



Company Profile

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 - by Prof. Alfred Hueckler, Berlin
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 - Listing major projects during the last 10 years and recommendations
5. Projects
 - Past major projects

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www.schaarschmidt.it*

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0. Pre-Qualification Statement

Degree in engineering

Theses for the degree:

„Design of the inside areas of a new
Berlin-City-Railway train“ 1986-87

Certification by Prof. Alfred Hueckler

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Prof. Alfred Hückler
Professor for Design basics/
Design and Product-Theory till 1998.
1991-1996 Rector (Principal)

Kunsthochschule
Berlin-Weißensee
Hochschule
für Gestaltung



Expert Opinion
on the Diploma-Work of
Diplom-Designer
Ulrich S c h a a r s c h m i d t
"Design of the passenger-areas
inside of a new
Berlin-City-Railway train (S-Bahn)"
1986/87

30.07.98

This task mainly dealt with four aspects:

- Functional conception corresponding with traffic-planning (quick passenger exchange and distribution, even under rush hour-conditions; comfortable moving and positioning of passengers also with luggage, prams, wheel-chairs, bicycles; both for longtime and shorttime-transportation).
- High ergonomic comfort and safety for all types of passengers.
- Economic Engineering Design (light-weight construction; effective manufacturing, easy assembling first; strict requirements concerning vandalism and cleaning).
- Communicative and formal qualities (easy understandable arrangements, shapes and colours; aesthetic qualities for striking identification and acceptance).

Models of the final design-proposal, from a variety of designs demanded, had to be M 1:25 and, unusually, constructed in M 1:1 for a complete double-seat assembly to test it by real use.

With my mentorship Mr. Schaarschmidt mastered this package of complex problems and requirements and the immense effort necessarily to solve it. He provided certain conceptional and logistic abilities as well as those to find solutions for problems and functions. Permanently he had been ready for innovations and able making them fit for to be put into practice. Not to forget his comprehensive practical skills, e.g. in rendering and making models. He worked intensively and was highly engaged. He creatively used his knowledge and experience acquired in the course of his studies of Product Design, including projects in the field of traffic-design and these subjects which I taught: Design-Geometry; systems; methodics (strategies, tactics); Engineer-Design/Product-Design I (component parts) and II (systems, assemblies) due to requirements of use, functions, manufacturing and materials; stress-mechanics, kinematics; Design-principles; Design-Theory.

It is rare, that a diploma-work in Product-Design of such an extent and complexity can be accomplished on schedule with such a convincing, outstanding result as by Mr. U. Schaarschmidt.

Prof. Alfred Hückler
Former mentor.



1. General information about the company

Overview and Services

schaarschmidt industrial design, communication services and fine arts Munich, is an innovative company using freelance people as needed. We provide the whole range of Product Presentations, for single or network usage, and all systems. Our creativity is unlimited.

Our clients included among others:

- ABB/ Daimler Benz Transportation
- BVG Subway Company of Berlin
- BMW Research Munich
- Corporate Design Hospital Aue
- Ministry of Commerce, Dresden
- Tec Avia Airplane Munich
- Wellner Silverware
- Munich Police Department
- Daimler Munich
- Sueddeutsche Zeitung German newspapers Munich
- Lufthansa German Airlines Munich, Frankfurt/Main, Hamburg, Berlin
- Balfour Beatty Munich, London
- Football Bayern Muenchen & Munich Police Department

schaarschmidt is used to working in projectteams, being joined by scientists, engineers, programmers or whoever can contribute to the success of the project at hand.

schaarschmidt services in-house resources include research, product design, transportation design, automobile design and mechanical engineering, user interface design, color and materials, computer graphics, advanced 3-D design, audio/ video services, media selection and public relations. By adding an evolving network of alliances schaarschmidt can offer a spectrum of services as broad as the needs of the diverse companies.

BMW Research and schaarschmidt industrial design have worked together since 1993. By leveraging management directions and technology provided by BMW, with the creative resources of schaarschmidt industrial design, the partnership can provide focussed design input which yields innovative solutions. The relationship has supported many of the BMW transportation solutions ranging from automated underground parking systems to automated mass transport system.

schaarschmidt was the individual full-service information technology partner of Balfour Beatty Rail Power Systems. schaarschmidt was creating multiuser database component catalog software including search, bookmark, save, shop, mailsheet options, 3D animations, document service and open network for research files.

