

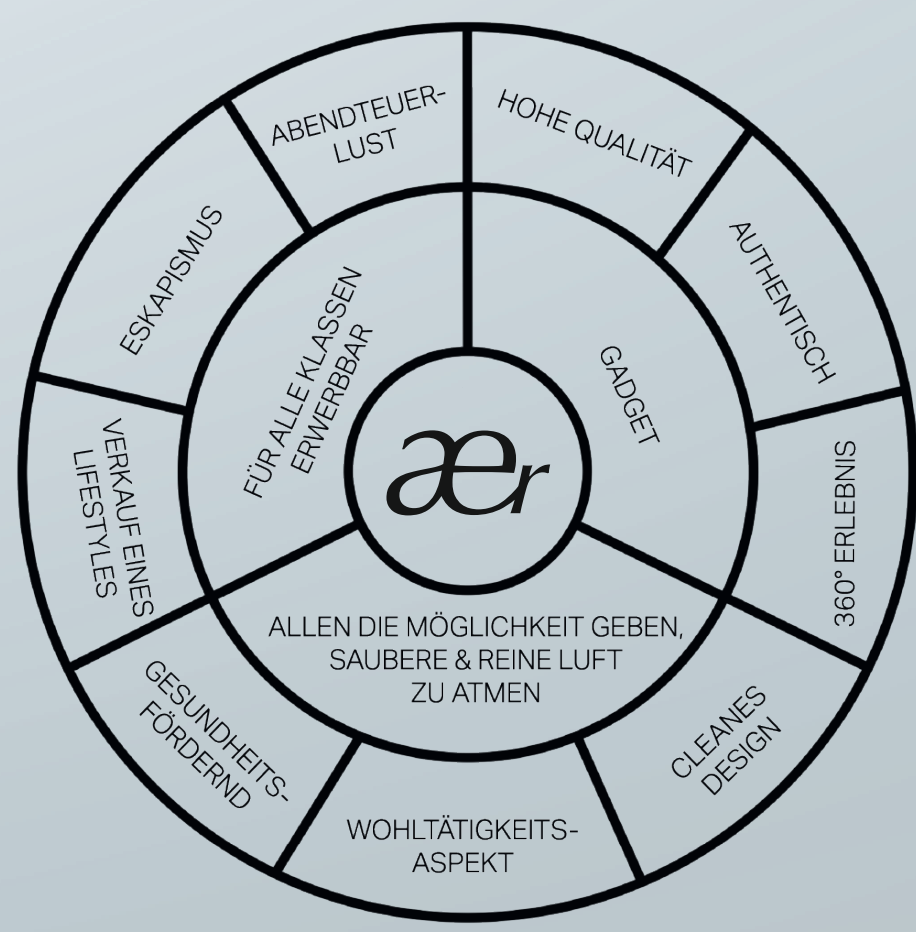


IDEENFINDUNG

LUFT

- *der Versuch, Luft zu verkaufen
- *das Narrativ zählt
- *Storytelling steht im Vordergrund
- *soziales Experiment: wie kann Menschen etwas unnötiges verkauft werden?
- *saubere Luft als Luxusgut

wie weit kann man es treiben?



PROJEKTENTWICKLUNG

RECHERCHE

- *99% der Menschen sind verschmutzter Luft ausgesetzt
- *fast jeder Mensch in Asien und im pazifischen Raum atmet nach Daten des Un-Umweltprogramms Luft, die seine Gesundheit gefährdet
- *verfrühte Todesursache von bis zu 7 Mio. Menschen jährlich
- *alleine in Asien 4 Mio. Todesopfer

das Produkt kann nur eine Persiflage sein!

VISION

Luft soll als gesunde Lebensgrundlage für Menschen auf der ganzen Welt zugänglich sein

MISSION

aer soll das Leben der Konsument:innen auf physiologischer und psychologischer Ebene verbessern. Gute Luft als selbstverständlicher Luxus.

