

**Category:** Corporate Design and Communication

**Project:** Christmas card Schreinerei Freudig

**What was the challenge?**

We wanted to create a very special Christmas card for the carpenter's workshop »Freudig«. It should have a unique charme which immediately is reminiscent of handcraft.

**What was the solution?**

Making something out of wood is nothing unusual in a carpenter's shop. To process wood with tools – but to make a tool from wood is something else. We developed several motives showing snow crystals. They were produced in the carpenter's workshop and were worked out by a CNC milling machine of a hundredths of a millimeter. Real handcraft was needed when the cards were printed on a very old printing machine. Two of the snow crystals were printed on top of each other as Christmas stars. In combination of different motives and colours 160 unique pieces were created. No card looks like another card!

**What was the effect?**

The art print went far beyond a usual Christmas card. The crystals in their endless variety came better than ever expected. The accompanying booklet explains the process – from the first idea to the final unique Christmas card. The carpenter's workshop gave time as a gift, to people who have everything. There was plenty of positive feedback.

**Contact:**

Andreas Koop  
designgruppe koop  
info@designgruppe-koop.de  
www.designgruppe-koop.de

