

CONCEPT



FROM

ELBCITY TO WORLDCITY

DESIGN FACTORY INTERNATIONAL · C/O ELBSTADT WELTSTADT
KASTANIENALLEE 9 | 20359 HAMBURG
WWW.ELBSTADT-WELTSTADT.COM | INFO@ELBSTADT-WELTSTADT.COM



OUR SCHOOL, THE DESIGN FACTORY INTERNATIONAL,

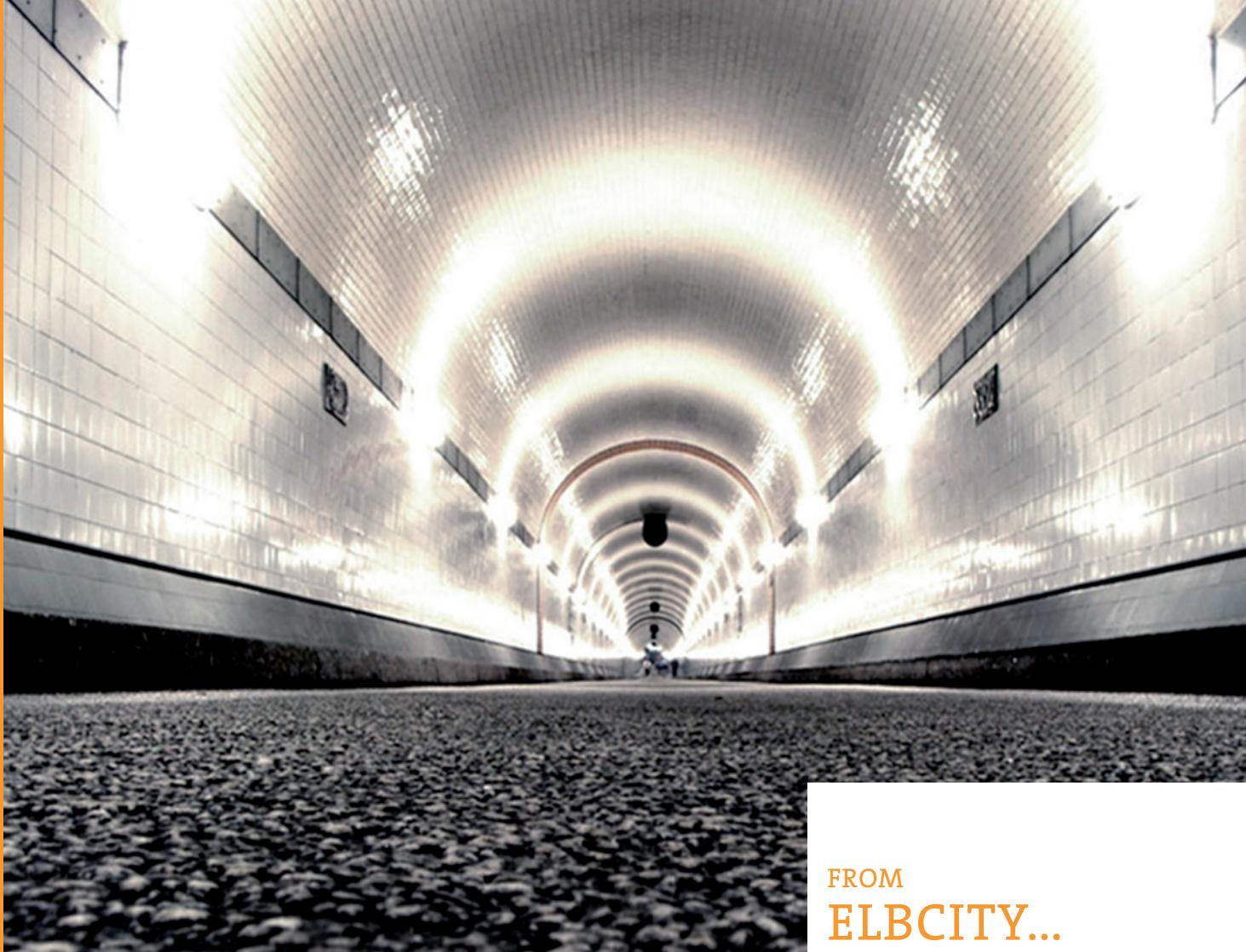
FROM
ELBCITY to **WORLD CITY**

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. Broady 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
WORLDCITY

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.

