



### **ToyDesign 2020: Talent Contest for young designers at the Spielwarenmesse**

- Exhibition of the works at the Spielwarenmesse in the Passage Hall 3A/4A
- 26 students from Burg Giebichenstein, Halle and the Design Department in Dessau took part in the contest
- American, German and Korean students win 2,250 euros
- Award ceremony on Wednesday, 28 January 2015 at 11:30 a.m.

The ToyDesign 2020 contest jury has made its decision. 26 students submitted their works for the new Spielwarenmesse talent contest. The three winners were headed by Angela Corrado from the U.S. followed by Lena Mühl from Germany and Wanhyun Ko from South Korea. They share prize money amounting to 2,250 euros. The award ceremony takes place on Wednesday, 28 January 2015 at 11.30 a.m. at the Spielwarenmesse in Nuremberg. At the same time the exhibition opens in the Passage Hall 3A/4A. Held from 28.01.-02.02.2015 it exhibits the winners' prototypes and designs of all candidates in the design contest which spanned all product groups. The 13 students each from the Burg Giebichenstein University of Art and Design, Halle and the Department of Design, Anhalt University of Applied Sciences, Dessau will be present at the première. The Wooden Toys Group of the German Toy Industry Association initiated and sponsors the Design and Material Talent Contest organised by Spielwarenmesse eG.

The assignment tackled by the young toy designers was: what might toys for children aged 0 to 3 look like in 2020? Ernst Kick, Chief Executive Officer, Spielwarenmesse eG, encouraged the students to explore new horizons: "Students, especially, have the freedom to leave well-trodden paths and develop new design approaches." An opinion shared by the Chairman of the Wooden Toys Group, Wolfgang Schühle: "Manufacturers of traditional toys must also think about the potential offered by future products. This includes experiments with sustainable future-focused materials and the ideas of a young generation of designers." The ideas were assessed by a jury of seven members, among them Werner Aisslinger, owner of Studio Aisslinger in Berlin and Germany's Designer of the Year in 2014 and Lars Quadejacob, long-standing Editor-in-Chief of the trade magazine 'Design Report'. Lutz Dietzold, Managing Director of the German Design Council in Frankfurt and spokesman of the



ToyDesign 2020 jury, summed up the submitted works: "Future generations of children and parents can look forward to a creative generation of designers. We had the unenviable task of selecting the best of many excellent submissions. Toys are an utterly fascinating area and ideal for young designers, because combining function, design and a high fun factor for small children is a real challenge and a great deal can be learned from the exercise."

The jury selected three winners from a total of 26 candidates. **Angela Corrado** took first place with her 'Imagine Fort' concept. The American spent her semester abroad in Department of Design at Anhalt University of Applied Sciences, Dessau and has since returned to the Industrial *Design* department - Rochester Institute of Technology in the USA. Second place went to 'Musil' by student **Lena Mühl** and third place to **Wanhyun Kofrom** South Korea, with his 'ZooMix' concept. Both study at the Burg Giebichenstein University of Art and Design, Halle.

### The jury consisted of:

Werner Aisslinger, owner of Studio Aisslinger, Berlin

Lutz Dietzhold, Managing Director of the German Design Council, Frankfurt

Ines Frömelt, Chief Designer, Habermaaß GmbH, Bad Rodach

Tom Heim, CEO, Pamper24 GmbH & Co. KG, Neustadt

Lars Quadejacob, long-standing Editor-in-Chief of the trade magazine 'Design Report' in Leinfelden-Echterdingen

Katharina Redmonds, PR Manager, Lego GmbH, Munich

Ulrich Texter, Editor-in-Chief of the trade magazine 'Planet Toys', Bad Iburg.

The contest is open to exhibitors of other product groups who wish to support young talented designers.

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### **1st place Imagine Fort designed by Angela Corrado (US) Department of Design Dessau /Industrial Design department - Rochester Institute of Technology (US)**

Prize money: 1,000 euros

The winning design '**Imagine Fort**' is the dream of all young den builders and home adventurers. At the same time the plug-in system picks up on the psychological child development phase of building dens. The simple design and versatile modular system consisting of wooden rods and plastic connectors captured the jury's imagination. Angela Corrado combined a durable play idea using a minimum of material. At the turn of a hand a castle, house with a sloped or flat roof or three-cornered tent becomes a cosy den to relax in and play. Simple and ingenious.

### **2nd place went to Musil designed by Lena Mühl (DE) Burg Giebichenstein**

Prize money: 750 euros

Spin top and mixing colours are a fascinating game. The '**Musil**' colour spin top transforms a humming top cum shape game into a spectral experience. The spin top comes with three coloured pieces each in red, green and blue, which can be attached as you like to the top. When the top spins the coloured pieces create unexpected colour mixes and patterns. Lena Mühl impressed the jury with her beautiful combination of a traditional toy and spectral phenomena. An invitation to create colours.

### **3rd place was taken by ZooMix designed by Wanhyun Ko (KR) Burg Giebichenstein**

Prize money: 500 euros

ZooMix, a system with wooden pieces, won 3rd place. Children can create their own imaginary animals from the three basic models of a monkey, sheep and elephant. Body parts like arms, legs and head are fastened to the body with rubber bands. The rubber bands are stretched and pulled through a gap on the body part. The jury liked the freedom of the basic shapes to create imaginative figures. At the same time Wanhyun Ko developed a new fastening system for Zoomix that promotes children's motor skills.

#### **Spielwarenmesse®**

The fair and marketing provider Spielwarenmesse eG organises Spielwarenmesse®, the leading international fair for toys, hobbies and leisure-time activities. The trade fair serves as a comprehensive communication and order platform for 2,700 national and international suppliers. The presentation of new products and exhaustive overview of the industry provide a valuable pool of market information for the year ahead to around 75,000 buyers and retailers from more than 120 countries. The name Spielwarenmesse® has been a registered trademark in Germany since 2013.

Fair dates: Spielwarenmesse® Wednesday to Monday, 28.01.- 02.02.2015