

About us

Director

The INSTITUTE is directed by Prof. Dr. Ulrich Beerschwinger who is a full professor in product development at the Ingolstadt University of Applied Sciences since 1998 and with previously employments in industrial R&D management positions.

For more information please refer to

- projects,
- publications,
- patents,
- curriculum vitae.

Institutional History

The initial organisation was founded by Prof. Dr. Ulrich Beerschwinger in 1997 and its scope was the consultation of industrial companies regarding their R&D efforts. The organisation was previously named "Engineering for Industrial Design" and is based in Bavaria, Germany.

Due to the expansion of the services offered with respect to academic research, the organisation was converted in 2007 into the "Institute for Innovative Design".

Our Expertise

We are specialised in product development and its processes. Most of our projects deal with the performance optimisation of consumer products and buildings, especially their energy efficiencies, human design and environmental / recycling issues.

Our Approach

Although projects are being managed by and within the independent INSTITUTE, projects can also be carried out within or in cooperation with universities' affiliated institutions such as the IAF or MISEC. This option benefits from reduced VAT rates and the possibility to attract additional governmental funding. Some projects or project parts might be additionally paralleled by student projects if appropriate which are supervised by Prof. Beerschwinger and might therefore involve a number of students.