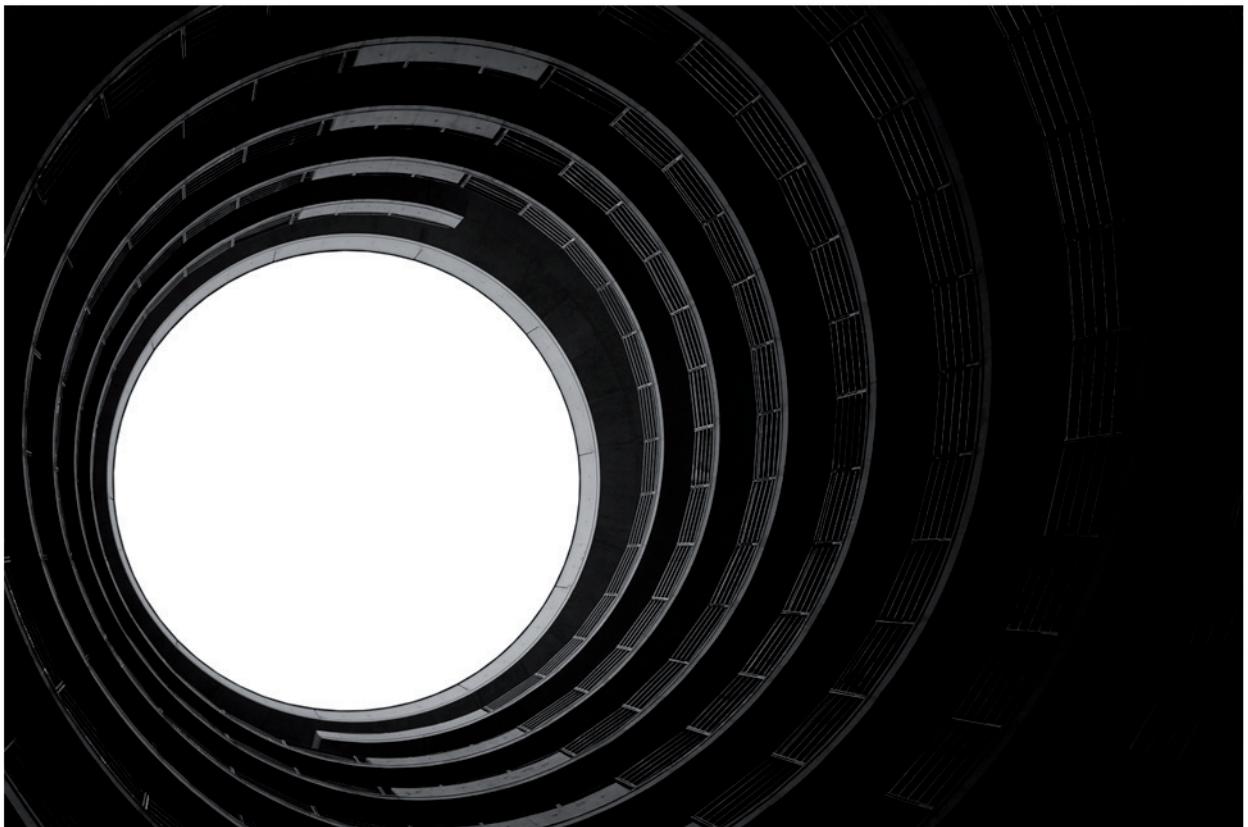
The ElbCity-WorldCity-Team!

...WE
THANK!

