

James Ludwig, Vice President of Global Design for Steelcase Inc., the global leader in the office furniture industry. Steelcase delivers a better work experience to its customers by providing products, services and insights into the ways people work. Its portfolio includes architecture, furniture and technology products.

James was named to this role in March 2008 with global responsibility for the product design direction of Steelcase, Turnstone, Nurture and Details, overseeing teams in Europe, Asia and the United States. Additionally, he is responsible for the design direction of all Steelcase showrooms and WorkLife Centers. This is an expansion of James' previous role as director of Design for Steelcase North America.

After being named Director of Design for Steelcase North America in August 2000, he took over leadership of the Advanced Engineering Group, the Project Management Group of Steelcase-brand products, and support of the Steelcase International design team in October 2002.

An architect and industrial designer, James joined Steelcase in July 1999 as director of Integrated Architectural Products Design. He was responsible for developing a variety of Steelcase architectural products, including the most recent iteration of Pathways®.

Prior to joining Steelcase, James was a founding partner of bold:architects.designers., an interdisciplinary design consultancy in Berlin, Germany, from 1995 until 1999. In this role, he promoted teams of architects and designers – both product and graphic – to realize diverse projects such as new buildings and renovations in the reconstruction of a reunited Berlin, furniture and office products, and graphic programs for a variety of international clients.

Before starting his own company, James worked in the architectural offices of Grüntüch/Ernst and Buseck Architects from 1993 till 1994, designing projects ranging in scale from single-family residences to industrial complexes.

From 1993 to 1998, James also taught in the Architecture and Industrial Design departments at the Hochschule der Künste-Berlin (now Berlin University of the Arts).

Prior to leaving for Berlin, James worked in Chicago with the design consultancy Design-Logic and independently in New York for clients such as Details, Dictaphone, Hayes Microcomputer, RC Computer of Denmark and Viewmaster-Ideal, designing high-tech products and conducting advanced research.

Born on July 12, 1963, in Pana, Ill., James earned a bachelor of fine arts in industrial design from the University of Illinois in Champaign-Urbana and a bachelor of architecture from The Cooper Union in New York City. In 1992, he was the recipient of a Fulbright Grant, which allowed him to move to Berlin to continue the research he had begun in New York.

James currently resides in East Grand Rapids, Mich., with his wife, Dr. Kim Ludwig, M.D., and their two children, Ella and Anton.