

artichaud

design concept
for pub food and package

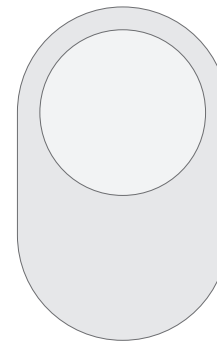
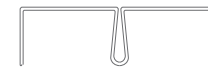
artichaud is an innovative package concept designed for the special needs of german pub owners.

Despite their long tradition German pubs - Gaststuben - have suffered from declining popularity in recent times. Consumers have begun to focus more consistently on healthy eating and drinking. Local market research showed that German pubs fail to meet these new demands.

artichaud simplifies the pub owner's life and gives pub food a new face.



- step 1 warm up prepacked convenience food in a microwave (a fully equipped kitchen is not required)
- step 2 combine package and attachment (no additional dishes are required)
- step 3 serve food



take-away version
of **artichaud**

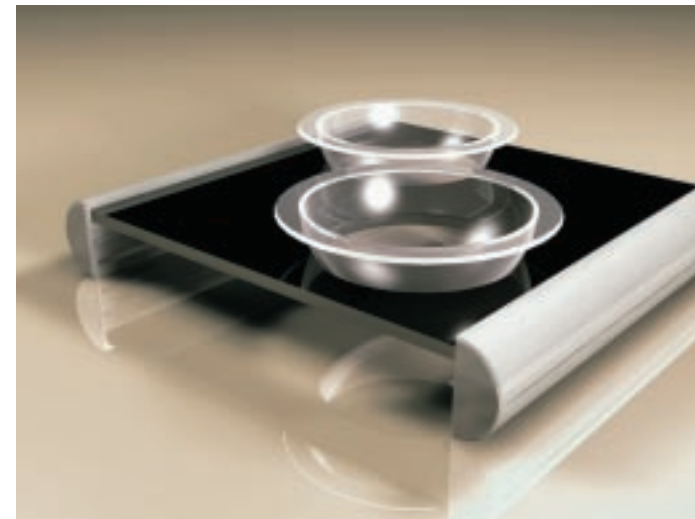
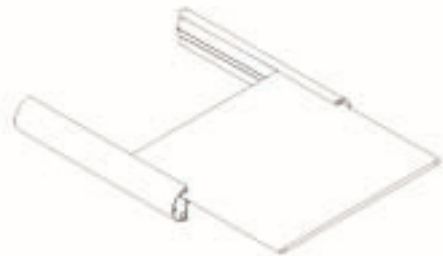


conviva

design concept for a buffet system



extruded aluminium sheath



EMSA AG is an international leader in plastic household articles such as vacuum jugs, cookware and food management products. A survey reveals that small family hotels and B&Bs are gaining importance as a new sales market for EMSA AG.

A design concept for a hotel buffet system that features flexibility, innovation and excellent practicality was developed considering the company's profound experience in the field of plastic household articles.

conviva combines existing articles of EMSA's product range and demands minimum investment in new products.

This project was supported by EMSA AG in cooperation with the University of Applied Science Muenster



snackpack

design concept for a take-away lunchbox

Based on the report - Future Lunch Solutions- published by Reuters, **snackpack** is specifically designed to meet the consumer's needs at lunchtime. Considering Japanese take-away lunch boxes - obentos, the design concept of **snackpack** allows the consumer to pack a lunchbox at the lunch counter in the convenience store.

