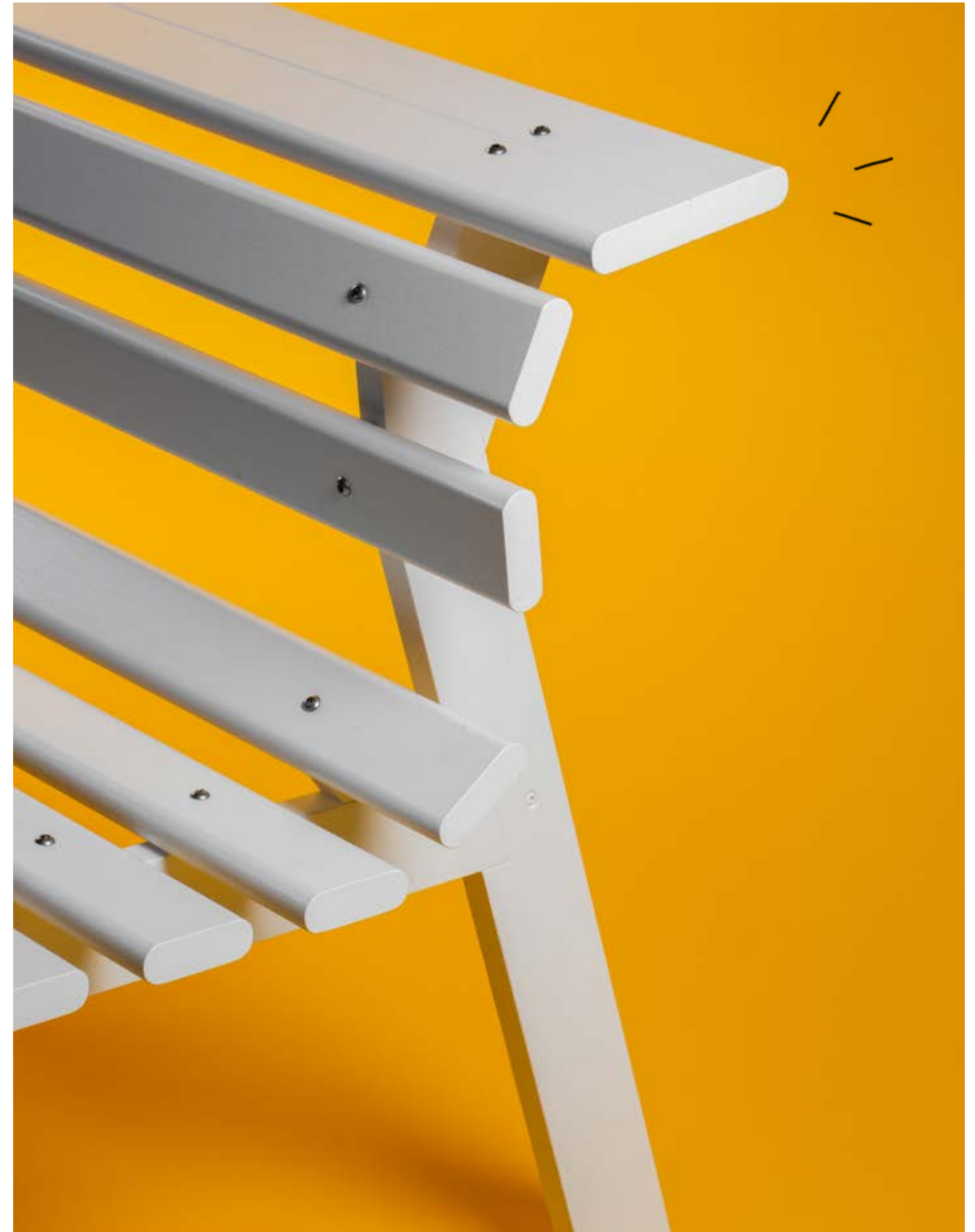


Photo: Frank Hoffmann

We are proud to worked on the fall window campaign for the fashion brand COS. The creative project took place together with studio creative underdogs via LIGANOVA Netherlands B.V. for COS.

The design concept of the campaign revolves around embracing the natural elements and textures of autumn, incorporating earthy tones, organic shapes, and minimalist aesthetics to evoke a sense of warmth and tranquility.

