

Press kit: Etui:A pencil case for gö Ledermanufaktur

Product

Name: Etui:A

Category: pencil case

Material: leather

Design: Peter Otto Vosding

Year: 2015

Client: gö Ledermanufaktur



Description:

Etui:A is a **pencil case for three writing instruments**. The task was to come up with a solution for three pens that are separated and do not harm each other inside the case.

The solution does not only fulfill the requirements but also makes the product stand out among its competitors and adds a hint of **playfulness**. The three writing instruments are **perfectly protected** inside the closed case. By turning it inside out, the three pencils become accessible.

Etui:A is made out of fine leather by gö ledermanufaktur in Cologne.

Images:

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About the studio:

VOSDING Industrial Design is a German design studio based in **Cologne**. The founder Peter Otto Vosding was born in Wiesbaden in 1990. He studied Industrial Design in Darmstadt, Product Design and Process Development in Cologne and went to Ingvar Kamprad Design Centrum (IKDC), Lund University in Sweden for an exchange semester on a scholarship from the IKEA foundation. During his studies he did internships at squareone GmbH in Düsseldorf and at kaschkasch cologne. In 2017 he founded VOSDING Industrial Design and was selected as **German Design Award Newcomer Finalist**.

The studio now works for international clients in the fields of **furniture, lighting and consumer products**.

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