

CONCEPT



FROM

ELBCITY TO WORLDCITY

DESIGN FACTORY INTERNATIONAL · C/O ELBSTADT WELTSTADT
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OUR SCHOOL, THE DESIGN FACTORY INTERNATIONAL,

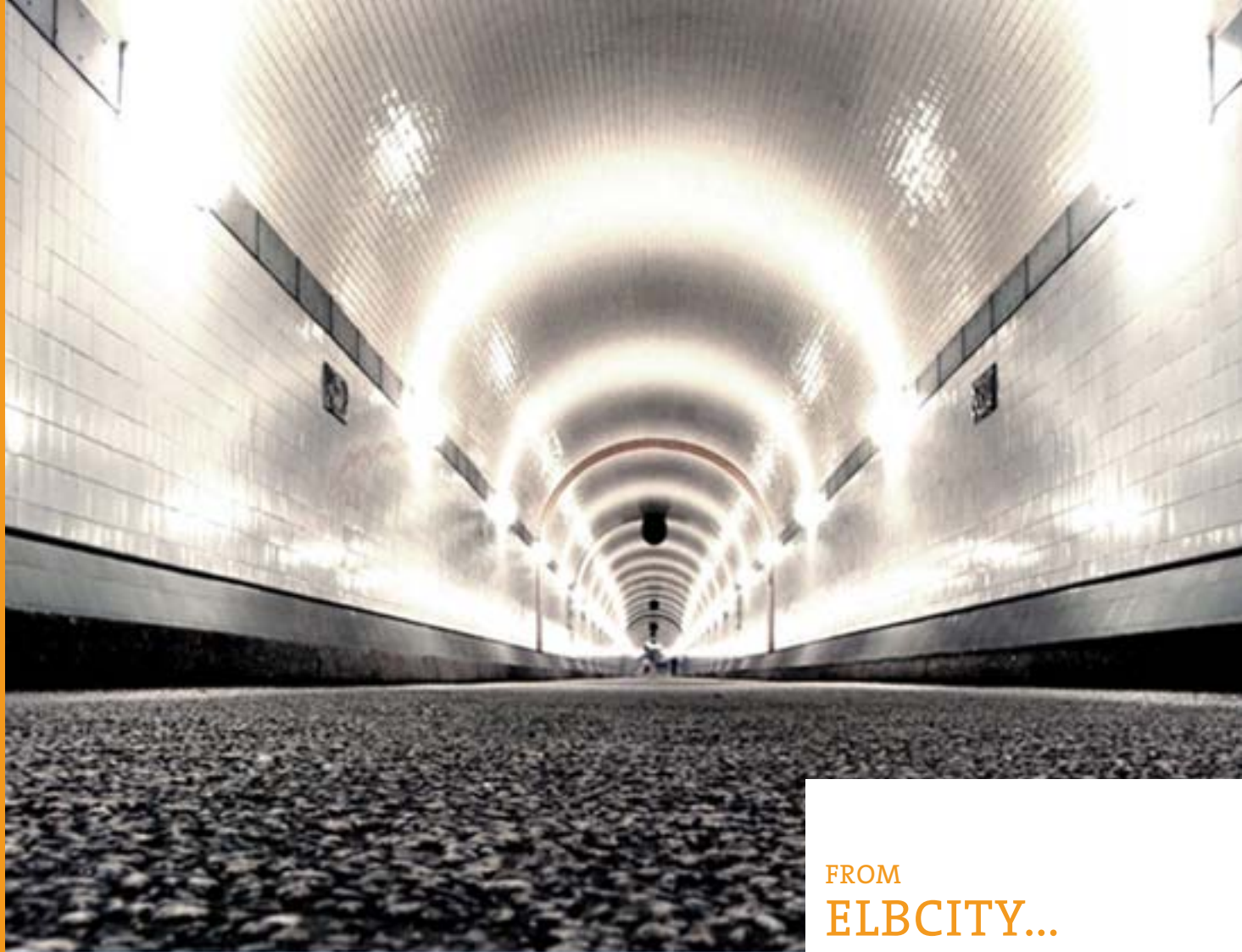
is an organisation for communication design in the center of Hamburg – on the Reeperbahn in St. Pauli – which is famous for its international design affiliates and partnership with other schools in China and England. We are students enrolled in the course „Advertising and Agencies“ and have designated an objective for our participation: To expand international communication. Next destination – New York City.