The campaign was implemented in COS stores in **London, Paris, New York, Berlin, and other cities.**

Client: LIGANOVA NETHERLANDS B.V. + COS

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COS WINDOW CAMPAIGN

Photos: Andrew Gough



CE GALLERY BENCH



Photo: Chiara Bellamoli



Photo: Chiara Bellamoli

The **CE GALLERY BENCH** is a collaboration between Los Angeles-based artist **Charlie Edmiston** and studio creative underdogs.

Inspired by the shapes and colors of the artist's work, we designed a bench for his solo exhibition at PERG in Ludwigsburg, Germany.

Art: Charlie Edmiston
Furniture design: studio creative underdogs
Manufacture: Julian Danso

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STAGING LINO - IMIAD x FORBO

Project as **lecturer** for furniture design

Twenty-one students from the **International Master of Interior-Architectural Design (IMIAD)** program, the master's program for interior architecture at the Hochschule für Technik in Stuttgart, explored the functional properties and potentials of linoleum flooring, furniture, and pinboard materials through practical experiments and a methodical approach in a seminar led by material researcher Dr. Kerstin Mayer. The design task involved developing new functional applications and designing a small item of furniture or a product of choice using **linoleum from Forbo Flooring**. The linoleum could be combined and complemented with newly designed elements and an additional environmentally-friendly material.

The finished prototypes were documented by the students in a photo workshop with photographer Philip Kottlorz and presented in January 2023. The semester project was supervised by Prof. Karsten Weigel, Dipl.-Des. Alexander Klein, and Dipl.-Des. Melissa Acker.

© Hochschule für Technik - International Master of Interior-Architectural Design (IMIAD) program - Wintersemester 2022 / 2023

