

# NATURE + SUSTAINABILITY IN ADVERTISING

Collected and edited by Prof. Frank Sander © 2011

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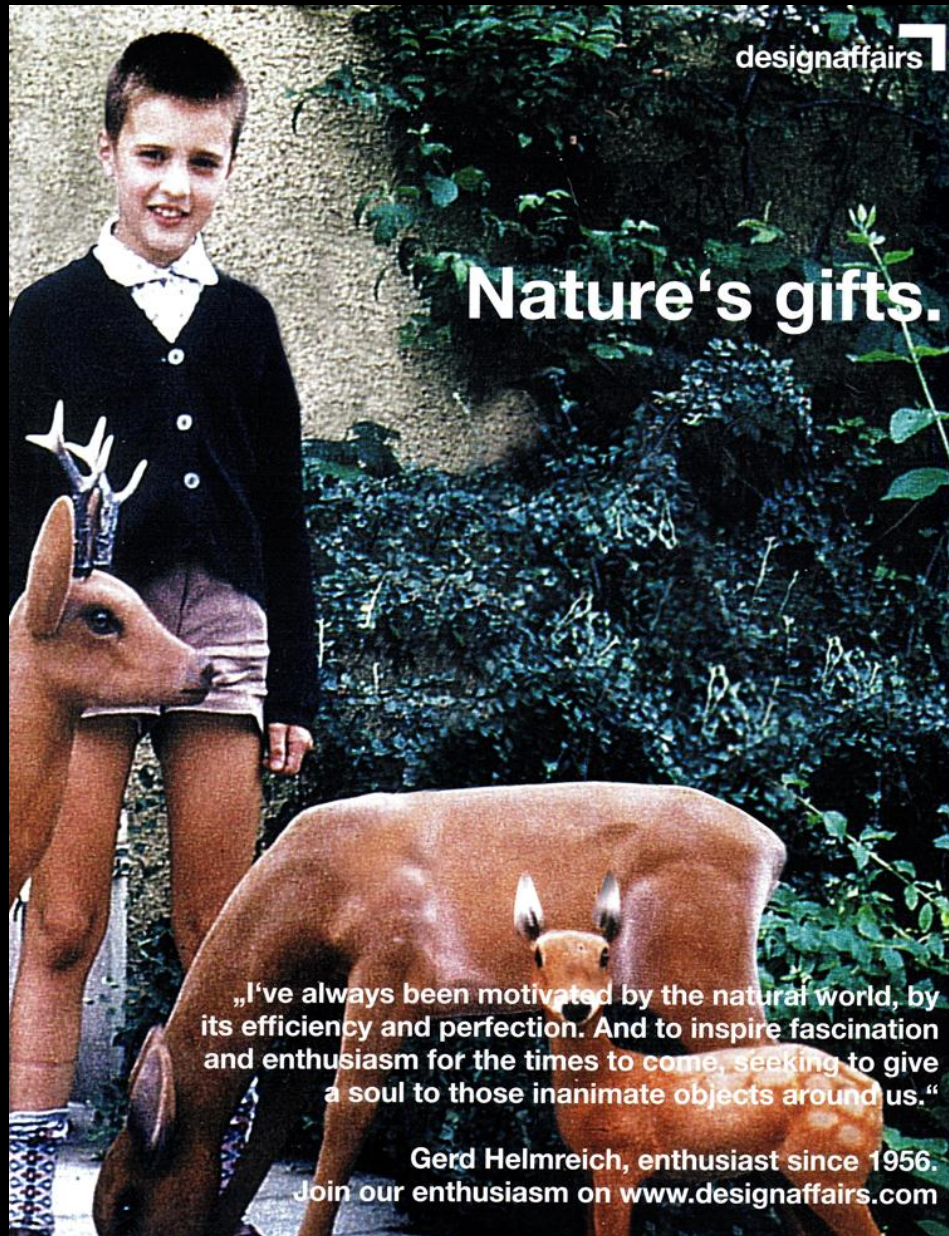
A project implemented by:



Falls Sie  
eine neue Richtung einschlagen möchten.

In case  
you want to follow a new direction





designaffairs

## Nature's gifts.

„I've always been motivated by the natural world, by its efficiency and perfection. And to inspire fascination and enthusiasm for the times to come, seeking to give a soul to those inanimate objects around us.“

Gerd Helmreich, enthusiast since 1956.  
Join our enthusiasm on [www.designaffairs.com](http://www.designaffairs.com)