The commercial advertising market in the USA is the largest in the world and New York City is the beating heart, the brain and the emitter, the „Mecca“ for every designer and artist. Numerous well known designers and agencies are located in New York City. There is probably no other metropolis on earth that has NYC's global impact by disseminating multiple cultural forms and nuances that portray the city. For this reason, our team is focusing on NYC. We want to immerse ourselves in the creative atmosphere and utilize the resources such as Cooper Union For the Advancement of Science and Art, Parsons School of Design, School of Visual Arts, and Pratt University. With these resources as well as organizations and advertising agencies, we believe we can compare, and analyse the specific design attitudes and techniques that are utilized in NYC, USA versus the Hamburg, European Union. We will focus specifically on Art, Lifestyle, Street Style and New Shop Concepts. We will trace emerging trends, simultaneously expanding our personal design horizons.

A „normal“ study is not sufficient time to utilize all of the design resources. Given an increasingly competitive commercial climate, designers must exercise initiative and aggression in acquiring every competitive edge possible. Our participation in this research project would give us this edge. Funding via corporate sponsorship for the expedition, scheduled for March 2006, will be matched by our own funding strategies, including producing designs and design services.

We want to look over the shoulders of the „Big ones“ for a week. Depending on interests we will visit the „demigods in black“ and question people such as Stefan Sagmeister, Joshua Davis, Constantin Boym, Tucker Viemister, and Charles E. Broudy about design processes, the employment market and design techniques and strategies utilized by NYC designers and their perception of contemporary German design. We will interact with agencies as BBDO, McCann, TBWA, JWT, FCB, Grey, Y&R or DDB to research new advertising forms which may not have reached Germany, and the function of Networks and communication.





FROM
ELBCITY...

We are committed to ensuring that which may seem impossible becomes reality. Eighteen students from the Design Factory International, who have specialized during the study in different contemporary Communication Design and have progressed beyond basic knowledge, will travel from „ElbCity“ to „WorldCity“ to gather „compressed“ on location knowledge and cultural impressions, to expand their horizons and creative thinking. We will meet with professors at universities, curators at museums and participate in workshops to learn as much as possible within this brief period of time.

To realize this project, we will offer our design services.

...TO
WORLD CITY





THIS IS WHAT WE CAN DO FOR YOU...

We are offering agencies & advertisers:

- 18 Creative designers who can: design and build websites, create logos, package design, posters, brochures and other graphic expressions
- 18 Heads for brainstorming and creative workshops
- Ideas for Guerilla actions in Hamburg and New York
- 11 cars with space for advertisements
- 18 Bodies for Advertising, anybody up for an Absolute Vodka tattoo
- Advertisements in the form of a „mock stage design“ in hotspots like the Hamburg trainstation
- 18 Participants for focus groups evaluating products and services
- Professional Photo services
- 18 Promoters for handing out Flyers and Give-Aways in Hamburg and New York
- Research and market analysis in Hamburg & New York

We offer the Mediums:

- Loud actions
- A success story

Others Services We Offer:

- Interactive and visual parties with the best from Electro, Hip-Hop, Funk or Indie-sounds for example the 12th of January, Waagenbau, Hamburg
- Environmental Art in the form of very large chalk paintings



If you have another idea, which specifically full fills your needs,
please contact us!

Our work is being documented on the website:
www.elbstadt-weltstadt.com

And in a book about our design experiences and projects to
support our research, which you, as an individual or corporate
supporter, will be acknowledged.

Thank you for your attention and time.

The ElbCity-WorldCity-Team!

