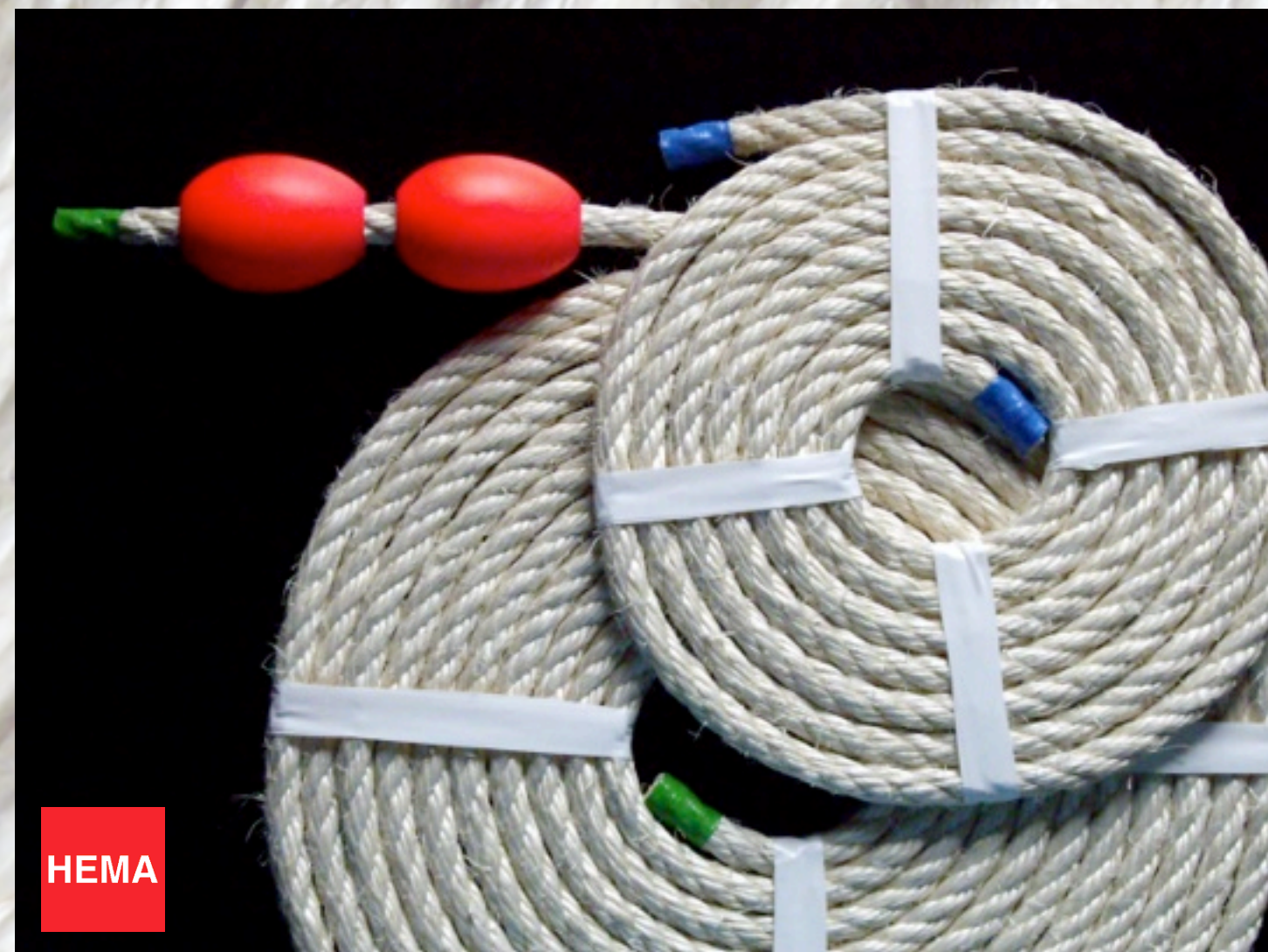


# HEMA ONTWERP WEDSTRIJD 2011

JULIA FRITZ



For the HEMA Ontwerpwedstrijd 2011 I designed a jump rope with adjustable and exchangeable handles that comes with two ropes of different lengths. The long rope can be used in group games, e.g. for children, the short one for individual jumping or training.

# PROJECT 1

## ON THE ROCKS

JULIA FRITZ

In our first study project the task was to create a lamp for a specific target group. I chose „Brandies“ and my lamp „ON THE ROCKS“ looks like a drink with ice cubes in it.

The transparent pipe can be filled with lots of different things and is for the customer an opportunity to live his or her creativity. This makes the product individual to every person.



# PROJECT 1

## ON THE ROCKS

### DEVELOPMENT

JULIA FRITZ