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Company and Partners



thomas schaarschmidt is working with highly qualified companies. This includes software programming, database management, 3D animation, interactive CD-ROM/ DVD production, internet programming, composing audio/ video, for Mac and PC Systems.

uli schaarschmidt industrial and computer graphic design is further working with highly efficient companies to develop and realize innovative solutions for Personal and Cargo Transportation Systems, Corporate Design and Communication Services.

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2. Company Organization

Main Organization

thomas schaarschmidt computer science, software programming Berlin
uli schaarschmidt industrial design, communication service, fine art Munich

International Design Consultants
Headquarters Munich, Germany
Headquarters Berlin, Germany

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3. Introduction to Keyperson

Uli Schaarschmidt

| | |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------|
| 1980-82 | Study of Painting on University Art School Berlin-Weissensee |
| 1982-87 | Graduate degree in Industrial Design on University Art School Berlin-Weissensee |
| 1987-90 | Subway car design, ABB Daimler Benz Transportation Berlin Locomotive series BR 156—252, 128—185, ABB Daimler Benz Transportation Berlin |
| 1990 | Advanced Studies of Computer Graphic Design, Siemens Munich |
| 1991-93 | WELLNER Sterling Silver Fine Cutlery Industrial and Corporate Design |
| 1990-93 | Regional Train Design, DB Federal German Railways, Design Center Munich |
| 1990- | Industrial Design Office Munich |
| 1997- | Software Research & Development by Thomas Schaarschmidt, Berlin |

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4. Projects Overview

Listing major projects during the last 20 years
and recommendations

| | |
|---------|-------------------------------------------------------------------------------------------------|
| 1987-90 | Subwaycar Design Berlin, ABB, Daimler Benz Transportation Berlin |
| 1987-90 | Locomotive series BR 156—252, 128—185 ABB, Daimler Benz Transportation Berlin |
| 1990-93 | Industrial Design of regional trains for DB Design Center Munich |
| 1991-93 | Redesign of WELLNER Silverware Fine Cutlery |
| 1992 | Advanced Communications of Tec Avia Munich, Airplane MM-1 |
| 1992-93 | Corporate Design of Ore Mountains Hospital Aue |
| 1993-98 | Industrial Design for BMW Research Munich |
| 1995-96 | Design show for Saxonia Ministry of Commerce Dresden |
| 1995-97 | Public Transport City of Dresden, BMW Research Munich |
| 1996-98 | Public Transport City of Munich, BMW Research Munich |
| 1997- | Artwork of Airport Munich and Frankfurt |
| 1999 | Exhibition of paintings about airtravel at the Deutsche Museum Munich |
| 1998 | Artwork for Munich Police Department |
| 1998-00 | Daimler Transportation Munich Components Catalog CD-ROM |
| 1999-02 | Artwork for Sueddeutsche Zeitung German Newspapers Munich |
| 1999-08 | Artwork of Lufthansa German Airlines Munich, Frankfurt, Hamburg |
| 2000-11 | Founder/director of Pleinair Lago di Braies, Italy outdoor painting as Blue Riders group did |
| 2000 | Daimler Transportation Munich Image CD-ROM |
| 2000 | DaimlerTransportation 3D Design |
| 2000-01 | Advanced Communications of Adtranz print media |
| 2001-05 | Balfour Beatty London Components Catalog CD-ROM |
| 2001- | Inventor of High Speed Maglev Cab study group Munich-Abu Dhabi |
| 2002-04 | PMI engineering service CD-Rom — Internet programming |
| 2002-05 | Multimedia art projects |
| 2003-05 | Balfour Beatty London Catalog Software CD-ROM |
| 2004-05 | Balfour Beatty London Online Catalog Software (Shockwave, CMS) |
| 1998-05 | Database software development by Thomas Schaarschmidt, Berlin |
| 2005-11 | Corporate Design web development for various companies (co-author) |
| 2006-08 | Fine arts project on Cape Breton Island, NS Canada (Celtic Colors) |
| 2008-11 | Various corporate design studies for international companies |
| 2009-13 | 3D hand-drawing and design seminars for art students in Munich |
| 1993-11 | Various fine art solo shows in America, Canada, Italy and Germany |
| 2011 | Lufthansa-Technik Berlin workshop |
| 2010-13 | Football Bayern Muenchen series & Munich Police Department |

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Herrn Dipl.-Designer
Uli Schaarschmidt
Schaarschmidt Industrial Design
Agnes-Bernauer-Straße 147
80687 München

Ihre Zeichen
Ihre Nachricht vom
Abteilung und Zeichen **W-2/ko US2404.DOC**
Durchwahl (089) **382-44951**
Fax (089) **382-45760**
Datum **24.04.1998**
Thema **Certification**

Dear Mr. Schaarschmidt,

we hereby certify, that Schaarschmidt Industrial Design has been working on behalf of BMW AG, Transportation Research/Transportation Technologies, since 1993.

