**Interview with Young Professionals Application Day winner Marvin Kasper**

“Stummer Diener – R50” is a reinterpretation of the well-known valet stand, a coat rack on which men's clothes were traditionally placed or hung. The modern valet stand impresses with its elegant and contemporary design, as well as with its environmentally friendly production.

In the interview, designer Marvin Kasper explains what inspired him to create the valet stand, why it is important to him to look at everyday objects from a different perspective and how the Red Dot Design Award appeals to the younger generation, particularly with the new metacategory Sustainable Design:

**Red Dot: What inspired you to reinvent the traditional valet stand with the Stummer Diener - R50?**

**Marvin Kasper:** The idea arose during a week-long design sprint that my former university – Hochschule Hannover – organised together with the manufacturer Connox. Originally, the focus was on designing a laundry basket. However, during the process, I thought about other applications and came up with the concept of the valet stand. My goal was to create a modern version of the classic valet stand. Everyday objects should not only fit seamlessly into modern living spaces in terms of their appearance, but also in terms of their intuitive use, while at the same time responding to the current challenges of our time.

**Which part of your design do you value the most and what makes it unique to you?**

My work is often based on a small twist, an approach that looks at everyday objects from a different perspective. It is important to me to design products in such a way that users are encouraged to use them naturally. In the case of the valet stand “Stummer Diener – R50”, for example, this is the shoulder-shaped hanger that invites you to hang up clothes. With my designs, I try to solve everyday problems in a simple yet aesthetically pleasing way.

**How did the collaboration with Connox come about?**

The collaboration with Connox came about through my former university in Hanover, which regularly works with partners from industry and trade. Connox was looking for creative and fresh product ideas for its new label Yunic. After an initial pitch of my design, the concept was selected and transferred to serial production. I was closely involved in the implementation and project management, which was a particularly exciting and instructive process for me as a young designer.

**How do you keep up to date with design trends as a young professional while also ensuring that your work stands out as innovative and unique?**

I regularly visit trade fairs and exhibitions and engage in intensive dialogue with colleagues and experts. I find the Milan Furniture Fair and the Dutch Design Week particularly inspiring. My studies have also helped me to question existing structures and develop my own point of view as a designer.

**What kind of projects or industries inspire you for the future?**

For the future, I would like to design everyday objects, in particular furniture, accessories, and other things that enrich daily life. I am excited by the interplay of materials and manufacturing techniques. During my master’s thesis, I dealt intensively with circulatory systems and would like to deepen this knowledge in future projects.

**How has participating in the Red Dot Award: Product Design influenced your career as a young professional?**

For me as a young designer, participating in the Red Dot Award was a great opportunity to present my work to a broad audience. The exchange with other award winners was particularly inspiring and gave me many new impulses for future projects. The award also greatly encourages me to continue on my path as a designer.

**What advice would you give to aspiring designers who want to participate in the Red Dot Design Award or are at the beginning of their design career?**

My advice: Show your ideas and take every opportunity to gain experience! With the new Sustainable Design metacategory, the Red Dot Award is particularly appealing to the young generation who want to design sustainable products. Sustainability is a key focus at (art) colleges, and many young designers are considering how they can develop products that are both future-proof and resource-efficient. The focus on sustainability is growing – this category offers the ideal platform to showcase such approaches.