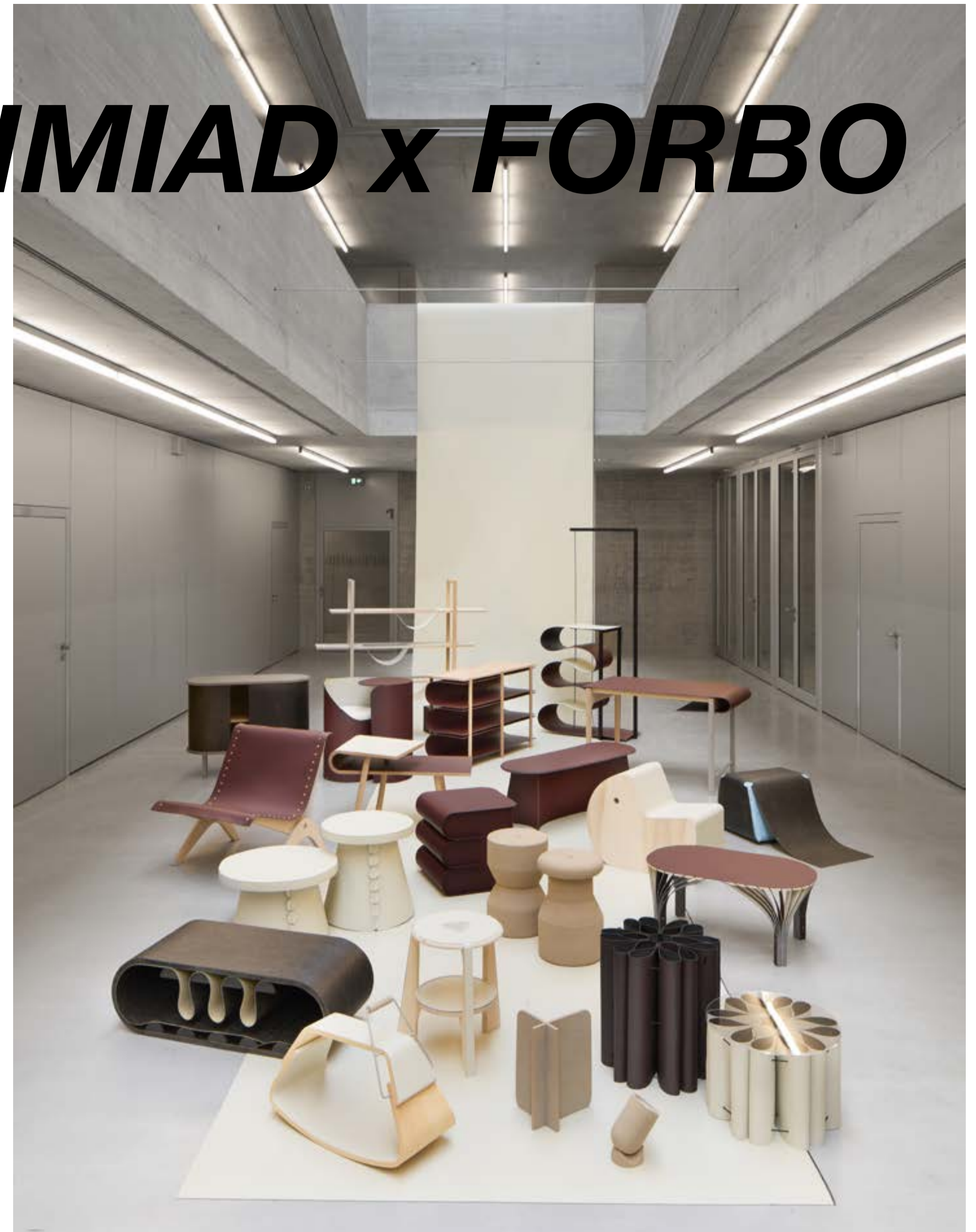


Photo: Philip Kottlorz





Photo: Frank Hoffmann



A side table that serves as an eye-catching piece for any interior. Crafted from steel wire, the table frame is meticulously handcrafted in small series using the art of wire bending. The tabletop is securely screwed to the wire frame, ensuring stability and durability. Suitable for flats, objects, or hotels.

Designed during studies at the State Academy of Art and Design Stuttgart, the side table comes in various color and material options, including full metal or tabletops made of marble, glass, or mineral material. Produced by the furniture brand **FORMvorRAT** in Italy from 2013 to 2023, it is sold nationwide in selected stores.

