

Bloom Project

THE PERSON/PEOPLE BEHIND
Stefan Maier-Wimmer
Creative Director



Describe yourself in three words.
Creativity meets passion

When you were younger, what did you want to be?
Did you ever think you would be doing what you do today?
Lieutenant Blueberry. No.

Imagine opening the newspaper in the morning.
What headline would you like to read about yourself?
None. Newspapers hardly ever print the truth.

What object could you not live without?
My MacBook

If you could be someone else for a day, who would it be and why?
Any artist or sculptor following only his inspiration.

Name your favorite product, city, and publication.
Aston Martin DB5, Brasilia, "Graphis"

THE COMPANY

Bloom Project

Fields of Action
Full-service, cross-the-line advertising agency, online and offline, consulting, strategy, design, copywriting, implementation

References
Clients from the fields of fashion, education, finance, energy, food and beverages, health care, industrial goods, retail, publishing and media services

Number of Employees
A total of 80 in Nuremberg and Munich

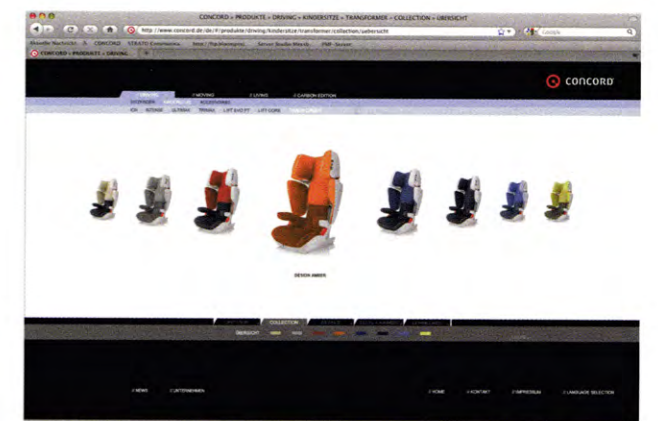
Awards
iF communication design award, iF packaging award, red dot award, Jahrbuch der Werbung, Beverage Innovation Award, German Design Prize (nominee)

iF ranking 2012
creative: position 88

Contact
Nuremberg/Munich, Germany
phone +49.911.99435-0
kontakt@bloomproject.de
www.bloomproject.de



Professional in print and online: Concord's award-winning product catalog



The Concord website, winner of the iF communication design award in gold

INTRO

The purpose of a communication agency is to convey messages. Good communication must be appropriately packaged, attention-grabbing, and easily understood if it is to function and fascinate in equal measure. The works presented by Bloom are prime examples of this. They are convincing on a conceptual and aesthetic level. But what lies behind it all? When it comes to good communication, the necessary know-how coupled with a passion for good design will produce outstanding results in all communication channels – both online and offline – as well as for the most diverse products and services.

CONCORD

Bloom's work for Concord Kids' Equipment provides an excellent example. The manufacturer's product range includes such high-quality children's products as buggies and car seats with superb styling and functional quality. These aspects are at the core of each communicative measure, the aim being to provide an impressive platform for the products' aesthetic aspects, along with information about their functionality. This has been successfully implemented in both the corporate website and product catalog. The website intelligently combines a streamlined product presentation with an intuitive and user-friendly guide through the product portfolio. The product catalog displays Concord's entire range of goods in a mix of highly emotional image motifs and information. Its reduced design blends seamlessly into Concord's general profile.

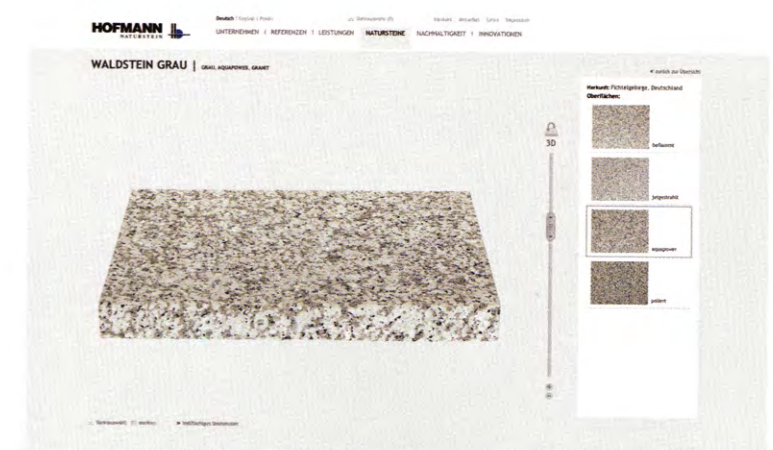
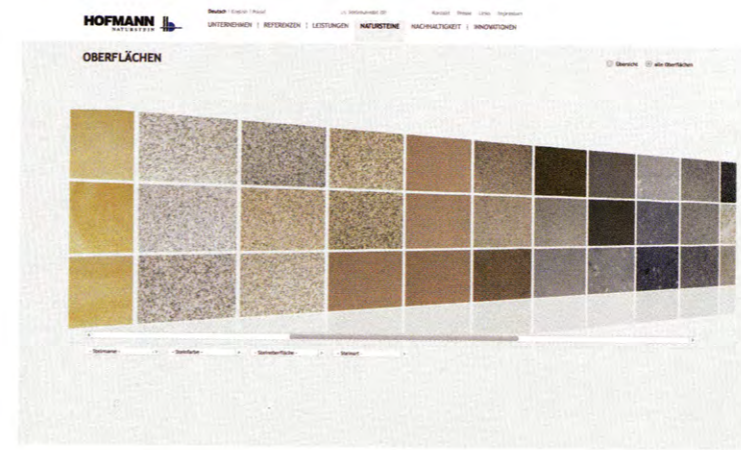


SANSIBAR

Packaging is another area in which Bloom Project is able to show its outstanding design skills – such as the design for the product launch of the select Sansibar chocolates. The objective was to create packaging for Sansibar that would meet the very high demands of this cult brand – given that the brand name Sansibar offers only the highest-quality products. What resulted was a distinct and stylish design with finely drawn lines and classic proportions. In order to achieve a unique aesthetic, the color coding of each of the chocolate boxes was further refined by means of a sophisticated Iridodin coating. The iridescent shimmer of the coating against the otherwise matt black packaging makes the design look especially high-class and striking.



The iF packaging design award for the stylish boxes of Sansibar chocolates



Hofmann Naturstein's corporate website, winner of the iF communication design award



HOFMANN

Another award-winning online project by Bloom was the corporate website of Hofmann Naturstein, an international company in the field of facade construction. The challenge here was to come up with a web design that provided sufficient space for the individual buildings, so as to show their architectural significance to their best advantage and to present the material "stone" in all its diversity. The outcome: the website portrays the impressive references together with Hofmann's entire range of natural stones in a Flash gallery. A 3-D viewer displays the natural stones from various angles, simulating the optical effect of the structure of the stone under different lighting conditions – an important aid to decision-making for architects and building contractors.