

Hexagonal cherries win the Newcomer's Award

PIDA Germany 2011 was a contest between two universities: Hochschule der Medien from Stuttgart, already a PIDA veteran, versus the newcomer Beuth University from Berlin.

PROUD ENGINEERING TRADITIONS

The roots of Beuth University can be traced back to the 1820s and the days of reforms and modernisation of the Prussian educational system – where Christian Peter Wilhelm Beuth was one of the driving forces. Twenty years ago, Beuth University became the first in Germany to offer courses in packaging technology as a separate discipline in the field of engineering. The initiative came from professor Dieter Berndt, the grand old man of packaging technology in German academia.

In 2011, students from Beuth entered PIDA for the first time. Professor Stefan Junge teaches at

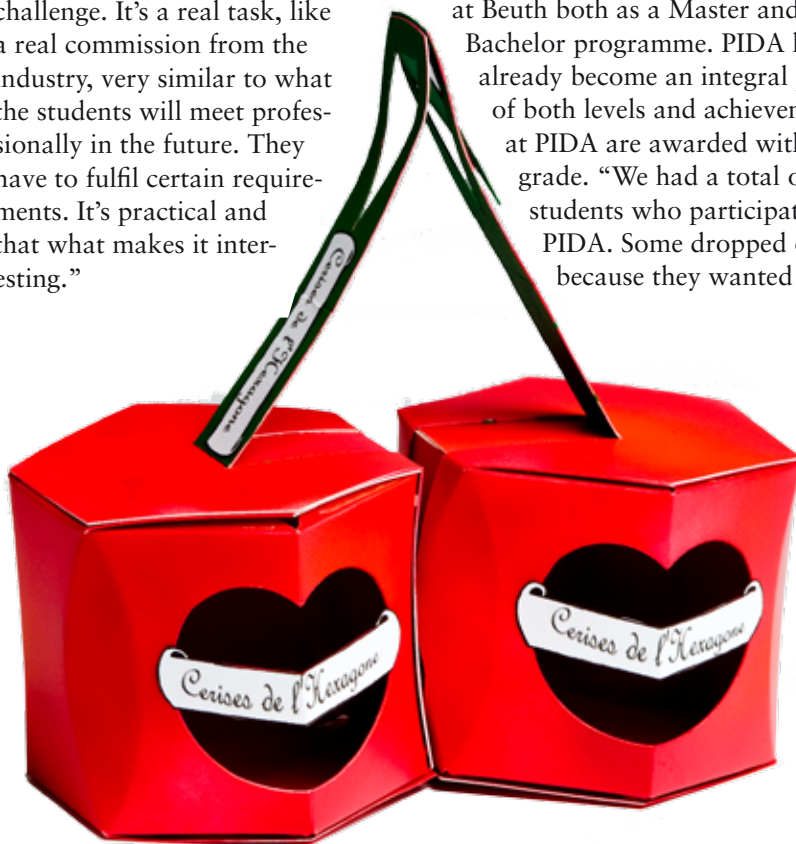
Beuth. He welcomes PIDA as a very useful addition to the course: “For the students, this is a very good challenge. It’s a real task, like a real commission from the industry, very similar to what the students will meet professionally in the future. They have to fulfil certain requirements. It’s practical and that what makes it interesting.”

PIDA IS PART OF THE CURRICULUM

Packaging technology is offered at Beuth both as a Master and a Bachelor programme. PIDA has already become an integral part of both levels and achievements at PIDA are awarded with a grade. “We had a total of 40 students who participated in PIDA. Some dropped out because they wanted to

“In this conceptual design, the themes love, cherries and France go together”, says Stefan Junge. “The heart-shaped, die-cast windows make the pack perfect as a Valentine’s gift. You can even associate the six corners with the outline of a map of France.”

Project team from Beuth Hochschule für Technik: Aylin Bayer, Ramona Königsberg and Sandra Solga.



patent their packaging designs. And yes, we won a prize. One of our teams won the Newcomer's Award for a design they called Cerises de l'Hexagone."

A COMMON GROUND

In PIDA Germany 2011, Beuth University competed against Hochschule der Medien in Stuttgart.

Christophe Haeberle teaches at HdM. He likes the way PIDA provides a forum for students and professionals to meet. And because it is a good challenge. Haeberle says:

"The Bachelor Course Packaging Techniques gives students the opportunity of realizing various projects themselves, producing packaging in small serial productions. HdM students show great professional interest. Voluntary participation in competitions increases the practical experience of the students. This is of fundamental importance and inestimable value before they go into their future business. We know that concrete projects are discussed in detail at job applications because it is a clear way of showing a designer's qualifications and his ways of thinking."

THE PIDA GERMANY 2011 JURY

Roman Klis, Roman Klis Design GmbH
 Thomas Reissig, Verdesoft GmbH
 Susanne Mayer, WELEDA AG
 Sabrina Kissel, ART&FRAGRANCE S.A.
 Dorothea Langer, P&G Beauty UK
 Helmut Sieber, Edelman GmbH & Co. KG
 Steffen Schnizer, CD Cartondruck AG
 Eva Middendorf, Neue Verpackung.



Winner in Best Level of Innovation category and Overall Winner: Furchtlose Freunde by Tina Beck, Sven Benz, Fabian Haferkamp, HdM. Fun boxes for plasters.



Winner in User Friendliness category: The Early Birds by Pauline Bader, Adrian Przybill, Benjamin Schneeweiss, HdM. Colourful cereal packaging.



Winner in Shelf Impact category: The Brush Up's by Isabell Tewes, Nikolai Baljer, Fabian Zeller, HdM. Charming promotional packs for brushes.