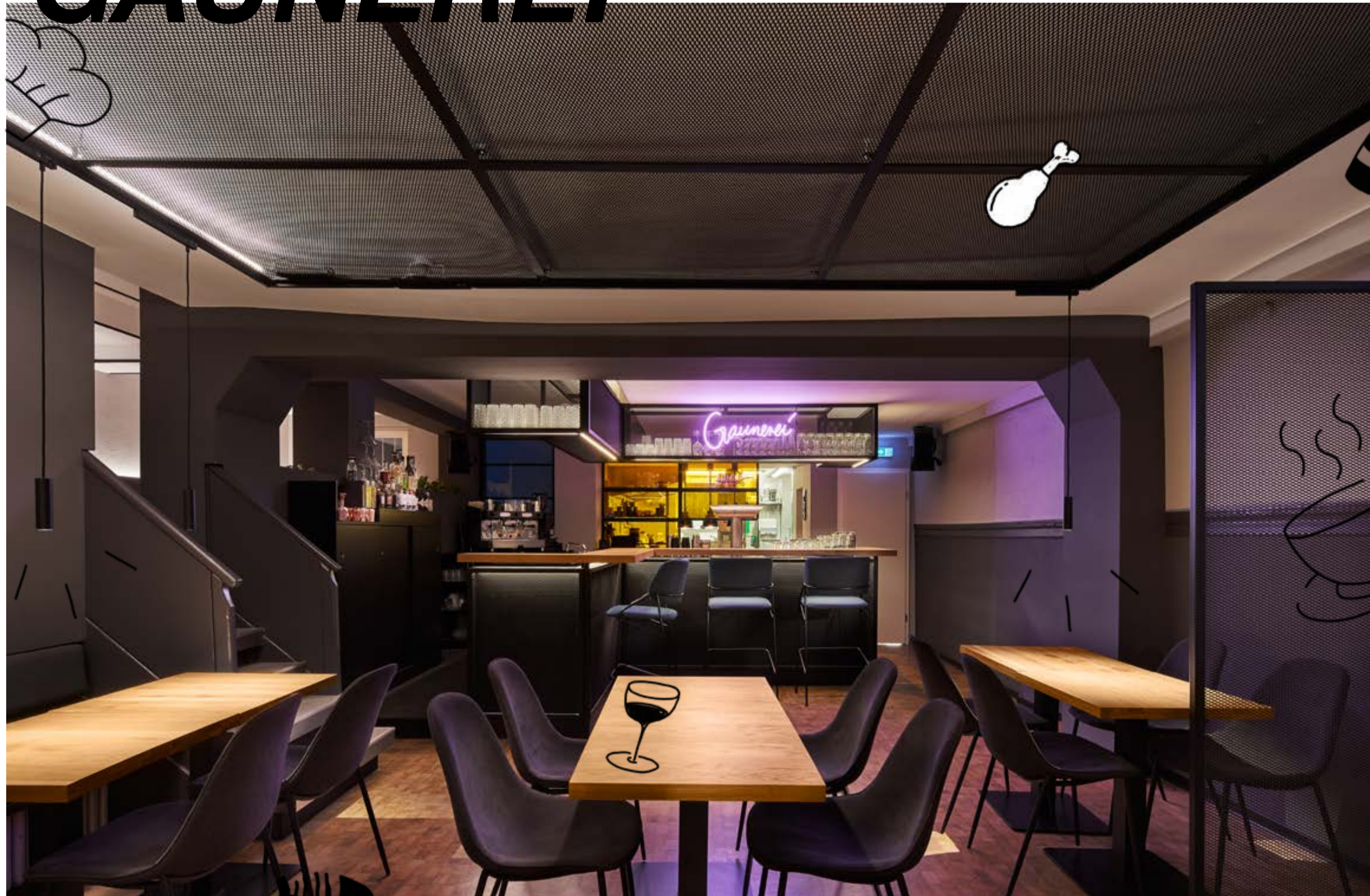
© studio creative underdogs



Photo: Frank Hoffmann



GAUNEREI



Located in the heart of Ludwigsburg since spring 2022, the Gaunerei is the go-to destination for those seeking a unique atmosphere. The restaurant offers creative seasonal dishes, local wines, Swabian classics, and attentive service.

The design concept emphasizes functionality, simplicity, and authenticity. Seating arrangements and workspaces are optimized for efficiency. The kitchen has been expanded and made visible to guests, fostering transparency. The highlight of the restaurant is the L-shaped bar, serving as its central focal point. Crafted from a black metal frame with an oak counter, the bar features an atmospherically illuminated expanded metal facade. A suspended shelf above the bar provides additional lighting and ambiance. Small oak tables can be easily combined to accommodate larger groups. Black upholstered chairs and a wooden corner bench against an anthracite wall complement the industrial aesthetic. In the evenings, guests can enjoy delicious drinks and cocktails accompanied by soul, funk, or rap music in a dimly lit ambiance. The restrained material palette of oak, black steel, and premium textiles, combined with warm lighting, encourages guests to linger and enjoy their time at the Gaunerei.

