

↓ ① Anton Stankowski [left] and me, Berchtesgaden, Germany, 1985. ©Karl Duschek.  
② Pan Am Aquatic Centre mural, Toronto, Canada, 2015. ©Shai Gil.

GERMANY — TORONTO, CANADA  
Principal Creative Director, Entro

UDO SCHLIEMANN

As a very young designer at the famous Atelier Stankowski + Duschek in Stuttgart, Germany, I designed a logo for Germany's bid for the Olympic Winter Games in 1992, and WON! Competing on the highest level was a breakthrough in confidence and made me believe that if I worked on a problem, I'd find a solution.



I grew up close to a brick factory and had access to clay. I often formed animals, oil lamps and figurines out of it. To form objects out of a formless material has inspired me and fascinated me ever since.

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My fantasy dinner date would be with Zaha Hadid, Milton Glaser and Nelson Mandela. I'd serve a traditional Bavarian dinner, not Schnitzel, of course!

When I dream BIG, I dream we reinvent ourselves, turn back the clock on the climate catastrophe and start living in harmony with nature again.



Despite being almost 40 years in the industry, I'm always and still eager for the next job.

I hope the epitome of my work is still ahead. However, the design for the Pan Am Aquatic Centre, a wall mural behind the diving tower, is quite special.

# Humanist Design

Finding a solution to a problem and drawing a design that is unexpected, still excite me to this day.