COORPORATE IDENTITY

EINFACH ZU ERREICHEN

- Gesundheit:** *Personen, die leicht zu erschrecken sind, hypochondrisch veranlagt sind
- *Personen mit Atemwegserkrankungen, -störungen
- *spirituell veranlagte Personen

Neugier:

- *Personen, die gerne neue Sachen ausprobieren
- *Personen, die Impulskäufe tätigen (reich & arm)

Sehnsucht:

- Personen, die eine große Sehnsucht nach einem bestimmten Ort haben, den sie aber nicht besuchen können

Status:

- *Personen, die sich elitär fühlen wollen
- *Personen, die gegen die Luftverschmutzung wirken möchten (Spende)

SCHWER ZU ERREICHEN:

- Gesundheit:** Personen, die im medizinischen Milieu tätig sind

Neugier:

- *skeptische, altmodische, konservative Menschen
- *ältere Generationen

Status:

- *Personen, die Kritik äußern gegenüber der Aneignung von Allgemeingut
- *Personen, die aktiv gegen die Luftverschmutzung etwas unternehmen

GESTALTUNGSANSÄTZE



- *dunkel, schwarz
- *zarte Elemente
- *fließend



- *hell, schimmernd
- *fließend, elegant
- *spirituell



- *clean
- *medizinisch
- *naturrell

KONKRETISIERUNG

NARRATIV

In the year 2028, the world witnessed the unprecedented event known as the eruption of the Campi Flegrei, a super volcano based in Italy. Its devastating effects went far beyond the initial explosion, triggering a global climate catastrophe that would forever reshape our planet.

The eruption unleashed a volcanic winter, enveloping the Earth in a chilling embrace as temperatures plummeted worldwide. This sudden drop in temperature resulted in widespread food shortages, as the mass extinction of plants and animals disrupted the delicate balance of ecosystems. The repercussions were felt for years, testing the resilience of communities and nations alike.

Darkened skies became the new norm as colossal tephra emissions shrouded the atmosphere. The once-familiar warmth of sunlight dimmed, leading to what scientists called global dimming.

This phenomenon had far-reaching consequences, affecting not only the environment but also the health of countless individuals. The air became laden with particles, causing a severe deterioration in its quality. Tragically, even years after the eruption, lives continued to be lost as people struggled to breathe amidst the lingering effects of the eruption.

GRÜNDERINNEN STORY

We are Benisha and Luise, the founders of aer, we want to share our story with you. Our path was shaped by personal tragedies that ignited a deep-seated desire to make a lasting impact in the world.

I, Benisha, experienced an indescribable loss when my father succumbed to the devastating consequences of polluted air. Witnessing the profound impact it had on my family, I made a solemn vow to prevent others from enduring the same pain. Meanwhile, my partner, Luise, battled the daily challenges of severe asthma, a constant reminder of the urgent need for clean and breathable air. Our shared experiences took on newfound significance when a cataclysmic volcano eruption unleashed a global crisis, making air pollution a problem for everyone. This event became a defining moment, fueling our determination and motivation to bring our vision to life. Countless hours of research, innovation, and collaboration followed as we sought to create a solution that would offer respite to individuals and communities worldwide.

Our unwavering commitment was rewarded when we successfully launched our brand and introduced our revolutionary product to the market. However, our mission extended far beyond mere commercial success.

We aimed to touch the lives of people far and wide, ensuring that no one would have to endure the detrimental effects of polluted air. With every bottle of clean and fresh air, we sought to bring relief, hope, and revitalization to individuals impacted by the global air quality crisis.

Today, our legacy lives on, as our brand stands as a testament to the power of determination and compassion. It serves as a beacon of hope, offering a lifeline to individuals across the globe, enriching their lives with the gift of clean, fresh air. With every breath, we collectively embrace a healthier, more vibrant future – all thanks to our unwavering subvention and motivation.

Join us on this journey, as we continue to make a difference, one breath at a time. Together, let us create a world where clean and breathable air is not just a luxury, but a fundamental right for all.

