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#spoga+gafa

## unique youngstar 2017: Jessica Bruni asserts herself as the winner with Plants Talje

- **Second place goes to Pieter Städler with Städler Made Outdoor Oven**
- **Chris Walter and Amélie Ikas came third with Sitting Standing People**
- **Samuel Shoham was delighted to receive the Audience Award and the Special Mention Award for Digger**

With a record participation of 81 entries in total from 18 countries, the unique youngstar 2017 competition headed for the home straight on Sunday at spoga+gafa (3 to 5 September 2017). The high international popularity and the outstanding quality of the entries underlines the growing significance of the competition within the industry. It offers the young designers an excellent platform for networking and for daring to take the first step onto the international circuit. As a result, the tension among the 15 nominees was clearly noticeable in the unique Bistro shortly before the four winners were announced. The unique youngstar is endowed with Euro 7,000 in prize-money in total: The winner receives Euro 3,000, Euro 2,000 goes to second place. The winner of the third place as well as the winner of the public prize receives Euro 1,000. The prototypes of all of the winners and nominees will be exhibited in Hall 10.2 until the end of the trade fair.

Jessica Bruni was delighted about her victory in the unique youngstar 2017 competition with her Plants Talje. The jury justified its decision as follows: "Plants Talje has a kind of poetic moment, which is impressive. The plants themselves 'communicates' through the mechanic that they need water before they are dying."

Pieter Städler secured second place with the Städler Made Outdoor Oven. "The Städler Made Outdoor Oven is already well thought-out down to the last detail: The details and the presentation were very harmonious - from the packing through to the functionality. The Städler Made Outdoor Oven is basically ready for the market. That is what convinced us."

Third place went to Chris Walter and Amélie Ikas for Sitting Standing People. The jury particularly underlined the significance for public spaces: "Sitting Standing People is a product that is immediately self-explanatory. It offers a playful approach, invites people to take a seat, is easy to operate and promotes communication and interaction in public spaces."



spoga+gafa Cologne  
The garden trade fair  
03.09.-05.09.2017  
www.spogagafa.com

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Digger by Samuel Shoham received 89 out of 339 votes and thus won the public prize of the unique youngstar 2017 contest. The jury was also impressed: “Digger is almost a form of anti-design. It is about the reusability of waste or already used things. It has several functions in one and encourages today’s consumer world to reflect.”

The spoga+gafa 2017 is open to trade visitors on 3 and 4 September from 09:00 a.m. to 06:00 p.m. and on 5 September from 09:00 a.m. to 05:00 p.m. Further information is available at [www.spogagafa.com](http://www.spogagafa.com) .

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Koelnmesse is the world’s top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include the LivingKitchen China/CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the network of the interior decorating industry, Koelnmesse offers direct access to relevant products, contacts, competence and events.

Further information is available at: <http://www.global-competence.net/interiors/>  
Further information about ambista: <http://www.ambista.com/>

The next events:

Kind & Jugend, Cologne, Germany 14.-17.09.2017

China Kids Expo, Shanghai, China 18.-20.10.2017

CIKB, Shanghai, China 21.-23.10.2017

FSB Cologne, Germany 07.-10.11.2017

aquanale, Cologne, Germany 07.-10.11.2017

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Page  
3/3

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