

Save the Future

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r(h)einsitz - Outdoor Beanbag Chair with claiming Sustainability corresponding to the CI of Hochschule Niederrhein - University of Applied Sciences

The project work deals with the creation of a prototype for an outdoor beanbag chair and a corresponding marketing concept according to the corporate identity of Hochschule Niederrhein - University of Applied Sciences.

The innovatively developed outdoor seat r(h)einsitz fulfills the sustainable aspects of the requirement profile for outdoor use and, due to the choice of materials, is optimally suited for the sloping hill of the cantine meadow. The design and the logo are in line of the corporate colours of the university and its corporate identity. Visually, it also fits perfectly into the environment and the CI of the university. The material used is recycled or alienated wherever possible, despite the low budget and reliance on sponsors and to the aspiration to sustainability at its best. These and other advantages are highlighted in the marketing concept, which deals, among other things, with product, communication and distribution policies. In addition, in this project, the transfer of the outdoor seat r(h)einsitz as a corporate campus design for other universities and companies is presented and invites to produce sustainable textile outdoors seats for a long-lasting identity for the first time. Functionality with integrated bags and water resistant protection optimizes the corporate concept of CSR.



Coach:

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