FROM
ELBCITY TO WORLD CITY

PORTFOLIO



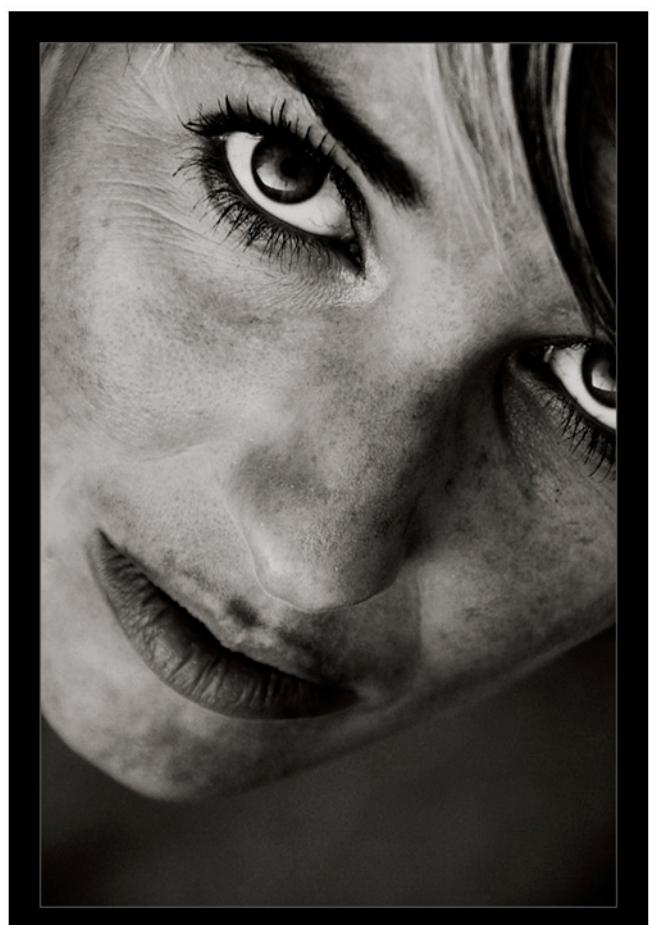
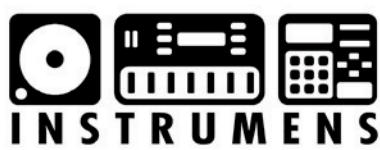


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The screenshot shows the homepage of GL FUNDS. At the top, there's a navigation bar with links for HOME, CONTACT, SITEMAP, DEUTSCH, and a SEARCH field. Below the navigation is the GL FUNDS logo with the tagline "ABSOLUTE RETURN SINCE 1995". To the left, a sidebar titled "WELCOME TO OUR WEBSITE" lists menu items: COMPANY, ACTIVITIES, FONDS, PERFORMANCE, NEWS, and MEMBERS LOGIN, along with login fields for both members and guests. In the center, there's a large image of the Shanghai skyline. To the right, a red box contains the text "Metropolis: Shanghai" and "Shanghai is China's most comprehensive industrial & commercial city, ranking No.1 in population and population density, financial ...". Below this is a "成功 [Success]" button and a "LEARN MORE >" link. At the bottom, there are sections for "Our Performances" (with a photo of two men at a desk) and "Company News" (with a photo of Jim Rogers). The footer contains copyright information: "© Copyright 2005, GL Asset Management AG - all rights reserved | Disclaimer".