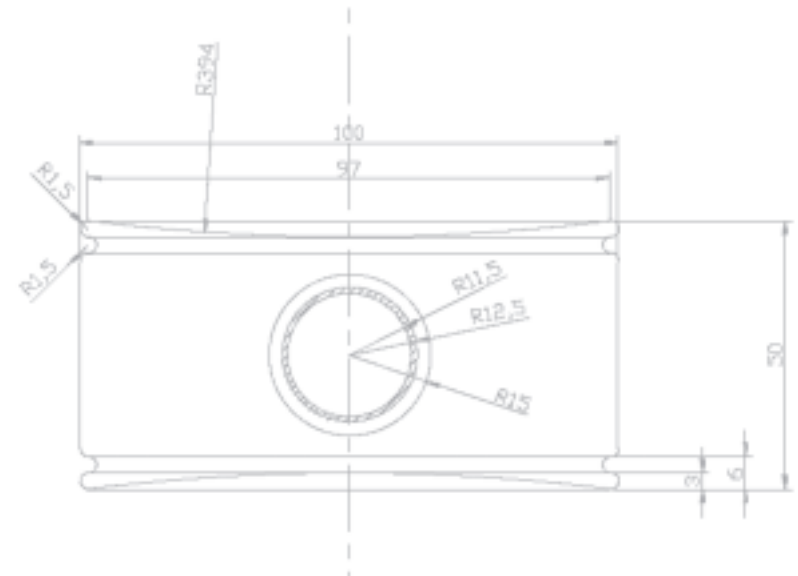
snackpack is a lunchbox that combines food and drink. The reusable basket holds various types of snacks. Water or soft drinks can be transported in the recyclable PET bottle.



PET bottle



food basket



defilio

heart defibrillator designing a medical instrument

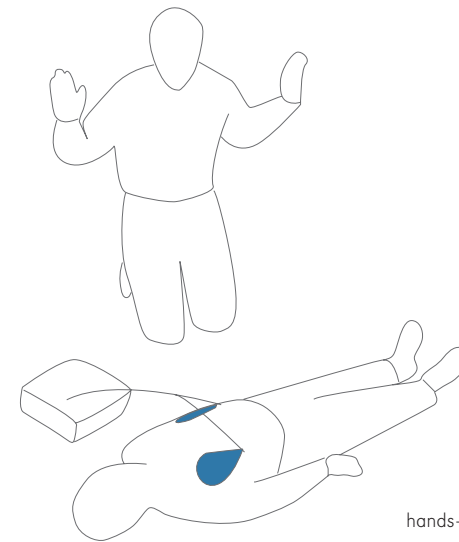
The aim of **defilio** is simple: designing a defibrillator that can save life and be operated by anyone with basic instruction in first aid.

defilio is designed to help people helping others. **defilio** directs the user through the life saving procedure and makes it as easy as possible.

This project was supported by DRK Deutsche Rotes Kreuz and the local fire brigade Muenster.



A defibrillator is an electronic device that administers an electric shock of preset voltage to the heart through the chest wall in an attempt to restore the normal rhythm of the heart during ventricular fibrillation.



hands-free electrodes



intelligent package:
neck support and covering
cap for the defibrillator

sommernachtstraum

**multimedia event
concept and organisation**

sommernachtstraum was an event initiated by the design department of the University of Applied Science Muenster.

The four-hour multimedia spectacle with live music, performances, films and an exhibition of students' projects attracted over 800 visitors.

Together with Mohamed Mesbahi (student of media design), I organised and managed the event. Part of my job was to engage external musicians and artists. I was also in charge of the finances and I played a leading role in the conception of the event timeline and the coordination of the exhibition.

sommernachtstraum was supported by the design department of the University of Applied Science Muenster.



Frames im
Zentrum mit
Fragmenten

19:00

Internet (Ellen)
Position: kammer

Sinnesrahmen
Position: 9

(Stamm/Jo...)
Position: 3
Dauer: 15

Eva - kleine
Geschichte

Yesterday



Erziehung
(Susanne)
Position: 4

19:30

Zuckerwatte
(Tätjana)

Selbtanz mit
Performance

Bauchladen und
Schneewittchen
(Apfeleis)

Kartenspieler

(Artur, Thomas P.,
Martin, David)
sitzen im Zentrum
mit Plänen und
diskutieren
fortlaufend bis T

am Eingang stehen
zwei Agenten
(Christian/Steffen)
und lenken das
Publikum
Position 1
Dauer: 10 min

