



heads. Transformation design *

Strategies and implementation for companies in transition.

** according to the heads methodology*

Questions about today and future

Is our business model fit for the future?

Where are our opportunities and barriers in regard to digital transformation?

How can we develop really sustainably?

How should we prepare our brand in the future?

How do we motivate our customers, employees and partners to care for our goals?

These and other questions move companies today. Possible answers offer perspectives and challenges at the same time. heads asks the right questions and works with independent interface-methodologies! Together with companies we develop solutions - until these are successfully implemented.

heads View

The digitization of almost all aspects of life does not only change markets and customer expectations, but also our ideals. Speed and complexity are constantly increasing. As a result, companies are facing new challenges permanently.

As heads, we have made it our task to be one step ahead of innovations.

To keep up the pace instead of pulling along. But at the same time always keeping the companies and their humanity in clear focus.

We are heads

The heads founders come from different areas of expertise from a variety of different backgrounds. We develop solutions for the complex issues of identity, brand and technology - both digital and offline.

Our services range from screening & analysis to the implementation of actions. We offer services in the areas of strategy, brand development, marketing, communication, content, product concepts and retail. We support companies in the relevant phases from the idea to the market-launch and beyond.



heads Method

Become part of heads yourself! We stand for the change of perspectives to create sustainable growth. The heart of the heads-approach is the integrative heads-interface, where the client, consultant and out-of-the-box thinker work together as a heads.

Our methods are integrated, agile and adaptable. Due to our approaches we develop new perspectives, ideas and create empowering transformational processes. Our methods are based on long experience, continuous exchange and objective references.

heads inside

human centered - future-oriented - sustainable - economic - curious - authentic - loyal -
quality-oriented - independent - responsible - reflexive - creative - result-oriented - transparent

“Our heads are round, so our thoughts can change direction” Francis Picabia



The heads founders:

Christine Fehrenbach. Dipl. Designer, Photographer.

„The future we want must be invented, or we'll get one we don't want.“

This quote by Joseph Beuys describes the responsibility of each individual to contribute to shaping our future society.

I develop brand concepts for companies and institutions with a new understanding of quality and real added value. With my holistic approach, I accompany companies through the entire transformation process, from positioning to implementation of communication, design, sustainable product concepts and its implementation into the company. It is important to me that the economic goals of my clients are in line with the societal challenges.

Since January 2019 I have been honorary chairman of the board of Hessen Design e.V. I am a jury member in various design and fashion competitions and also speaker at conferences on the topics as Future of Design/ Fashion, Future of Brands. Until 2016 I was the Head of Brand, Communication and Assortment at Manufactum GmbH and I was responsible for the strategic development of the Manufactum brand. From positioning to develop the social media strategy, manage design, PR and creative agencies, develop projects on sustainability, cradle to cradle and innovation (with universities, museums, multipliers), implement new event and exhibition formats and managed 50 employees. Also, I was the project manager of Come Closer, the Sustainable Designforum in the Museum Angewandte Kunst Frankfurt, lecturer for typography and communication design in Mainz and Frankfurt. Before I was a creative director in international advertising agencies. As a creative director I won many prizes.

In all my tasks, I search for the influence of digitization on people and society.



Wolf U. Wagner Industrial designer, owner

I am a 360° Creative HEAD, a Native Design Thinker.

My credo: I design the space between things!

Between digital and analog technology, innovation and respect for the proven.
Good prospects for shaping the world in a future-oriented, value-retaining and sustainable way.
I want people with qualitative design of product and brand in their sphere of influence and inspire.

The generative exploration forms the core of my native way of thinking and acting, with which the different topics - not only design - can be questioned and developed. The holistic creative thinking - combined with structured methodology - offers a resource that produces transformative solutions. I work with this resource.

My core profession is Industrial Design - a creative discipline that works between technical development and marketing - which I developed together with my partner Michaela Ebbinghaus into an architectural and I studied industrial design in the Studio Wagner:Design, which has been established for 21 years. We innovate and develop products ready for series production. References from electronics, IoT, sports, interior & lighting, consumer goods, sanitary and aviation are launched from the hearts of start-ups, hidden champions and internationally renowned brands. We have received 44 design awards such as iF, RedDot, DDC Award, Good Design Award and others. I am Creative Brand Director of several Brands, work in international teams according to own methods.

Also with passion, I am a mentor for creative people, judge awards, speak at conferences, take part in occasionally, I have held lectureships and have worked for several years as a board member of the German Designer Club (DDC 2010 - 2016) and Director (current) as an ambassador for international networking in the creative scenes and with companies. As initiator of platforms such as global:local (Format für Kreative und nachhaltig wirkende Cluster, since 2011) and Creative Technology Incubator (CTI, since 2019), I build up networking structures on current topics. The space between things is the area that affects us all - past, present and future. I learn and work from it and in it.