PERSONAS

EMILY

THE BUSINESS EXECUTIVE

Emily is a successful businesswoman who values efficiency and productivity. She is always on the go, managing multiple projects and deadlines. She is a perfectionist and has high standards for herself and others. She is a team player and is always willing to help her colleagues. She is a professional and is always dressed in business attire.

JAMES

THE NATURE ENTHUSIAST

James is a nature lover who enjoys spending time outdoors. He is a hiker and a runner, and he loves to explore new trails and landscapes. He is a conservationist and is always looking for ways to protect the environment. He is a community organizer and is always looking for ways to get others involved in environmental causes.

SARAH

THE RESILIENT ARTIST

Sarah is an artist who has overcome many challenges in her life. She is a survivor of a major disaster and has lost everything she once owned. She is a resilient and determined person who has managed to rebuild her life and create a successful career in the arts. She is a role model for others who are facing adversity.

CORPORATE DESIGN



PACKAGING



HOW TO USE

To effectively use our product, it's important to understand how to apply our mask. The following steps will guide you through the simple process:

1. Identify the Big and Small Sides Our mask is designed with a big and a small side. The big side is meant to be placed over your mouth to inhale the fresh canned air.
2. Locate the Stamp In the middle of the mask, you'll find a stamp. This stamp serves as a pressure point to activate the release of air from the bottle.
3. Push the Stamp Apply gentle pressure to the stamp, pushing it inside the bottle. As you do so, air will be released, ready for you to breathe in.
4. Keep it On Once you have activated the release of air, you can leave the mask on, even when not actively using it. This simplifies the process, allowing you to easily access fresh air whenever you need it.

