

PEOPLE PLACES

MAGAZINE | CLIPS
30 | 03-05 MIN.



VERSIONS

Diverse

RIGHTS

Worldwide, VOD, Mobile

ORDER NUMBER

56 4677 | 01-67

Arabic: 33x30 min.

English: 67x30 min.

French, Portuguese:
06x30 min.

Russian: 48x30 min.

Spanish: 40x30 min.

52 4880 | 01-28, 40-61

Arabic: 50x03-05 min.

Episodes in **HD**

56 4677 | 60-67

08x30 min.

Clips in **HD**

52 4880 | 01-28, 40-61

Arabic: 50x03-05 min.

Euromaxx Design

Design is the process by which nearly all objects – from cars to paper clips, from clothing to chairs – acquire a certain form and function. But design involves more than just shaping and styling: good design is a complex process in which different and often contradictory requirements have to be met to ensure that objects function in the desired way. Design is only good when aesthetic, ergonomic and ecological aspects, durability, function and comfort harmonize and complement one another.

Euromaxx Design presents the most important and exciting creations on the European design scene. It portrays star designers, shows emerging trends and pays tribute to traditional design.

The individual reports of our successful series **Euromaxx Design** introduce the latest creations from the automotive industry, from furniture designers, glassworks and material and jewelry studios and visit trade fairs, exhibitions and presentations.

SAMPLE EPISODE

Car Designer Gorden Wagener **HD**

Daimler's head of design Gorden Wagener has revamped the brand's rather dull image. 2015 was the most successful year in the company's history.

The Art of Hand Lettering **HD**

Whether it's on book covers, product packaging or posters, hand lettering is enjoying a renaissance in graphic design. Despite living in the digital age, people are embracing the art and attending calligraphy workshops.

Do-it-Yourself Design **HD**

DIY is more popular than ever. Online how-to tutorials and new production technologies such as 3D printers have revived the do-it-yourself trend. An exhibition in Berlin looks at its beginnings and offers workshops.

Upcycling: Paper Art Made of Old Books **HD**

Artist Malena Valcárcel from Alicante in Spain makes intricate paper sculptures out of old books. The artist has been selling her works online for the last three years to collectors worldwide.

Oktoberfest Dirndl Designs **HD**

Women are busy creating their own dirndls in Judith Willsau's workshop in Munich. They want to look their best at this year's Oktoberfest.

18-Year-Old Art World Star: Leon Löwentraut **HD**

A teenager from Düsseldorf is thrilling the international art scene. Leon Löwentraut is being viewed as a major talent and celebrated as the 'next Picasso'. His expressive abstract paintings are on show worldwide.