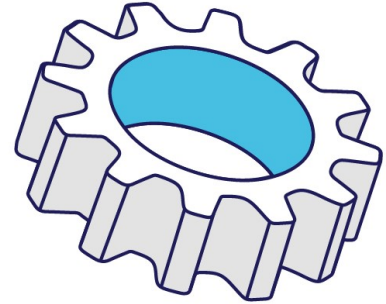




**DESIGN  
VENTURA**  
2009–2019

Bringing the business of design  
to life with Deutsche Bank



## Design Ventura Online Mini Challenge!

Design a product for the Design Museum Shop  
for your chance to win a prize.

### Design criteria

#### Improving everyday life

Your product idea can improve everyday life by meeting the needs of a specific audience group or by addressing a social, educational or environmental issue.

#### The Design Museum Shop

The business setting for your product is **the Design Museum Shop**. Therefore, your product must complement the other items on sale here, such as books, homeware, toys, games and classic designs.

[designmuseumshop.com](http://designmuseumshop.com)

#### Target audience

Your product idea can appeal to a wide audience but should directly target the needs of a specific group, such as:

- ▶ Adult design enthusiasts
- ▶ Young people and students
- ▶ Families