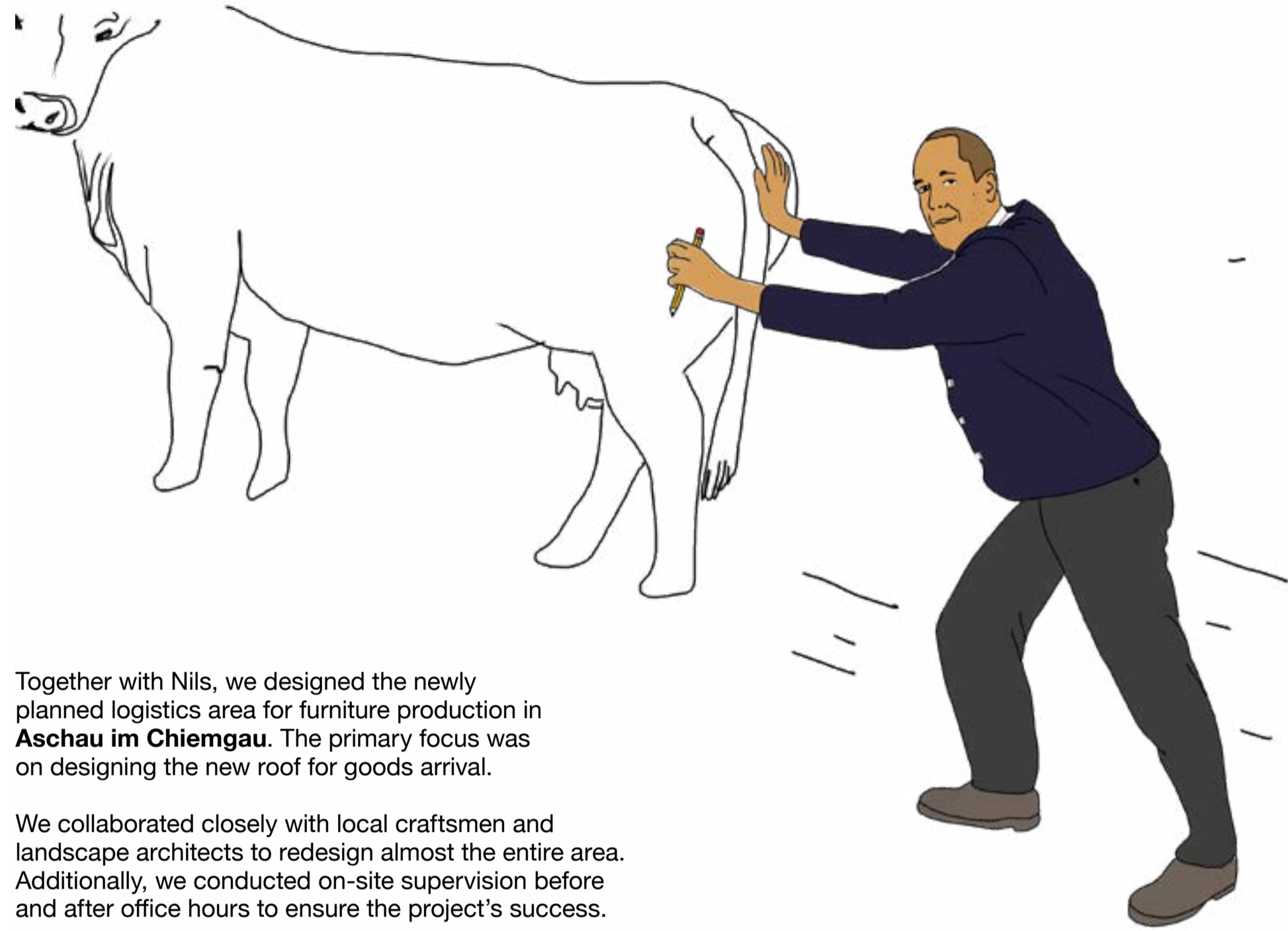
In addition to the **interior design**, we also crafted the logo, typography, and illustrative icons, serving as integral components of the corporate identity. These elements play a vital role in public communication across social media, flyers, posters, merchandise, and illuminated signage.



Client: Gaunerei
Concept + project coordination: Luca Sprotte
Interior Design: studio creative
underdogs + Luca Sprotte
Realization: Familie Sprotte, WohnraumDesign
- Savas Özkan, Werkkollektiv GmbH,
Gebrüder Holzwarth GmbH
Address: Aspergerstr. 12, 71634 Ludwigsburg
instagram: gaunerei_634

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Together with Nils, we designed the newly planned logistics area for furniture production in **Aschau im Chiemgau**. The primary focus was on designing the new roof for goods arrival.

We collaborated closely with local craftsmen and landscape architects to redesign almost the entire area. Additionally, we conducted on-site supervision before and after office hours to ensure the project's success.

Additionally, we revised the corporate identity, including the color scheme, and applied it to a wayfinding system that we designed.

© 2016



Furniture Production Area in Aschau im Chiemgau, Germany - Photo: Julia Rotter



NILS HOLGER MOORMANN ***LOGISTIC AREA***





© First Illustration for Nils Holger Moormann's Kammerspiel

ILLUSTRATION



© First Illustration for Gaunerei Bar | Restaurant



© Nils Holger Moormann architecture project concept

For some of our interior projects, we create quick **illustrations** after the initial briefing meeting to capture a mood and initial ideas without much effort. From there, we move into the extended research phase and project development.



SKETCHBOOK



Furniture ideas are sketched daily in the **sketchbook** and some built in 3D programs and briefly rendered to validate whether the project should be built and implemented in reality. Many ideas remain conceptual, which is sometimes perfectly fine.

