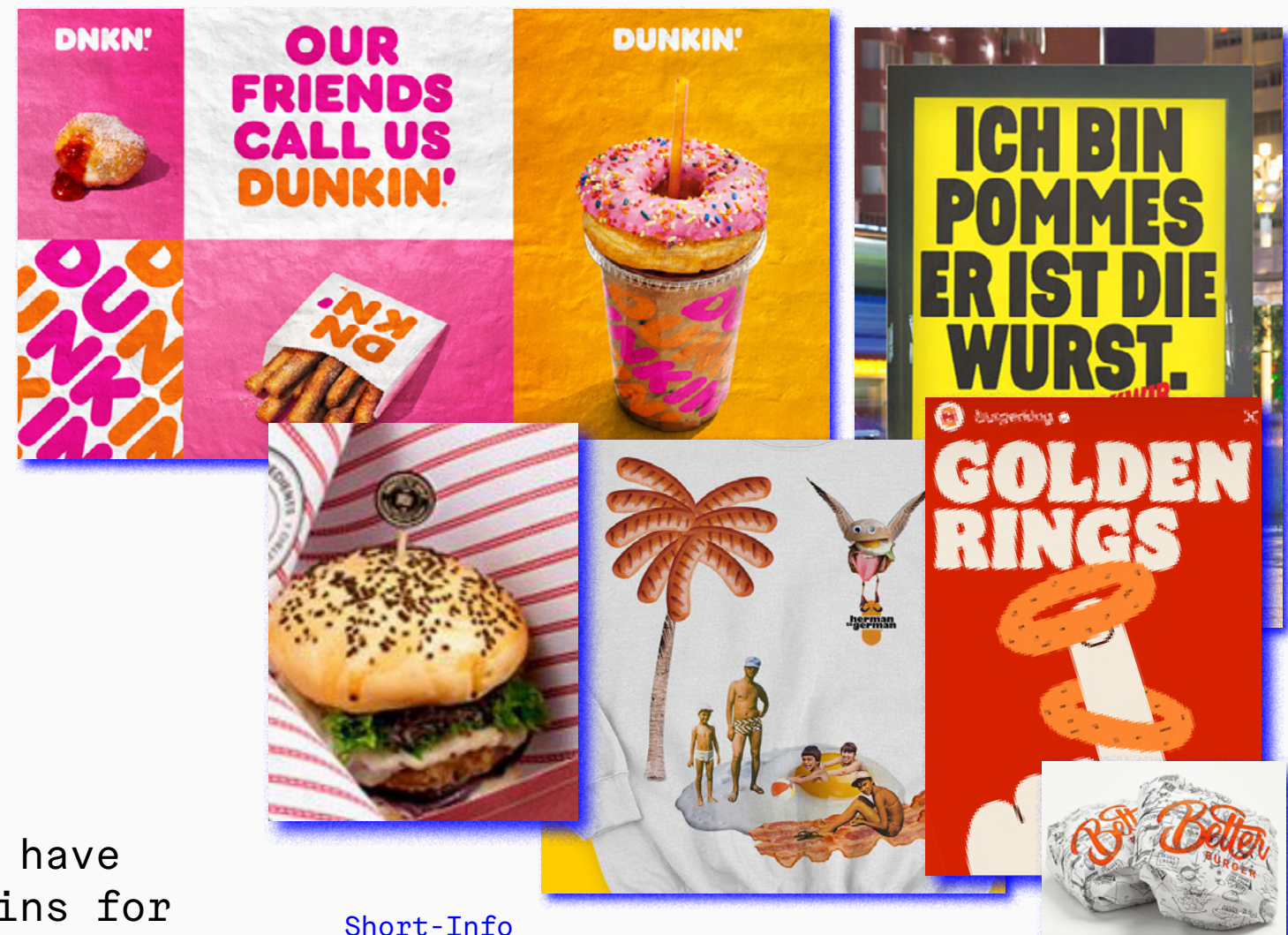


EAT  
WORK  
EAT  
REPEAT



### Task (Teams of 2-3)

Comprehensible concept of a fictitious, veggie burger... restaurant/take-away/pop-up/food truck incl. brand, packaging, POS and in-house beverage edition + & design system of the same

### Background

Small, individual and high-quality burger restaurants/take-aways have been taking market share away from the established fast food chains for years. According to >Statista<, over 50 per cent of Germans surveyed now pay attention to the quality of food: >Fresh preparation, regionality or organic quality are in trend ... In addition, the topic of sustainability is becoming increasingly important.

Vegan/vegetarian burgers in particular are becoming increasingly popular. Environment/climate, health, world hunger, animal welfare - there are many reasons to avoid the meat between the buns. Thanks to BeyondMeat etc., [imho] you don't have to compromise on the flavour of the patty either.

In terms of design, >craft burger places< offer great freedom for designers: whether graphically, illustratively, photographically or typographically with the right text concept.

You get extra feedback from Alex >Mr. Rocket< Røtterink, Rocket&Wink

### Short-Info

#InterdisciplinaryDesign #Brandig  
#Takeaway #Packaging #Food #Drinks

Programme/Course	- KD 4+6 (2nd + 3rd years)
Dates	- Thursdays (partly zoom)
Working mode	- Groups of 2-3
Language	- English + Deutsch
Lecturer	- Kai Bergmann
Input/ Feedback	- Mr. Rocket, Rocket&Wink, Hamburg

### Online

► <https://www.rocketandwink.com>  
► [hsa.incom.org/workspace/1462](https://hsa.incom.org/workspace/1462)  
► <https://hs-augsburg.zoom-x.de/j/91919571200?pwd=UFg-vdk1qRGVtZ0s2enhWU0Z3QTdrQT09>

### Contact

Prof. Kai Bergmann  
► [https://www.instagram.com/\\_kaibergmann](https://www.instagram.com/_kaibergmann)  
► [hs-augsburg.de/Gestaltung/Prof.-kai-bergmann.html](https://hs-augsburg.de/Gestaltung/Prof.-kai-bergmann.html)  
o Room K 3.01  
→ [kai.bergmann@tha.de](mailto:kai.bergmann@tha.de)