

NACHTMANN NEXTGEN design competition – vibrant cities with curious, creative minds

Neustadt, September 2015

Under the motto "Vibrant cities with curious, creative minds and an appetite for ideas", Nachtmann, a manufacturer of fine crystal glassware, regularly organises its NEXTGEN design competitions at design schools around the world. Young, urban, creative - these are the young designers responsible for new trends and momentum. "That's why we are permanently on the look out for the next generation of talented glassware designers. This is the mission that drives us in our own design studios, as well as in leading art schools around the world. So far, we have tapped into young design talent in Tokyo, New York, Stockholm and Prague and now also in Beijing. The results have been extremely successfully, both creatively and commercially. By fusing cutting-edge ideas with traditional craft skills, we are creating the next generation of modern glass classics," said Richard Voit, Managing Director of the Nachtmann GmbH and member of the jury for the Nachtmann NEXTGEN design competition.



The winning design for Nachtmann NEXTGEN 2015 in China

The latest design competition was held from November 2014 to June 2015 in cooperation with the CAFA - Central Academy of Fine Arts - in China, under the motto "Designed in China, made in Germany". NEXTGEN introduces a new generation of international young designers, who work with the company to develop innovative design concepts. During the Nachtmann NEXTGEN design competition in China, which drew to a close in June 2015, the traditional company worked with a total of 25 students to develop ideas and prototypes for a product that would be versatile, lively, sophisticated and affordable and reflect Nachtmann's "Luxury Everyday" claim. On 25 June, Mao Churong and Gong Yining were selected by a professional design jury as the winners of Nachtmann NEXTGEN China in Beijing. The top 3 designs were: 1st prize Mao Churong and Gong Yining, 2nd prize Shi Guofeng and 3rd prize Zhang Sicong. Over the next few months, Nachtmann product developers will work on refining the concepts, with the objective of introducing one of the prize-winning products at Ambiente 2016 in Germany.



Following an initial pre-selection process at the start of the design competition, the 10 best idea developers out of the 25 participants from China were invited to the Ambiente trade fair in Frankfurt in February 2015 and afterwards to a design workshop in Neustadt and a visit to the Nachtmann, Spiegelau and Riedel factories. This provided the young students with some insights into traditional glass making at Nachtmann, as well as into the brand and market conditions. From then until June 2015, the actual design process took place in cooperation with the designer Stefanie Kubanek and Ben Hughes from the CAFA.

The international Nachtmann NEXTGEN design jury was comprised of: Maximilian and Georg Riedel, Richard Voit/Managing Director Nachtmann, Stefanie Kubanek/Designer, Ben Hughes from the CAFA, Leon Shen from Riedel China, and the Nachtmann product development team.



About Nachtmann NEXTGEN – a platform for creative ideas

Nachtmann NEXTGEN is a programme of international design competitions, which was set up in 2007 by Maximilian Riedel, CEO of the parent company, Riedel Glass Works, and international designer Stefanie Kubanek. Since 2007, Nachtmann NEXTGEN has been building up the ideal collaboration between a traditional manufacturer, which has strong roots in the craftsmanship of the region, and international design schools. Talented young designers from all over the world are given the opportunity to bring their creative ideas to life. With NEXTGEN, the company has created a platform for the search for the next generation of designers and looks for promising, fresh talent as they prepare to become full-blown designers. Nachtmann NEXTGEN aims to provide the next generation with a forum for demonstrating their imagination and their talent in a professional environment. The NEXTGEN product category now includes 40 products and is one of Nachtmann's most successful categories. Nachtmann NEXTGEN design competitions have so far been held in New York, Stockholm, Tokyo, Prague, Beijing and Stuttgart.

"With each NEXTGEN competition, the challenge is the cultural aspect of a particular country and that is also precisely what we are looking for. We are especially interested in the interpretation of specific cultural aspects and questions that set the products apart, such as: what is the significance of the cultural background in the product design and how does this manifest itself in the features of the products that will then be sold by Nachtmann all over the world?" explained Stefanie Kubanek, Designer and jury member in the Nachtmann NEXTGEN design competition. The next design competition will take place in a major European city.

About Nachtmann

Nachtmann is a manufacturer of fine crystal glassware from Bavaria, with a heritage going back almost 200 years. The company combines many years of traditional glass-making with expertise and innovative production processes in modern crystal glass machine manufacturing. Its products stand for "the best of Made in Germany" and reflect the company's commitment and devotion to fine quality and outstanding design. Made from extremely clear, brilliant crystal glass, the plates, bowls, vases, lights and glasses in the Nachtmann range bring a touch of luxury and sparkle to everyday life.

Links zu Nachtmann NEXTGEN Videos:

<https://www.youtube.com/watch?v=-7yKzqc6IUM&feature=youtu.be>

Captions:

Picture 1: Nachtmann NextGen China Design Exhibition within the CAFA premises in Beijing

Picture 2: Award Ceremony - Nomination of the Nachtmann NEXTGEN winners Mao Churong and Gong Yining

Picture 3: Decision process of the Nachtmann NEXTGEN China jury members Stefanie Kubanek and Richard Voit

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