



PREISVERLEIHUNG STI DESIGN AWARD

SABINE DÖRING | 2016-10-04

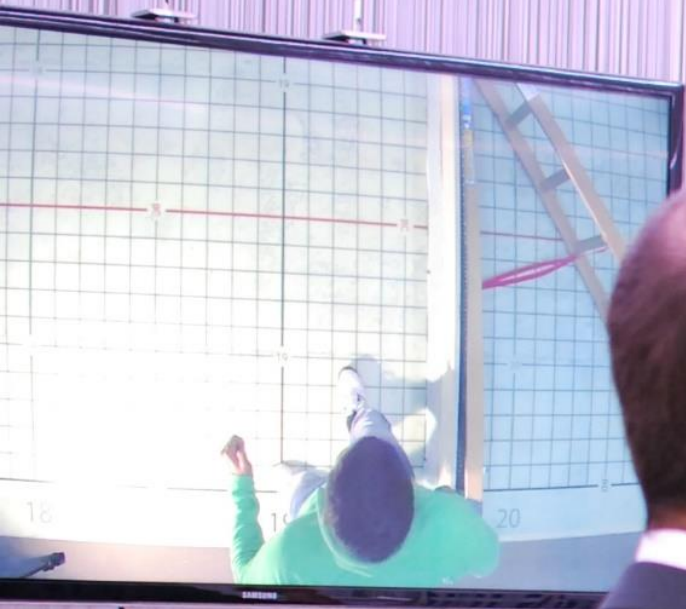
STI GROUP
Partner of the Brands

JOSEPH

DES SERVICE-MANUFA

Kommen

INTERESSANTE LOCATION



SPANNENDE GESPRÄCHE



VOLL BESETZTE REIHEN

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»Vorsicht!«
Wenn Kunden mitentwickeln

27. September 2016

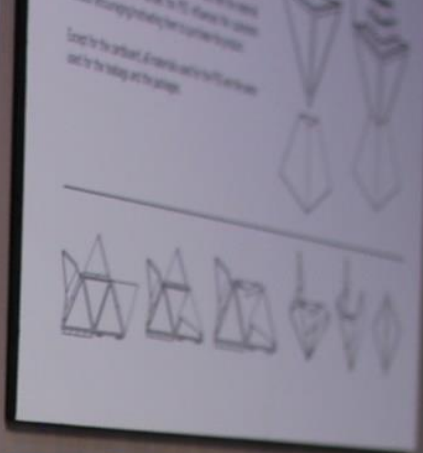
WLAN-Passwort:
post-access-JOSEPHS
Nutzer

The wall features several posters and presentations. One prominent poster is titled 'Bookie' and shows a smartphone. Another poster is titled 'FCM MEN' and features a man in a suit. Other posters include 'Lay's', 'Bio Yacon PG', and 'Aal Curry'. There are also diagrams and charts on the wall.



Therefore, I changed the shape of the actual packaging. The Pyramid Tea Bags inspired me to just of the edge of the package to draw new attention on the shape.

The special thing of this solution is, that the shopper can choose four different sorts of tea which he can connect with the help of a connection piece. As a result, the shopper will buy more sorts of tea to try at home and to offer to friends. The look of a basket brings the feeling of comfort and „picnic at home“.



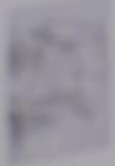
The idea comes from the market design of the product. An idea's appearance always has a function.



Special feature of the light is that it is not visible from the outside.



The idea is inspired by the market design of the product.



The lighting idea is inspired by the market design of the product.

The Best - K20 Solution
 Today I am a well-respected person in the world. On this day I was awarded the "Best Student" award for my design. The reason for this is that I designed a product that was not only functional but also aesthetically pleasing. I used a combination of materials and colors that were both practical and visually appealing. My design was simple yet effective, and it solved the problem I was given. I received many compliments and awards for my work, and I am proud to have been recognized for my creativity and hard work.



3 HOCHSCHULEN
38 EINGEREICHTE PROJEKTE

DIE SPANNUNG STEIGT

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STI DESIGN AWARD



STI GROUP

- Studentischer Wettbewerb
- Ausschreibung alle zwei Jahre
- ... Briefingkonzepte
- ... Ermittlung und
- ... g



LAUDATIO BRONZE



Christian Thunig, absatzwirtschaft

PREISÜBERGABE BRONZE



Christian Thunig, absatzwirtschaft
Anthea Kemper, Münster School of Design

LAUDATIO SILBER



Thomas Gutberlet, tegut... gute Lebensmittel

PREISÜBERGABE SILBER



Thomas Gutberlet, tegut... gute Lebensmittel
Alina Koschlakow, Münster School of Design

LAUDATIO GOLD



Dr. Markus Schweizer, Holistic Consulting Group

PREISÜBERGABE GOLD



Sabine Döring, STI Group
Dr. Markus Schweizer, Holistic Consulting Group
Aleksandar Stojanovic, STI Group
Stephanie Poole, Kunsthochschule Kassel

LAUDATIO SONDERPREIS



Prof. Dr. Alexander Haas, Justus-Liebig-Universität Gießen

PREISÜBERGABE SONDERPREIS

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STI GROUP



Sabine Döring, STI Group
Prof. Dr. Alexander Haas, Justus-Liebig-Universität Gießen
Christin Kruse, Münster School of Design



STI DESIGN AWARD GEWINNERINNEN UND JURY

STI DESIGN AWARD 2016
SIEGERLÖSUNGEN



STI
DESIGN
award





STI Group

Sabine Döring

Tel.: +49 6641 81-617
Fax: +49 6641 81-711617
Mobil: +49 173 3206311
sabine.doering@sti-group.com

STIGROUP
Partner der Marken

STI – Gustav Stabernack GmbH · Richard-Stabernack-Str. · 36341 Lauterbach
Tel. +49 6641 81-0 · service@sti-group.com



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WWW.STI-GROUP.COM