



Head of ideas.

PRESS RELEASE

November 2023

The Design Journey goes around the world: Discover the beauty of nature with the new "Around the World" sets

With the new STAEDTLER Design Journey sets, creative hobbyists can embark on an artistic journey of discovery around the world. The packaging of the sets, which were designed by artists from five continents, provides inspiration. They show natural highlights from each continent and, in addition to the appropriate colour palette, also provide digital courses for drawing the motifs. In addition, the Design Journey Art Class is dedicated to the trends of the new year.

Artistic journey across five continents

The packaging of the new Design Journey "Around the World" sets shows some of the most beautiful natural highlights from five continents, painted by local artists. They encourage people to pick up their own pens and encourage amateur artists to let their creativity run wild. Each set contains six selected colours of the water-soluble double felt-tip pen with brush tip.

Whether the decision falls on the picturesque mountain and meadow landscape of Europe, the tropical coast of Australia, the African savannah, the Andes in South America or paddy field terraces in Asia - each set provides the colours that match the motif. The Design Journey series once again is an invitation to artistically discover beautiful landscapes and be inspired by them. Video tutorials on the STAEDTLER website provide assistance. With them, the works of art from the packaging can be easily drawn even by less experienced hobby artists.

Flowing watercolour effects thanks to two brush tips

The double felt-tip pens contain two tips, a flexible brush tip (approx. 1.0 to 6.0 mm line width) and a fine tip (approx. 0.5 to 0.8 mm line width), which can be used to draw flowing watercolour effects. They are available in 36 colours inspired by nature. The packaging consists of 80% recycled cardboard.

Learn hand lettering with the Design Journey Art Class

Whether the journey takes us through Africa, Australia or the world of art, we always learn something. That's why the Design Journey Art Class offers free online courses for creative hobbyists who want to learn new drawing techniques. A new course on hand lettering will be available on the STAEDTLER website from spring 2024 – two artists will show how lettering can be designed creatively. A video on watercolour painting as well as many other online courses are already available to discover.

Inspired by nature, each artist embarks on their own journey. STAEDTLER offers the right material to work with. The popular Design Journey range is aimed at creative hobbyists who want to try out a wide range of painting and drawing techniques. The range has been continually expanded since its introduction in 2018.

More information on the Design Journey range and the Design Journey Art Class can be found here:

<https://www.staedtler.com/int/en/discover/design-journey/>

<https://www.staedtler.com/int/en/discover/learn-watercolour-painting-for-beginners-the-ultimate-online-course/>



Caption:

The packaging of the new Design Journey "Around the World" sets shows some of the most beautiful natural highlights from five continents.

Image rights:

STAEDTLER SE



Caption:

Each set contains six selected colours of the water-soluble double felt-tip pen with brush tip.

Image rights:

STAEDTLER SE



Head of ideas.



Caption:

The double felt-tip pens contain two tips, a flexible brush tip and a fine tip, which can be used to draw flowing watercolour effects.

Image rights:

STAEDTLER SE

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 more than 2,200 people in 26 countries worldwide - of which approx. 1,200 work in STAEDTLER'S domestic market. For production the company stays true to its roots and counts on quality "Made in Germany": nearly two-thirds of all STAEDTLER products are manufactured in Germany. www.staedtler.com

Contact:

Dominik Kestler
Head of PR & Corporate Communications

STAEDTLER SE
Moosaeckerstrasse 3
D-90427 Nuremberg

phone: +49 911 9365-461
e-mail: dominik.kestler@staedtler.com