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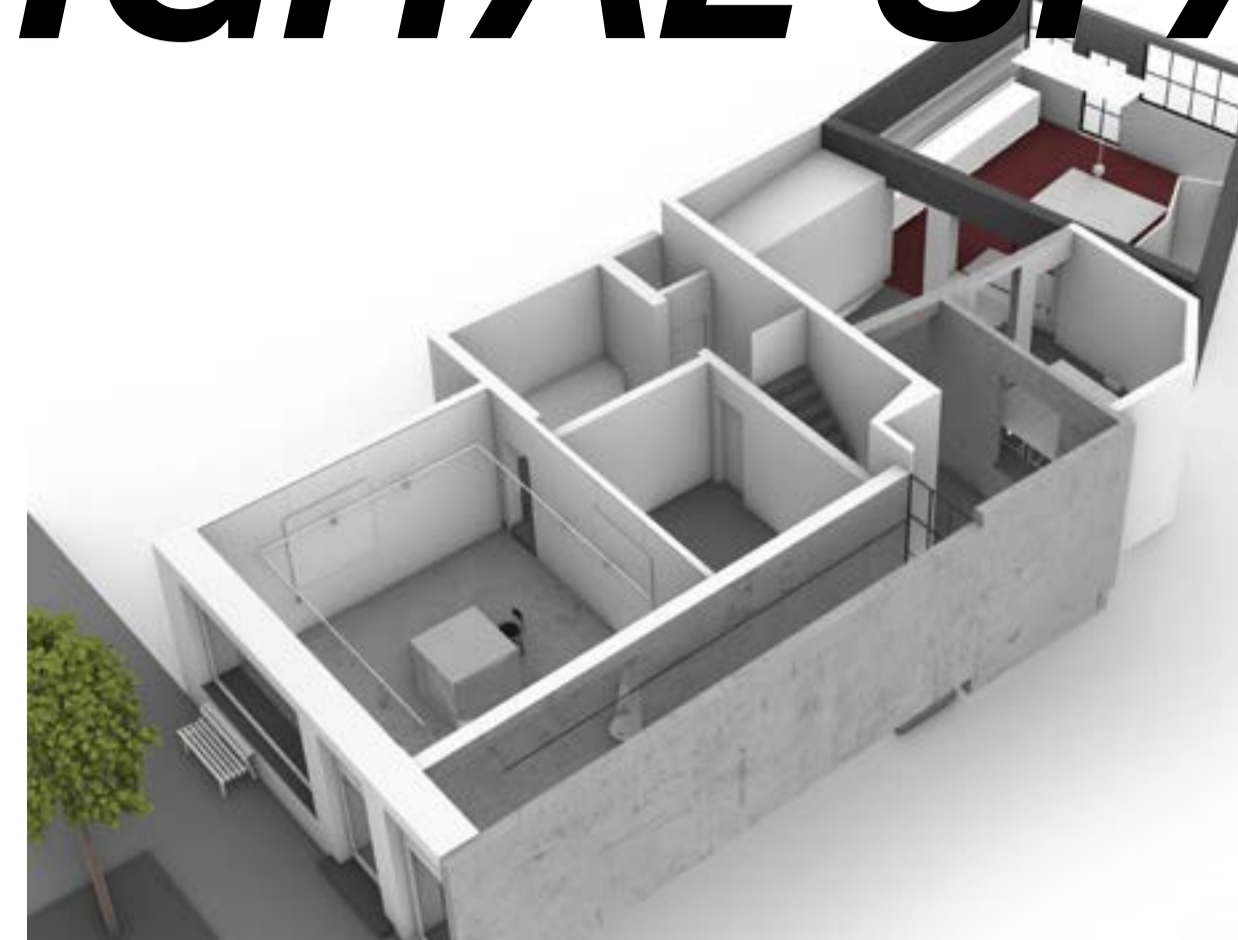




DIGITAL SPACES



Client: Nike / LIGANOVA NETHERLANDS B.V.



3D model of the PERG Gallery premises facilitates the planning of the space and exhibitions.