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COPIC



J2
JASAR RECORDS

Jedermann
der Buchhändler

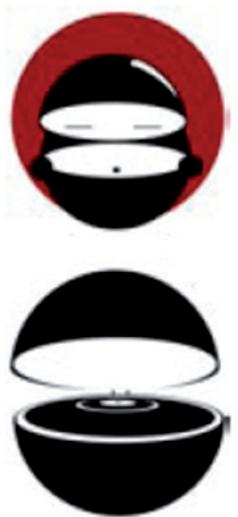


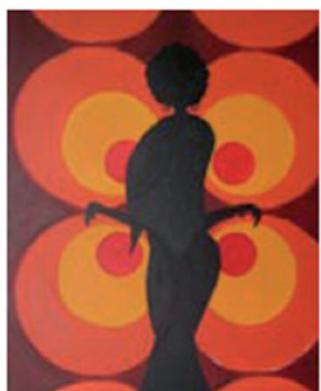


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The screenshot shows a website for Bo test Systems GmbH. The header includes links for COMPANY, PARTNER, PRODUCTS, NEWS, and CONTACT. The main navigation bar has links for OVERVIEW, PCT-1 PHOTOELECTRIC TEST SYSTEM, and OLT LIFETIME TEST SYSTEM. The 'OVERVIEW' section contains text about the PCT-1 Photo Electric Test System, which is used for spatially resolved characterization of organic semiconductors. It also mentions applications in conventional inorganic solar cells and organic light-emitting diodes (OLEDs) and organic solar cells (OPVs). A small image of the equipment is shown on the left, and a larger image of a glowing, wavy pattern is on the right. The footer includes links for HOME, DEUTSCHE VERSION, DOWNLOAD, GENERAL TERMS, and IMPRINT.