The bureau has rendered planning and construction supervision services in industrial design within the following projects:

- 1. Traffic Management City of Regensburg**
Automated underground parking systems (total budget: DEM 61 million)
- 2. Public Transport City of Munich**
Re-design concept of the „Munich S-Bahn“ (DEM 9.8 million)
- 3. Public Transport City of Dresden**
Automated transport System „City Line Dresden“ (DEM 1.2 billion)

The delivered results have been of a very high quality. We wish Mr. Schaarschmidt good luck for his future work and projects.

Best regards
Bayerische Motoren Werke Aktiengesellschaft

i. V.

Lutz J. Janssen
General Manager
Transportation Research

i. A.

Helmut Korthals
Manager
Research Coordination

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D-80788 München

Hausanschrift
BMW Haus, Petuelring 130

Hausanschrift
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München 70007385
BLZ 70000000

Aufsichtsratsvorsitzender
Eberhard v. Kuenheim

Vorstand
Bernd Pischetsrieder
Vorsitzender
Volker Doppelkopf
Walter Hasselkus
Joachim Milberg
Helmut Panke
Wolfgang Reitzle
Horst Telschik

Sitz und Registergericht
München HRB 42243

BMW 40-10-00 05.97

Herrn Dipl.-Designer
 Uli Schaarschmidt
 Schaarschmidt Industrial Design
 Agnes-Bernauer-Str. 147

80687 Muenchen

Am Rathenapark
 D-16761 Hennigsdorf
 Tel.: 03302 89--0
 Fax: 03302 89-2088

| | |
|------------------|-----------------|
| Unser Bearbeiter | Lutz Gelbert |
| Telefon | 03302 89-2453 |
| Telefax | 03302 89-2462 |
| Unser Zeichen | F/ES 2 (Design) |

Ihr Zeichen

Ihre Nachricht vom

Datum

30. Juni 1998

Dear Mr. Schaarschmidt,

we hereby certify that Schaarschmidt Industrial Design has been working on behalf of ADtranz ABB Daimler-Benz Transportation Design Department (in the past LEW and AEG Daimler-Benz Industrie) from 1987 to 1990.

Mr. Schaarschmidt has rendered planning and construction supervision services in industrial design within the following projects:

1. Planning study Subway Berlin BR HK
 design conception of automated Berlin subway in modulate method of construction
2. Locomotive BR 256
 research and development for range of heavy cargo locomotives and wind tunneltesting of high speed locomotives

The delivered results have been of a very high quality. We wish Mr. Schaarschmidt all the best for his future work and traffic projects.

Sincerely

ABB Daimler-Benz Transportation
 (Deutschland) GmbH
 Design Department



L. Gelbert

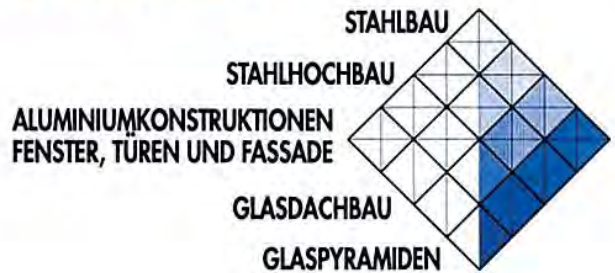
Vorsitzender des Aufsichtsrates:
 Kaare Vagner
 Geschäftsführung:
 Rolf Eckrodt (Vorsitzender),
 Anders Larsson, Rainer Schmückle,
 Uwe Stohwasser, Wolfgang Tölsner

Bankverbindung:
 Deutsche Bank
 Hennigsdorf
 Konto: 4520110
 BLZ: 12070000

ABB Daimler-Benz Transportation (Deutschland) GmbH

Sitz der Gesellschaft: Hennigsdorf
 Registergericht: Neuruppin
 Handelsregister: HRB 730