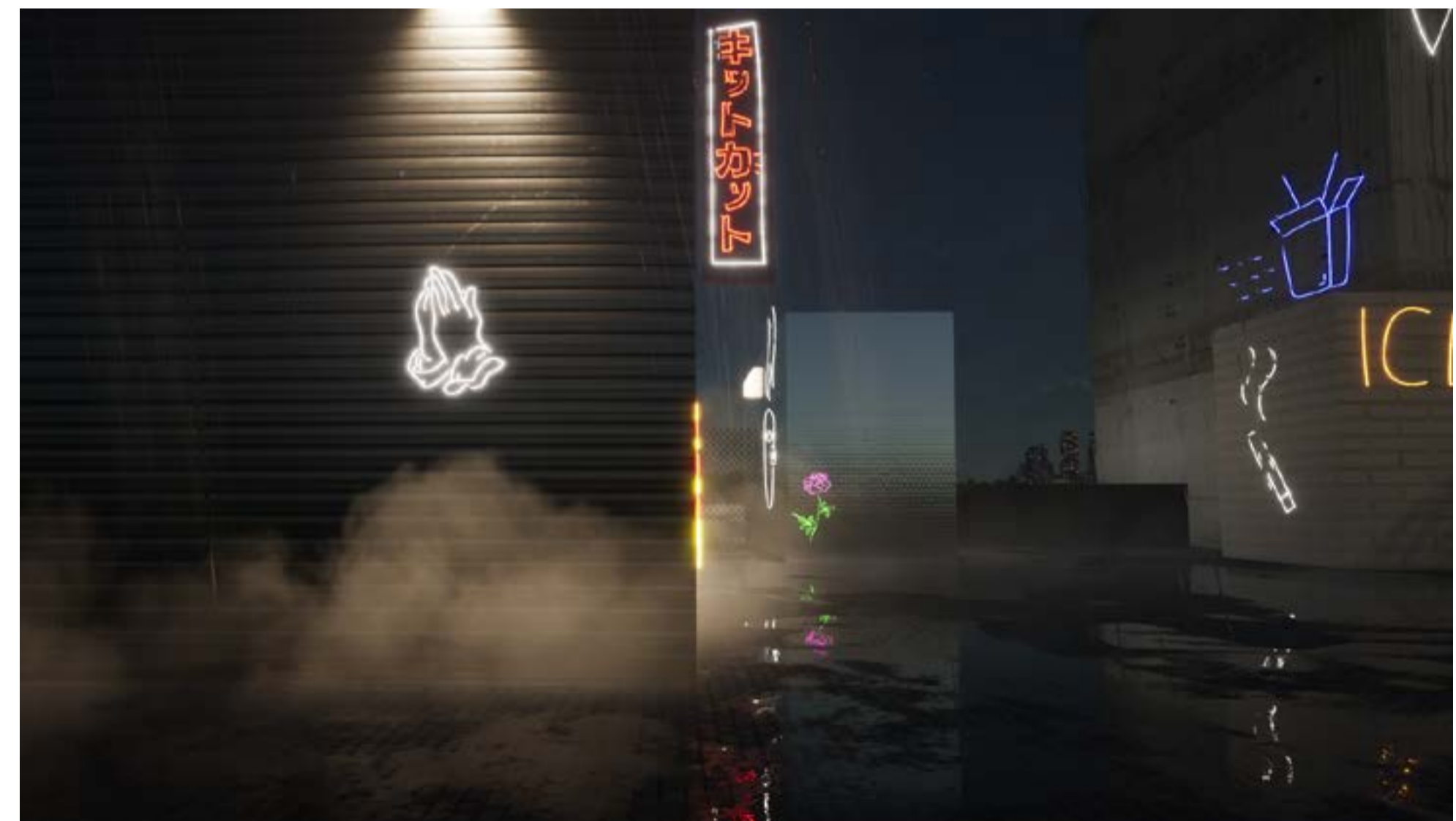
We design digital environments for the digital world to visualize concepts or discuss spatial shop or interior projects closely with our clients.

A digital walkthrough of the premises through state-of-the-art Augmented Reality and VR glasses is achievable.

Digital tools are an essential part of our work. We strive to stay up to date for you to offer the best possible service to our clients.



Client: Nike / LIGANOVA NETHERLANDS B.V.



Free project: Animated music video tailored to the mood of Seboulon L. Jackson's music.

CREATIVE UNDERDOGS COMMUNITY

Creativity has the power to **bring people together**. Through exhibitions or movie nights, we regularly create atmospheres in various locations where people can meet. Creative individuals of all genders, backgrounds, and ages can exchange inspiration in a down-to-earth environment, far from elitist prosecco evenings or exclusive guest lists with dress codes.



Popcorn for the Movienight



Video Premiere of "All the Streets are Silent - The Convergence of Hip Hop and Skateboarding (1987 - 1999)" at PERG

MOVIE NIGHT
POP UP STORE

EVENTS



scu zine #2 #2



Las Vegas, San Francisco, Death Valley 2020



STUDIO CREATIVE UNDERDOGS

SCU LIMITED EDITION

Under **scu limited edition**, you can purchase products designed by us. The products are available for purchase in our online shop, at the studio, or at pop-up events. Each piece is carefully crafted with attention to detail and reflects our unique design ethos. We strive to offer a diverse range of items that resonate with our customers' tastes and preferences.