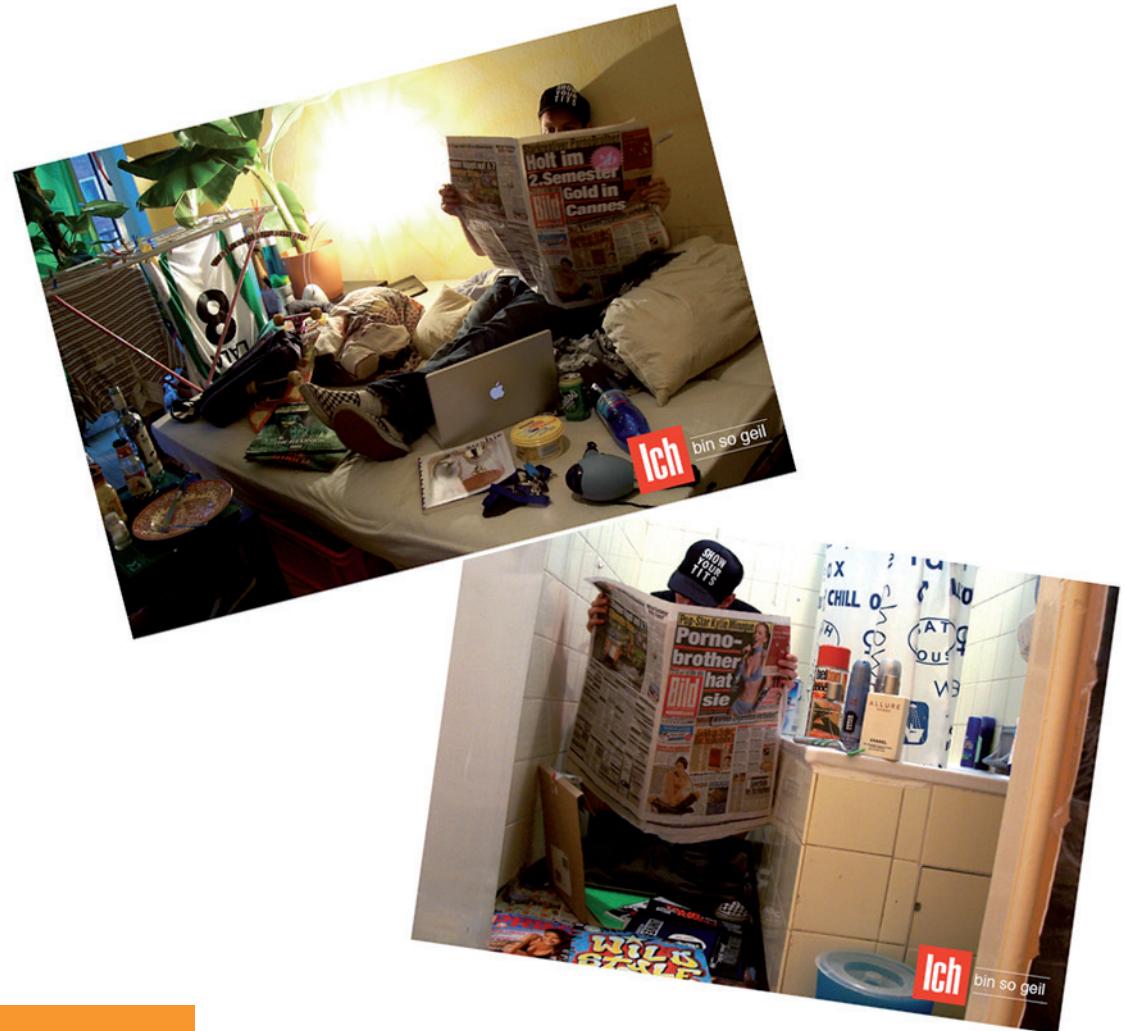




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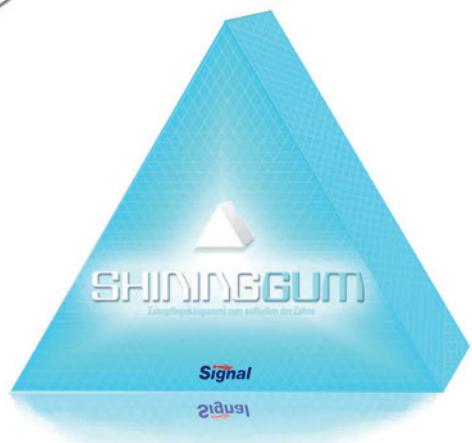
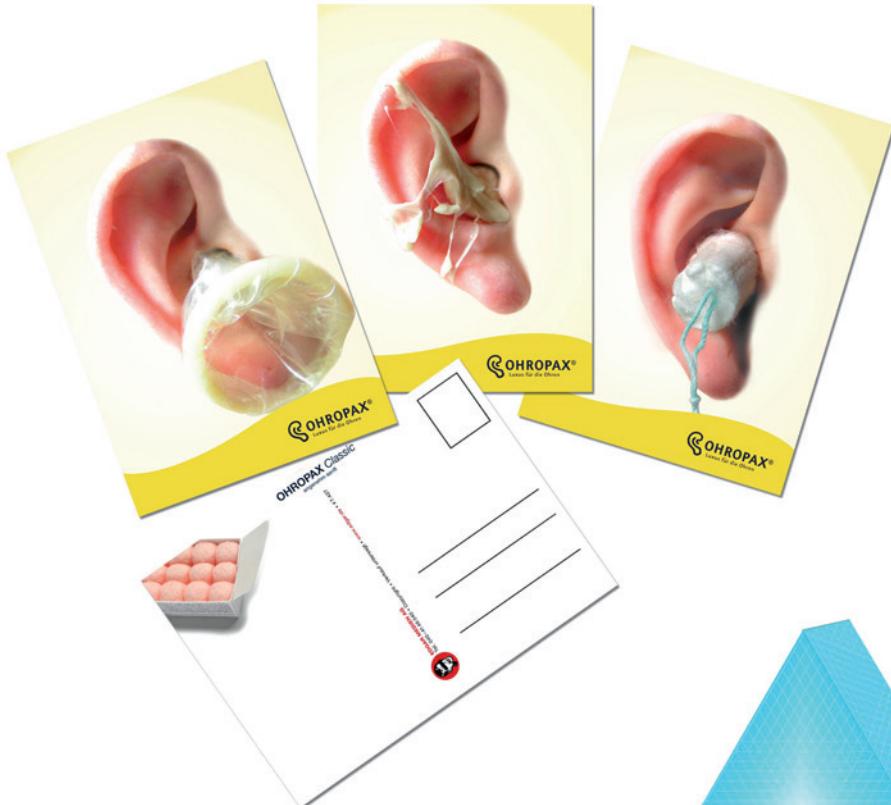