STAHL- UND GLASBAU SCHÄDLICH GmbH



Stahl- u. Glasbau Schädlich GmbH, Lichtenauer Str. 1,
08328 Stützengrün

Herrn
Uli Schaarschmidt
Agner-Bernauer Str. 147

Telefon: 03 74 62 / 655-0
Telefax: 03 74 62 / 655-43

80687 München

Ihr Zeichen

Ihr Schreiben

Unsere Zeichen

Datum

17.04.98

Ultralight Trainstation Saxonia

„We hereby certify that Schaarschmidt Industrial Design has been working for our company since 1989. At first he rendered corporate design for our company. Further he has rendered planning and construction supervision services in Industrial design for the following project:

1. Project: Ultralight Trainstation SAXONIA (DEM 9,7 Million)

(Stamp. :) Company Schaedlich

(Signed:) Schaedlich


**Stahl- und Glasbau
Schädlich GmbH**
Lichtenauer Straße 1
08328 Stützengrün
Tel. (037462) 65511 Fax 65543

Police Department 27
Department Manager

85540 Haar, 21.09.98
Rechnerstr. 11 k
Tel: 089/462 305-31

Certificate of Performance for Mr. Uli Schaarschmidt, Dipl.-
Designer, Agnes-Bernauer-Straße 147, 80687 Munich.

A mutual agreement was made in Juli/August 98 between Mr.
Uli Schaarschmidt and the Police-Department Management.

Concern of this agreement was the artistic organisation,
creation and completion of a Police Department Emblem, a po-
ster notice, as well as an invitation-card for our "Day of
the Public Open Door".

Mr. Uli Schaarschmidt had the possibility to work directly
with our Police Department and Streetpatrol to become ac-
quainted with our professional daily police routines.

The co-operation was extremely constructive so that Mr. Uli
Schaarschmidt had the availability to portray these experi-
ences.

He justified the trust we set, in mastering various diffi-
cult police situations in our Department as well as on pa-
trol. He accompanied us and could therefore directly por-
trait the actual situations.

On our first open dy for the public the first five pictures
were exposed and were honorably mentioned in the Police De-
partment 27. Further police drawings are intended. (See SZ-
artikel 17.9.98)

The Police-Department 27 (Haar) would like to express their
gratitude to Mr. Schaarschmidt for his performed services,
his loyalty and correctness to the policemen and our citi-
zens.

We wish Mr. Uli Schaarschmidt all the best, now and in the
future.



Josef Schmidt
First Police Commissioner
Department Manager PI 27 (Haar)

schaarschmidt soft-trans
Joh., Clance Straße 84
81369 München

Balfour Beatty Rail GmbH Power Systems

Anton Schmidl
Garmischer Straße 35
81377 München

Tel: +49 (0) 89 74319 - 288
Fax: +49 (0) 89 74319 - 250

www.bbrail.com

8. April 2002 / SF

Dear Ladies and Gentlemen,


Balfour Beatty Rail Power Systems is working with Schaarschmidt Design since 1998 now. We always found Schaarschmidt Design to be completely reliable, completely punctual and quiet innovative when it comes to creating promotional materials.

In addition the Catalogs created by Schaarschmidt Design have been satisfactorily to us and were well received by our customers.

Any move of the Maglev – Cab - Project will be followed up with interest by us. In case of any order we are interested to be qualified as potential supplier for the Power Supply System.

Sincerely

Balfour Beatty Rail GmbH
Power Systems



i.V. Anton Schmidl



i.A. Gerhard Kytka

Geschäftsführer:
Manfred Leger, Dr. Eckard Martin

Bankverbindung:
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Konto 1990688, BLZ 700 700 10
USt.-Id.Nr. DE 813051231

Sitz der Gesellschaft: München
Amtsgericht München
Handelsregister: HRB 133768

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Balfour Beatty Rail GmbH Power Systems

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Email anton.schmidl@bbrail.com
www.bbrail.com

31 January 2005

Ihr Schreiben

Ihr Zeichen

Unser Zeichen

Thanks for your excellent services to Balfour Beatty.

Dear Mr. Thomas & Uli Schaarschmidt,

We would like to take this opportunity to thank you very much for your excellent work for Balfour Beatty since 1998.

What is most remarkable about you is that you are always, beginning with the preparation phase of a digital task until completion, a reliable and intelligent partner, who always thinks and acts in the client's interest. As a rule, you plan your services ahead of time. You very rapidly learn to detect problems and solve them with brand new information.

You always work efficiently. You act like an entrepreneur in order to bring effort and costs into unison and accept challenges. Your delivery is always reliable and to the utmost satisfaction of both myself and my clients.

