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PRESS RELEASE

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New challenge for beginners and hobby artists: STAEDTLER invites you to take part in an international competition

Attention hobby artists: STAEDTLER is launching the "Design Journey - International Creative Challenge" in 2025. The new competition is aimed at prospective artists worldwide who - inspired by nature - are on a creative journey. As part of the popular Design Journey, beginners and hobby artists can not only develop their artistic skills, but also exhibit their work online and win prizes.

Unleash your own creativity

Many artists are inspired by nature and embark on an individual journey of discovery. STAEDTLER's Design Journey not only offers the right tools for this, but also the challenge that is sometimes needed to improve. The new "International Creative Challenge" gives hobby creatives an incentive to bring out the best in themselves, as well as the chance to develop their creativity and present their works of art to the public.

International competition for hand-painted works

The competition is aimed at hobby artists aged 18 and over. Attendees from participating countries can submit their artwork online between 15 September and 15 October 2025. In line with the Design Journey concept, submissions must be inspired by nature and painted by hand. Digitally created or AI-generated works are not permitted. Images can be uploaded directly to a website where they will appear in an online gallery.

Inventiveness, aesthetics and expressiveness

An international jury of artists will evaluate the submissions according to the criteria of creativity and innovativeness, aesthetics and visual power, emotional expressiveness and interpretation of the theme and will honour 20 works. In addition, the public will vote online for the most popular work of art. The prizes are high-quality products from the STAEDTLER range. The first place on the jury and the winner of the public vote will each win an invitation to the STAEDTLER headquarters, including a factory tour.

Improve yourself with the Design Journey Art Class

Whether detailed pencil drawings, lively coloured pencil paintings, soft watercolour landscapes or loving hand lettering works: just like the popular Design Journey range, the "Creative Challenge" is aimed at hobby creatives who want to learn different painting and drawing techniques. The Design Journey drawing school therefore offers free online courses on various techniques. With the help of the tutorials, participants can improve their drawing and painting skills in the run-up to the competition so that they can create and submit the artwork that exactly matches their ideas.

New watercolour paint set for glittering effects

Anyone who is passionate about creating art will find the right working materials at STAEDTLER. The Design Journey range has been continuously expanded since its launch in 2018. In 2025, there is also a new product for unbridled and nature-inspired creativity: the new watercolour paint set offers everything you need for watercolour art. Twelve metallic colours create glittering effects both with delicate,



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transparent colour gradients and in several layers for a more intense effect. The colours are complemented by a water brush and a sponge to sweep paint off the brush. The handy, compact set with a grip ring on the back and mixing palette in the lid is ideal for hobby painters who like to be out and about and are inspired directly by nature.

You can find more information about the Design Journey and the creative competition at www.staedtler.com



Caption:

The new Design Journey watercolour set from STAEDTLER is ideal for on the go and offers everything you need for watercolour art.

Image rights: STAEDTLER SE



Caption:

Just like on their artistic voyage of discovery, there are no limits for hobby creatives in the "International Creative Challenge".

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About STAEDTLER

STAEDTLER ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. With its products, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at colouring in early childhood to products for creative work. The writing and creative goods manufacturer offers a wide range of high-quality products for all ages and demands, constantly developing new approaches to connect analogue tradition and digital innovation. STAEDTLER headquarters are located in Nuremberg. It currently employs almost 2000 people worldwide and is represented by affiliates in 25 countries. www.staedtler.com



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