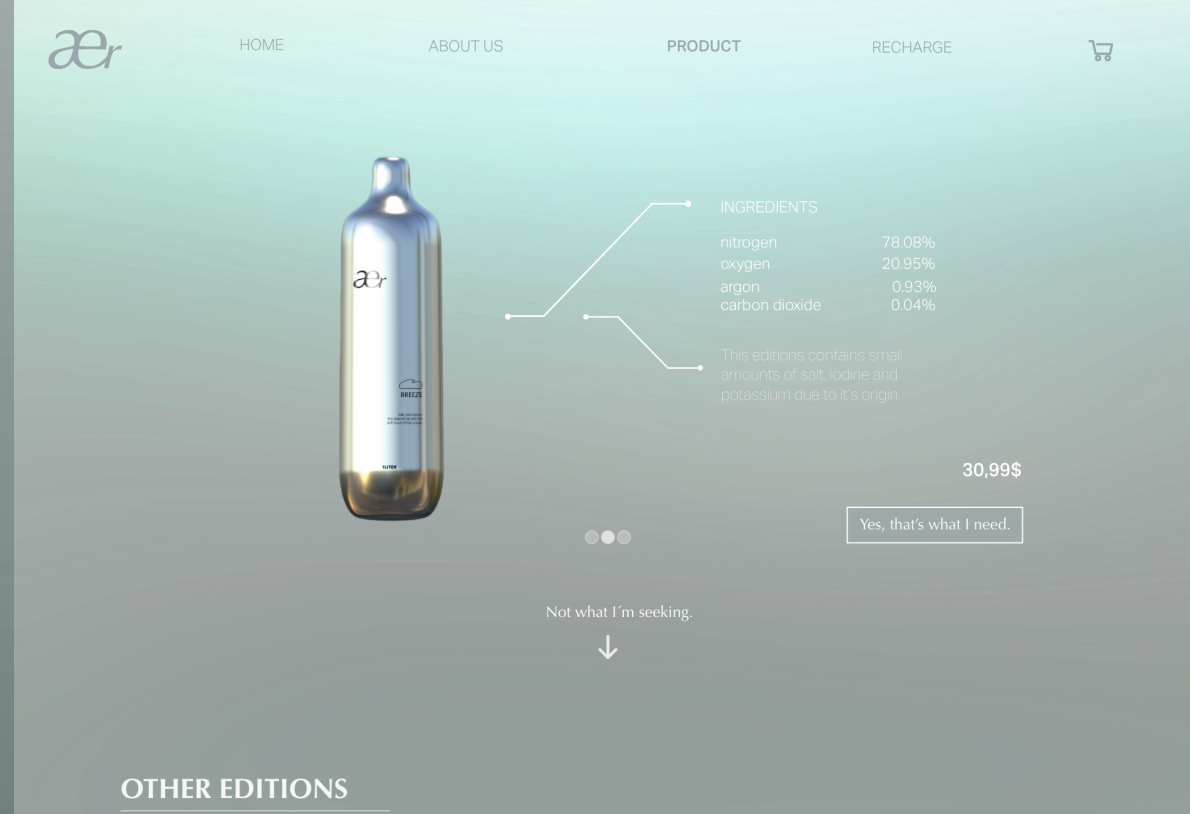
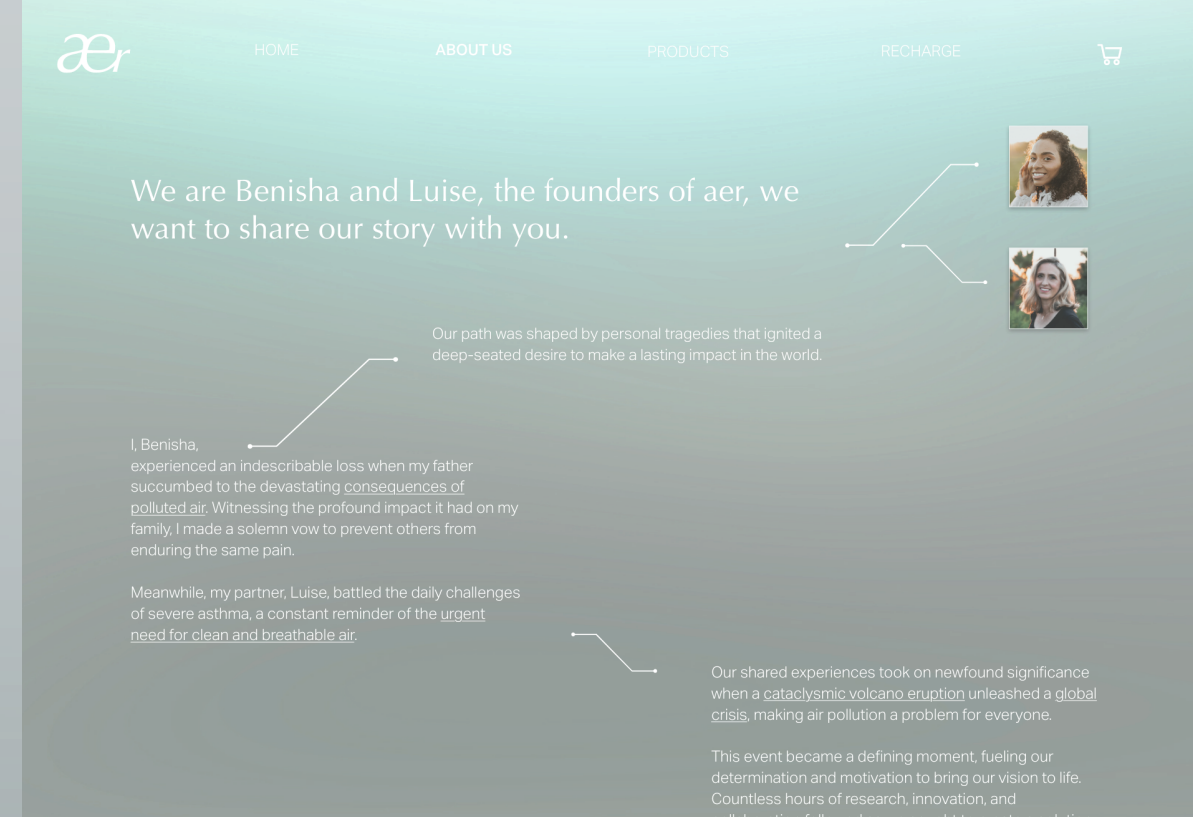
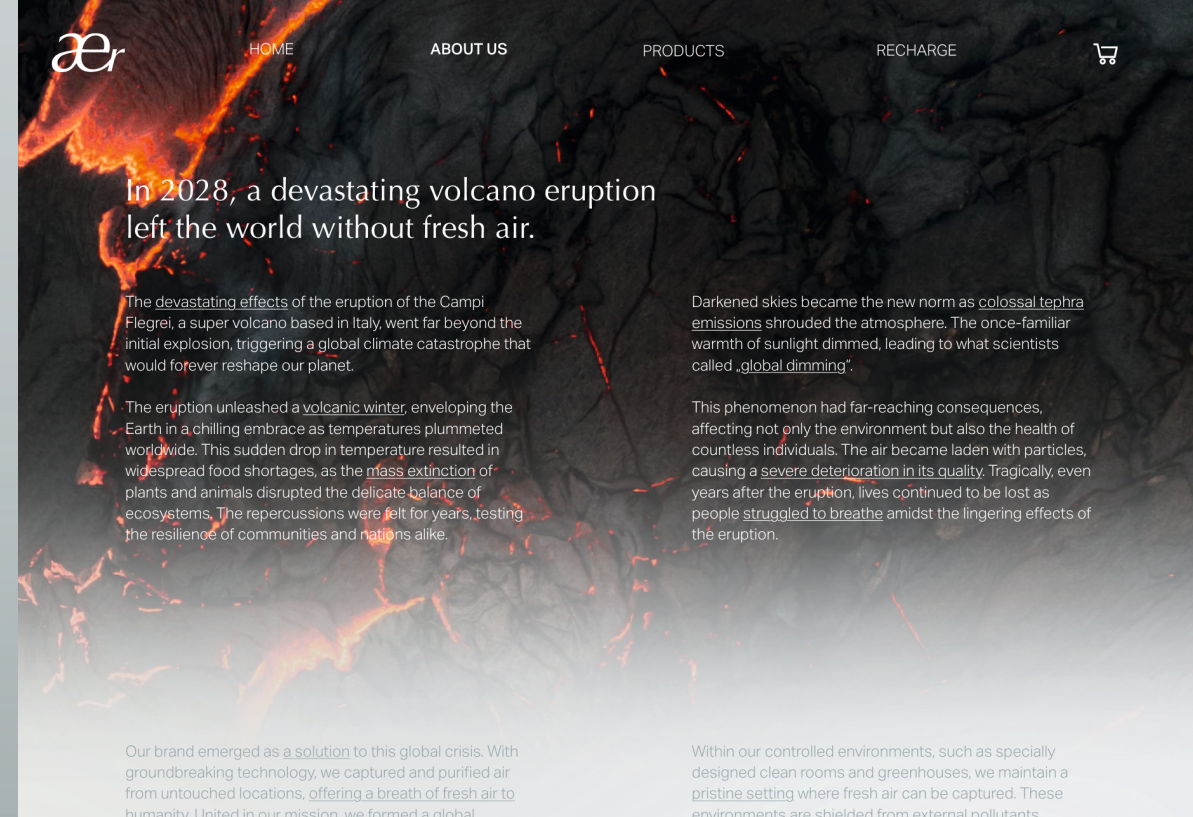
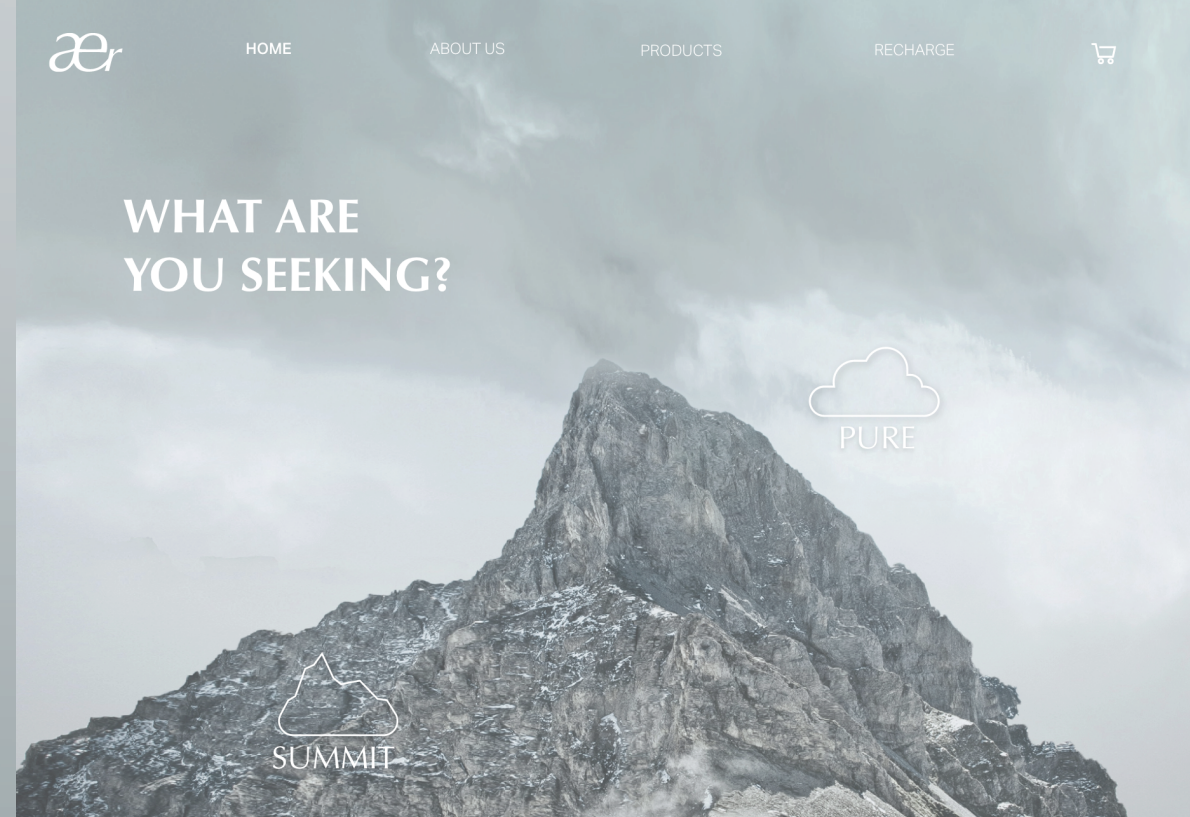
By following these straightforward instructions, you can effectively utilize our mask and enjoy the benefits of breathing in our pure, revitalizing canned air.

RECHARGE STATION

Our state-of-the-art Recharge Stations are strategically located in convenient spots throughout cities, parks, airports, and other public areas. Select your preferred edition and watch as your bottle gets carefully sealed to maintain the freshness and purity of the captured air. Designed with modern aesthetics and user-friendly interfaces, our Refresh Recharge Stations provide a seamless experience. Step up to the station, take a deep breath, and feel the refreshing surge of oxygen as it revitalizes your senses. With each inhalation, you can embrace the positive energy and vitality that comes from breathing in nature's pure essence. have activated the release of air, you can leave the mask on, even when not actively using it. This simplifies the process, allowing you to easily access fresh air whenever you need it.



WEBSITE



Vera-Sophie Horstmann, Marianne Pouységur
Johanna-Maria Zipper

Begleitung von Prof. Carl Frech



aer bietet einen Lösungsansatz, in einer dystopischen Zukunft in der sich der Klimawandel verschlimmert, bis zu dem Punkt an dem Luft zu einem Luxusprodukt des täglichen Bedarfs wird. So ist aer nicht nur ein Warnhinweis, unsere Umwelt jetzt zu schützen, sondern soll auch als Persiflage dienen.