Autorität (Thomas)
Position: T-Plan
Dauer: 10min

20:00

Berlin (Sina)
Position: T-Plan

Einrad (Lars)
Diabolo

Privat-Photoalbum
(Katharina)
Position: T-Plan

Autorität

Mediengeschichte
(Silke)
Position: T-Plan

Paradieskopf
(David)

20:30

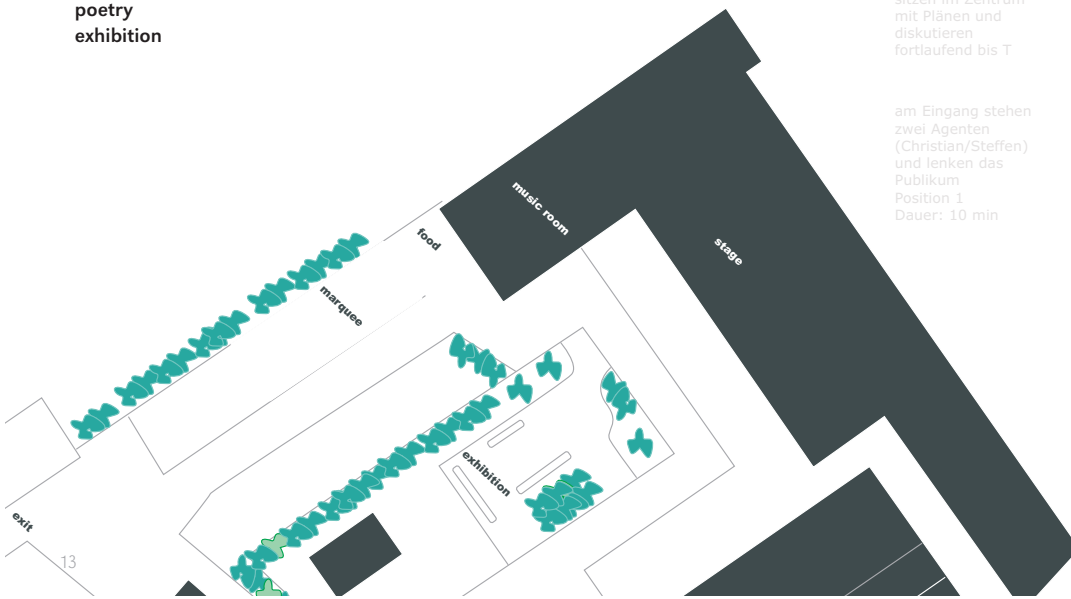
Mediengeschichte
(Silke)
Position: T-Plan

21:00

Kleidergeschichte
(Bettina)

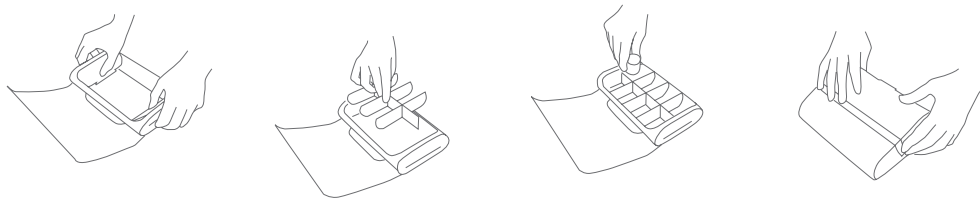


live music
performances
films
poetry
exhibition



"Food to go" - eight bits

packaging & food design
graduation project



 **bits** GERMAN FINGERFOOD



How do business people eat at international places? Although a primal need, food takes a background role to the events in airports, conventions and industrial fairs. The gap between the quality of the food and the expectations of the customers is apparent: well-dressed managers swallowing saucy hotdogs on their pit-stop like lunch break. A thoughtful approach to food could provide people with a singular experience and create a more enjoyable atmosphere. My concept uses traditional German cuisine as fingerfood and allows the customers to choose between snacks from different regions of Germany. The design of the packaging focuses on the typical Japanese lunchbox called Obento and simplifies the processes at the point of sale. The packaging is stored as a flat material and takes just one step to be folded up before it can be filled with snacks. The refined, resealable packaging makes it highly transportable, allowing the customers to choose where they eat.