

PRESS RELEASE _____05-2018

Nina Bruun is the designer for the competition for up and coming young designers, 'ein&zwanzig'

- 'ein&zwanzig' an international competition for up and coming young designers, brings talent from throughout the world to Milan.
- Nina Bruun is the designer for the international young designers competition 'ein&zwanzig'.

Frankfurt, 07 March 2018

This year the design consultant and trend expert Nina Bruun developed the design concept for the international competition for up and coming young designers 'ein&zwanzig'. This year, as in past years, the German Design Council will be showcasing 21 outstanding young product designers, whose innovative work will be on display this coming 17-22 April as part of Milan Design Week in the Tortona Design District. Milan Design Week is held on the occasion of the Salone del Mobile in Milan.

The main theme of this year's event is "reflections". In selecting the materials for the event, Bruun laid particular emphasis on surface design and the high-impact interplay between matte and glossy. "My aim is to create a pulsing visual world, a young and modern universe – one that takes the viewer by surprise right from the get-to and draws her into the exhibit's orbit," Bruun says. "I felt it was a challenge to create an exhibit that runs concurrently with Milan's Salone des Mobile and that will stand out from the crowd. It's important for me to showcase these up and coming young product designers and their work in a manner that reflects their creativity and their striving for design quality."

The 'ein&zwanzig' show will be held in the Tortona Design District, which is also a hubbub of design excitement during Milan Design Week. "Our event offers up and coming young designers an international platform where they and their work can be showcased – a unique opportunity to network with other designers and gain a foothold in the manufacturing sector," said Andrej Kupetz, CEO of the German Design Council.

These advantages were also beneficial to the winners of the 2017 competition: "Milan showed me how important it is to get out in the world with my ideas, to take advantage of exhibits and challenges, and

to showcase myself, with a view to building up a network,” says Cologne-based designer Moritz Putzier about his participation in the 2017 edition of the competition. “In the final analysis, successful marketing is a combination of good contacts and great endurance – not to mention a good bit of luck as well.” The Seoul-based designers from Studio Pesi also benefited from their participation in ‘ein&zwanzig’: “After the show in Milan, our work was featured in international print and online design magazines – a terrific impetus for our work going forward.”

Social media platforms are an ever more important source of information and inspiration. “Instagram and Pinterest are essential tools for my daily work,” Bruun says. “Nowadays designers and their work are finding a broader audience through social media ever more rapidly. Which is why I opted for a highly visual concept in designing my show.” The German Design Council is taking this evolution into account as well, in that ‘ein&zwanzig’ is being promoted via an extensive social media campaign.

Nina Bruun

As a freelance design consultant based in Copenhagen, Nina Bruun makes the vital connection between brands and her clients through design and visual storytelling. Her consulting work is informed by her extensive experience in the design industry, by the ways in which trends and digital consumption behaviour are evolving, and by her profound knowledge of colour. This young designer holds a Masters degree in Furniture and Spatial Design from the Royal Danish Academy of Design, and began her career by working for the prominent Danish design company Muuto. She founded her own design studio in 2016. This award-winning designer is also a member of the Danish Network Association.

‘ein&zwanzig’

With the international competition ‘ein&zwanzig’ the German Design Council promotes and supports talented young designers. Design students and graduates who are producing innovative, pioneering work in the areas of furniture, home accessories, lighting, floor coverings, wall coverings, textiles and lifestyle can compete for the awards. An international jury of experts will select 21 outstanding works from the entries submitted, one of which will be the winner of the Best of Best award. The awards ceremony will take place on 16 April 2018 during Tortona Design Week on the occasion of the Salone del Mobile 2018, at Via Tortona 31. Concurrently, an exhibition designed by Nina Bruun will open that will showcase outstanding products; the show closes on 22 April.

For further information visit: www.ein-und-zwanzig.com

German Design Council

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer in the area of design. Currently, more than 290 companies belong to its foundation. The German Design Council was founded in 1953 on the initiative of the German Bundestag to support and enhance the design expertise of German industry. It pursues a wide range of activities with a single goal: to communicate increased brand value on a sustained basis via the strategic use of design.

Photos by Nina Bruun and Moodboards of the show's design are available from our dropbox at <http://bit.ly/presse21>

Contact

German Design Council

Janine Wunder, Vice President Communications and Marketing

Phone: +49 (0) 69 74 74 86 0

Fax: +49 (0) 69 74 74 86 19

presse@german-design-council.de

www.german-design-council.de