In detail, we particularly appreciate the following:

1. The programming is securely founded by technical professionalism. You work fluently with all programs for creating multimedia products. It is a pleasure to develop a new CD-ROM with you.
-e.g. the programming with Macromedia Director is excellent
Balfour Beatty Catalogue CD (ex.), search engine with 3,000 components etc., published more than X times in English, German & Spanish.
Balfour Beatty Corporate Image CD, earth map navigation, 3d animation etc.,
Railnet Demo etc.

2. When working with you, the English and German languages are present from the very beginning and in every development step. Almost automatically, this results in an efficient way of looking at things and solving problems of every kind.

Geschäftsführer:
Manfred Leger, Dr. Eckard Martin,
Norbert Stadholders
Aufsichtsratsvorsitzender:
Dr. Hans Christoph von Rohr

Bankverbindung:
Commerzbank AG München
Konto 2219905
BLZ 700 400 41

Deutsche Bank AG München
Konto 1990688
BLZ 700 700 10

Sitz der Gesellschaft: München
Amtsgericht München
Handelsregister: HRB 133768
USt-Id.Nr. DE 8130551231

Balfour Beatty

Rail

- e.g. in all essential, individual program parts such as:

attraction

instruction

conversion

search engine

basic content

order and delivery management

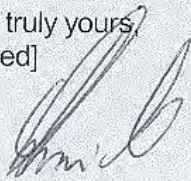
3. The design is safely founded on your artistic professionalism. You always orientate yourself toward the client's interests and develop new ways to go. You always aim at the best functionality combined with the purpose and aesthetic of the realization.

4. You are always informed on what development is taking place in the internet at the time and on what to expect in the future, where the road will take us. You practically learn like scientists, out of your own motivation and because you enjoy it. You introduce the results of your discoveries without hesitation and very generously into your current work. We can always expect the best know-how and conscientiousness.

We hope to be working with you in the future and wish you all the luck in your professional development as programmers and designers.

It gives us pleasure that we may witness the development of nice and intelligent multimedia artists.

Very truly yours,
[signed]



A. Schmidl

MOS München – Edmund-Rumpler-Straße 7 – 80939 München

Dipl. Formgestalter
Uli Schaarschmidt
Johann Clanze Str. 84

81369 München

Edmund-Rumpler-Straße 7
80939 München
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gesowi@mos-muenchen.de

München, den 20.12. 2013

Lieber Herr Schaarschmidt,

hiermit versichern wir, dass Schaarschmidt Fine Art seit 2011 im Auftrag der Montessori Fachoberschule München bei den Studenten sehr beliebte Seminare mit grosser Lehrerfahrung durchgeführt hat.

Seine Lehre beinhaltet die Anwendung anschaulicher Geometrie, Proportion, Farbe, Komposition von Linien- und Flächengebilden, sehr zielsicher und versiert im Naturstudium und Aktzeichnen die Handhabung von Mal- und Zeichentechniken von Hand und am Computer, vom Entwurf bis zur Fertigstellung, sowie bis zur Prüfung.

Er hat sehr kreativ an der Unterrichtsgestaltung mitgewirkt, sehr fürsorglich die Studenten-Praktika betreut, sehr lehrreiche Projekte organisiert und unsere Schüler und Schülerinnen sehr empathisch und individuell betreut.

Herr Schaarschmidt hat die Schule mit Material unterstützt (Fedrigoni Karton) und selbständig Grafik-Software-Unterstützung mit seinem Büro gegeben.

Die gelieferten Resultate sind von sehr hoher Qualität gewesen. Wir wünschen Herrn Schaarschmidt viel Glück für seine zukünftigen Arbeiten und Projekte.

Mit bestem Gruss



Schulleitung
Carl Mirwald



5. Projects

Past major projects

1. Industrial Design Subway Berlin (S-Bahn, U-Bahn)
2. Industrial Design Locomotive series BR 156—252, 128—185 ABB Daimler
3. Industrial Design BMW
4. Underground Parking System Regensburg BMW
5. Cityline Dresden, car body and lightweight station design BMW
6. S-Bahn Munich upgrading BMW
7. Cooperative Traffic Management Munich Blue Zone BMW
8. Transportation Research and Development
9. Pleinair Painting and Fine Art Exhibitions
10. Book Publishing
11. Computer Graphics, Advertising and Corporate Design
12. CD-ROM/ DVD Publishing
13. Internet Online Catalog Publishing
14. Maglev Cap - Magnetic Levitating Automobile Research & Development
15. Software Research & Development by Thomas Schaarschmidt, Berlin

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