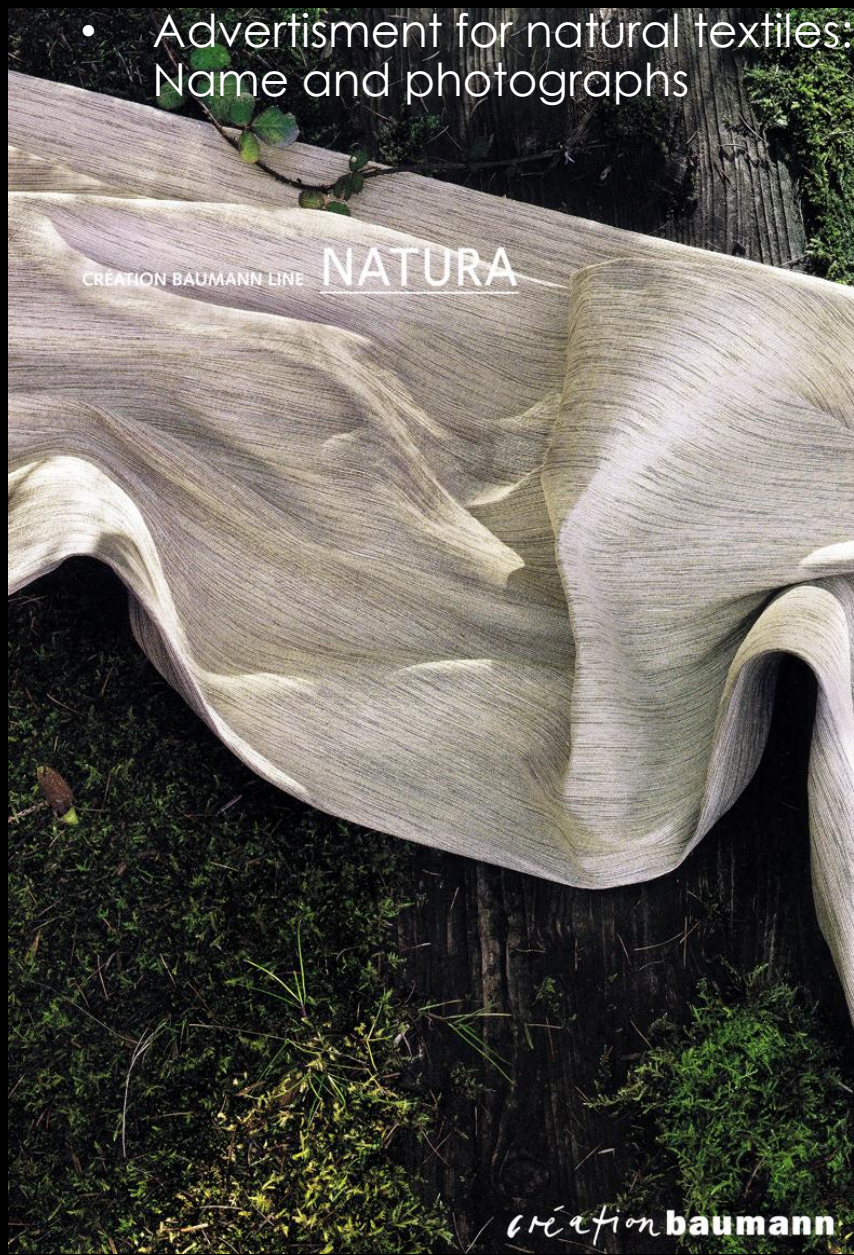
- “designaffairs” – a leading design office in Germany advertises the enthusiasm of the boss for nature.

Nature & Design  
möbelschmitz  
„YOUR PERSONAL FURNITURE RETAILER“



# NATURE + SUSTAINABILITY IN ADVERTISEMENT

- Advertisement for natural textiles  
Name and photographs



- Move forward to **Natura**. Enter a textil world full of life spirit. **Rooted** in many years of sales success. Brought to **flourishing** thanks to fresh ideas and new technology. **Nourished** out of the best source: Creation Baumann, of course

CRÉATION BAUMANN LINE | NATURA

VORWÄRTS  
ZUR NATURA. BETRETEN  
SIE EINE TEXTILE WELT  
VOLLER LEBENSKRAFT.  
VERWURZELT IN VIELEN  
JAHREN MARKTERFOLG.  
ZUR BLÜTE GEBRACHT  
DANK FRISCHER IDEEN  
UND NEUER TECHNIK.  
AUS BESTER QUELLE  
GENÄHRT: CRÉATION  
BAUMANN, NATÜRLICH.

OUT OF RESPECT FOR NATURE,  
AND BECAUSE OF LOVE FOR  
PEOPLE

INVENTED BY MOTHER  
NATURE: >MATERIALIZED<  
BY CREATION BAUMANN

Origin and maturity. Harmony  
and development . *What is  
convincing in nature*, is reflected  
in the actual NATURA-Collection.

The designers of Creation  
Baumann continue the success  
story with contemporary design  
and surprising brightness, which  
makes the NATURA COLLECTION  
to an classic product of textile  
culture.

AUS LIEBE ZUR NATUR,  
UND AUS LIEBE ZUM  
MENSCHEN

VON MUTTER NATUR  
ERFUNDEN: VON  
CREATION BAUMANN  
>VERSTOFFLICHT<

Herkunft und Reife, Harmonie  
und Entwicklung. Was in der  
Natur überzeugt, widerspiegelt  
sich in der aktuellen NATURA-  
Kollektion. Mit zeigemässer  
Gestaltung und überraschender  
Klarheit schreiben die Designer  
von Creation Baumann darin  
eine Erfolgsgeschichte fort, die  
das NATURA-Sortiment zu einem  
Klassiker der Textilkultur macht.



# NATURE + SUSTAINABILITY IN ADVERTISEMENT

Inspired by the beauty of nature



Flowing lines with an elegant spirit

Flowing lines with an elegant spirit.  
Curve Prime series by Laufen.

Laufen now fulfill the consumers need of  
total bathrooms with their own faucet portfolio.