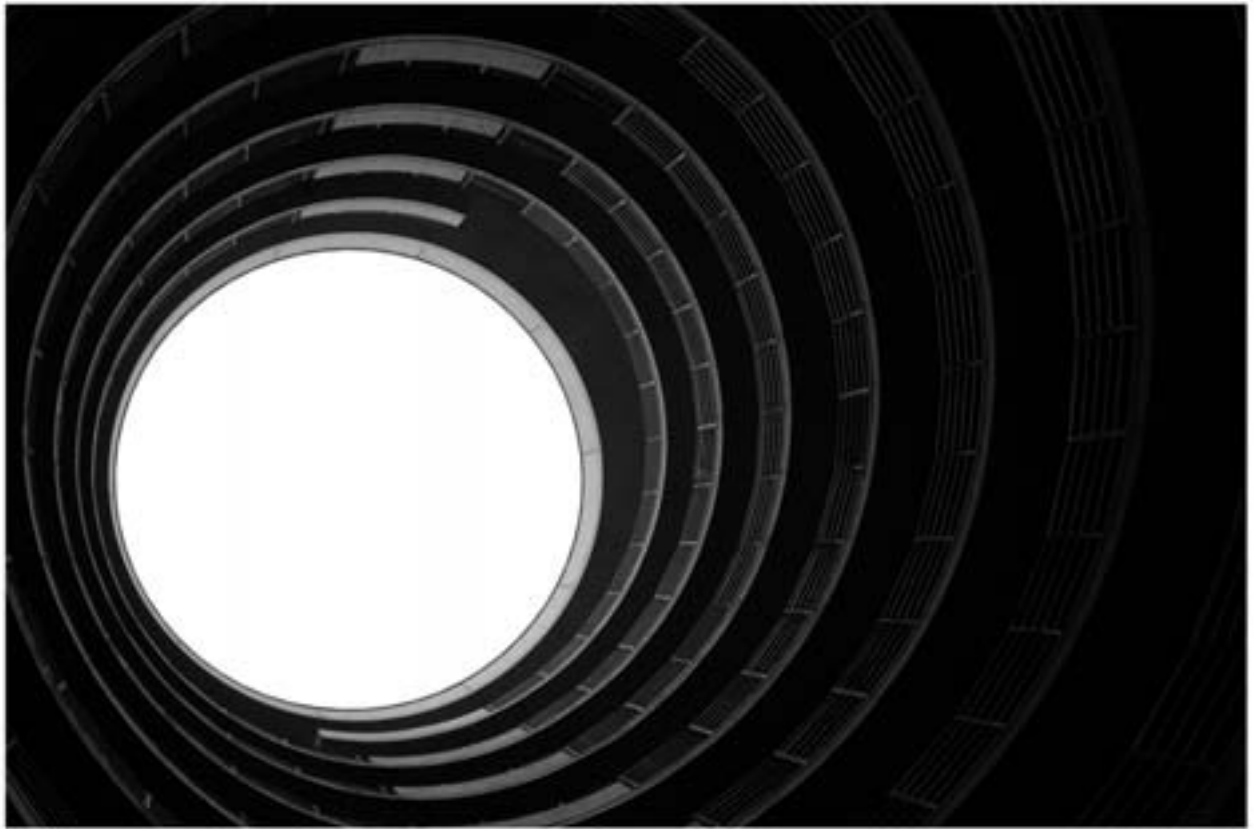
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THANK!

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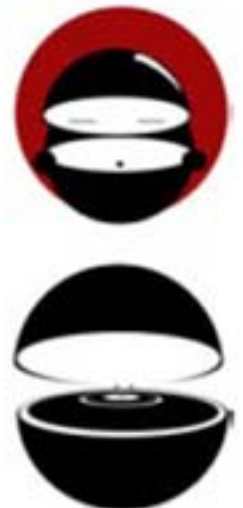


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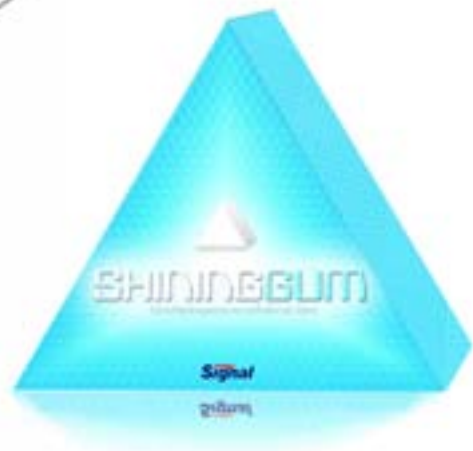
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