

## WICONA Meets Dieter Brell

*” Architecture is frozen music... ” That line by German writer Johann Wolfgang von Goethe is perhaps the closest we’ll get to an enduring characterization of architecture. Throughout history, it’s been attributed the stalest of labels (“the process of constructing buildings”), or the vaguest (“social art and an artful science”) to the most philosophical: (“a dialectic between imagination and reason”).*



In our maiden episode, our team goes to Berlin to meet one of the most leading-edge members of the design avantgarde: *Dieter Brell*. In addition to being a very cool guy, Dieter is the mind behind award-winning projects all around the world, including the Leonardo Glass Cube in Germany, the Butterfly Pavilion in Dubai, restaurant designs for Michelin-starred chef Mario Lohninger as well as the D'fly store in New York. As a founding member of the interdisciplinary design office 3deluxe, Dieter operates in a world that straddles architecture and design, art and pop culture, and the interface between the analog and digital space.

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