

**Designer Peter Schmidt (born in 1937)**

Peter Schmidt founded the Peter Schmidt Studios in 1972 (today Peter Schmidt Group). Since the sale to BBDO in 2006 he works with a selected team of young designers in Hamburg. Peter Schmidt operates in the following design fields: logo, product, packaging, corporate, book, magazine and stage design as well as architecture.

Schmidt created a stage design for the Opernhaus Zürich (in cooperation with the Swiss choreographer Heinz Spoerli) as well as for several of John Neumeier's ballets (Hamburgische Staatsoper). Peter Schmidt has staged miscellaneous plays, operas and concerts, for example in Essen, Bamberg and for the Schleswig-Holstein Musikfestival. Besides, he was responsible for the new design of the Konzerthalle Bamberg and the foyer of the Hamburgische Staatsoper.

Peter Schmidt is a member of the board of trustees of the Museum für Kunst und Gewerbe and the Völkerkundemuseum in Hamburg. For his cultural and social commitments Schmidt was awarded the title „Professor“ by the Hamburg Senate. Furthermore Schmidt received the „Bundesverdienstkreuz am Bande“ (Federal Cross of Merit), the „Silberne Ehrenmedaille“ (Silver Medal of Honor) of the town of Bayreuth, the „Karl-Schneider-Preis“ of the city of Hamburg and the „Rolf-Mares-Preis“ of the Hamburg theatres.