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UMSCHAU online

NACHRIFTEN ARCHIV KLEINANZEIGEN SERVICE MEDIADATEN KONTAKT

NACHRICHTENARCHIV SEPTEMBER 2005

Neue Grabplatten für russische Kriegsgefangene

Tour de Franz - Die Entscheidung

HHG - Immer in Bewegung

Der Aufschwung hat begonnen

MONATSÜBERSICHT 2005

Monat	Meldungen
September	48 Meldungen
August	72 Meldungen
Juli	122 Meldungen
Jun	97 Meldungen
May	69 Meldungen
April	77 Meldungen
März	103 Meldungen
Februar	84 Meldungen
Januar	91 Meldungen

SUCHEN Erweiterte Suche FINDEN

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SMP
SCHMIDT MECHANISCHE PROZESSE

Unternehmen Produkte SMP weltweit Kontakt

PRODUKTE/INDUKTIVE BAUELEMENTE

Die ständig steigenden Anforderungen in der Leistungselektronik hat bei SMP zur Entwicklung hoch leistungsfähiger Drosseln und Filter geführt:

Optimierte Bauteile sollen vor allen den Marktfordernungen nach großen Speicherenergien bei kleinen Volumen, reduzierten Verlusten, günstigem EMA-Verhältnis und kosteneffizientem Aufbau entsprechen.

Für diese Anwendungen bietet SMP Lösungen im Bereich von

- Frequenzen bis 200 kHz
- Strömen bis 1.000 A
- Lf bis 100 Wf
- Abmessungen 26 mm bis 300 mm
- Gewicht von 50 gr. bis 130 kg
- T1 bis 180° Celsius

Induktive Bauelemente / Drossel
Induktive Bauelemente / Modul
Induktive Bauelemente / Filter

< zurück zur Übersicht

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1. Aufsatz
 2. Inhalieren
 3. Strahlen

Signal Spright Zahnschaum

Unilever brand
 Lever Fase 4, Hamburg
 Tel. 0100/2206265
 (0,00 Euro/min)

175ml

Brandfördernd
 Zahnpflege
 Zahnschaum

Unilever

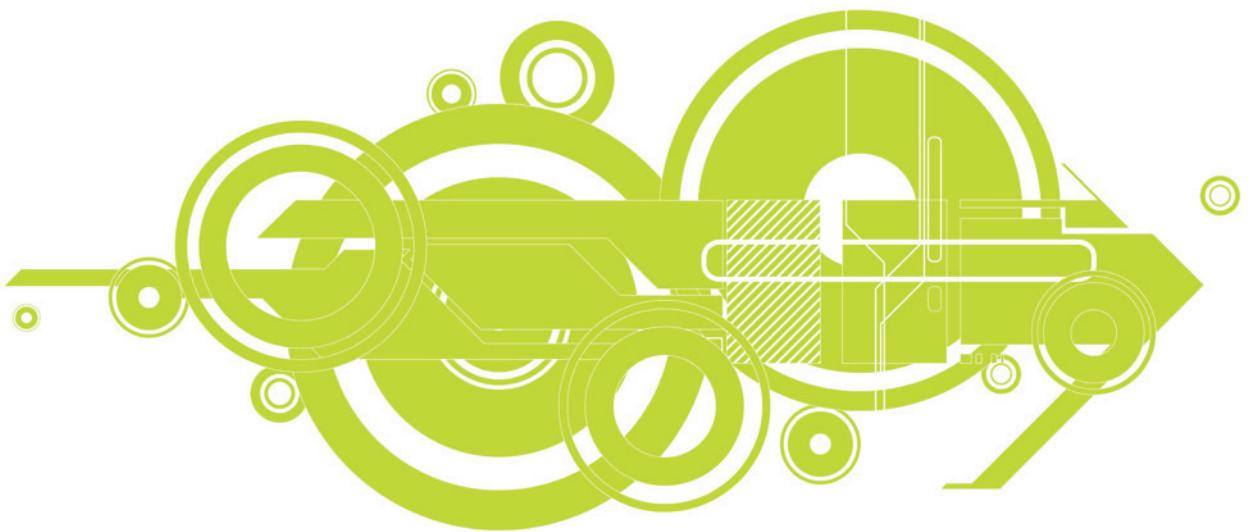
TESTSIEGER
 GUT für
 2/2005

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