

Sweet Nostalgia

The 2013 Köln International School of Design project for ISM featured the concept of nostalgia

Nostalgia was the theme of 2013's exhibition by the Köln International School of Design (KISD) at the recent ISM.

The products in this exhibition are concepts. They don't have to be realizable, but they have to be realistic within their contexts. The project is not simply about quickly coming up with an idea. It's more concerned with packaging and sales and an appropriate advertising campaign. This corresponds to the strategy of the Köln International School of Design, which aims to educate generalists who are able to develop projects in an integral fashion and from different perspectives.

Twenty-six young design students from 11 countries worked together to design confectionery projects featuring nostalgia. Several aspects of the "good old days" were explored and discussed, connecting nostalgia mostly with positive memories from childhood.

Prof. Jenz Großhans of KISD led the project.

Candyscope

Alice Horstmeier

The *Candyscope* is a kaleido-

scope filled with candy, which satisfies the inquiring mind and the childhood urge to explore.

Self-selected candies of various colors and shapes create different and unique patterns, which are then visible through the kaleidoscope. For this, simply fill in the top part of the *Candyscope* with some of the candies and mix to make your own patterns.

If a few sweets are eaten, the pattern will change. A sweet, wonderful apparatus of magical moments.



Take One

Rosie Trudgen

Remember the surprise of pulling more than one sweet out of the bag?

Take one is a typical sweet in a unique configuration, because you always get more than you expect.

Packed in a classic paper bag to emphasize the nostalgic aspect.



Tante Emma App

Maren Wernik

Do you remember the *Tante Emma Laden* (synonym for the traditional German corner shop) or your own traditional convenience store just around the corner? Immediately after you received your pocket money you would happily run to the shop to get a bag full of assorted colorful sweets.

The feeling of excitement you once felt when standing in front of the giant shelf full of candy jars returns to you now in an app. The app offers every confection or candy that a heart could desire, from *Smurfs* to *Cola Twist*, *Chamallows* to *Twizzlers*. By tapping on the jars you define the amount of sweets and fill up the bag. The assortment will then be sent straight to your home in a paper bag.



Bloom

Lizzie Abernethy

Bloom is an innovative way for city dwellers to have their taste buds transported back to the countryside.

Popcorn kernels are contained in an origami paper package, which "blooms" into a flower when heated in the microwave.

The three flavors (chamomile, cinnamon and vanilla) round out the overall concept of

a healthy, natural and old-fashioned homemade snack.

The popping kernels and the packaging are a gentle reminder of the blooming of nature. The single-portion-sized packages are perfect to remind consumers of the countryside.

