

German Design Awards 2019: Special Mention for Leonhard Kurz

Fürth/Germany, 13 November 2018: The third edition of the Box in Box from Leonhard Kurz received a Special Mention award at the German Design Awards 2019. The Box in Box is a collection of elaborately finished sample designer boxes which Kurz issues each year as inspiration for creative packaging design.

The thematic basis for the collection comes from a trend survey that the trend team at Kurz produces each year in collaboration with a trend forecasting agency. The trends are reflected in a variety of ways in the packaging design, and are transformed by the Kurz designers into a tactile and visual experience. The artistically finished packaging boxes demonstrate new design possibilities for capturing the zeitgeist and esthetically depicting social trends. They inspire designers to explore new avenues in packaging decoration in order to give their products a unique appearance.

Kurz received the Special Mention in the Excellent Communications Design segment and in the Packaging category. Special Mention awards are given to works with designs that feature particularly successful partial aspects or solutions – these prizes honor the commitment of companies and designers. The award-winning third edition of the Box in Box is described in the jury's decision as "an exciting concept that was implemented splendidly and invites us to go on a journey of discovery".

"We are very pleased to have received the Special Mention from the German Design Awards, as this prize enjoys an outstanding reputation worldwide. It represents a significant acknowledgment of our design work," say Kurz designers Annie Kuschel and Julia König who were responsible for the design and concept.

The premier prize awarded by the German Design Council

The German Design Awards are the international premier prize awarded by the German Design Council. Its goal: to discover, present, and honor unique trends

in design. Every year, high-caliber entries in the fields of product and communication design are honored, each of which blazes new trails in the international design landscape. The German Design Awards are among the most prestigious design competitions worldwide and have an excellent reputation far beyond specialist circles. Since they were launched in 2012, the Awards have grown significantly: back then, 1,500 entries were presented to the jury, this year there were more than 5,400 of these, 2,925 of them came from abroad. Hence Kurz's design succeeded in standing out among a large field of international competitors.

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The third edition of the Kurz Box in Box packaging collection which won an award at the German Design Awards 2019

(Photo: Kurz)

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About KURZ: The KURZ Group is a global leader in hot stamping and coating technology. KURZ develops and manufactures decorative and functional layers applied to carrier foils for a large variety of applications. The range includes metallized, pigmented and holographic stamping foils for packaging or print products, surface finishes for electronic devices or automotive parts, protective and decorative lacquers for furniture or household appliances, authenticity features for brand name items, metallic applications for textiles, and different types of coatings for many other applications. With over 5,000 employees in 14 production plants in Europe, Asia and the USA, 24 international subsidiaries and a global network of agencies and sales offices, the KURZ Group manufactures and sells a comprehensive range of products for surface finishing, decoration, marking and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. KURZ also continuously invests in new technologies, and is developing innovative solutions for integrating functionality into surfaces.

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