



DESIGN
VENTURA
2024–25

Bringing the business of design
to life with Deutsche Bank

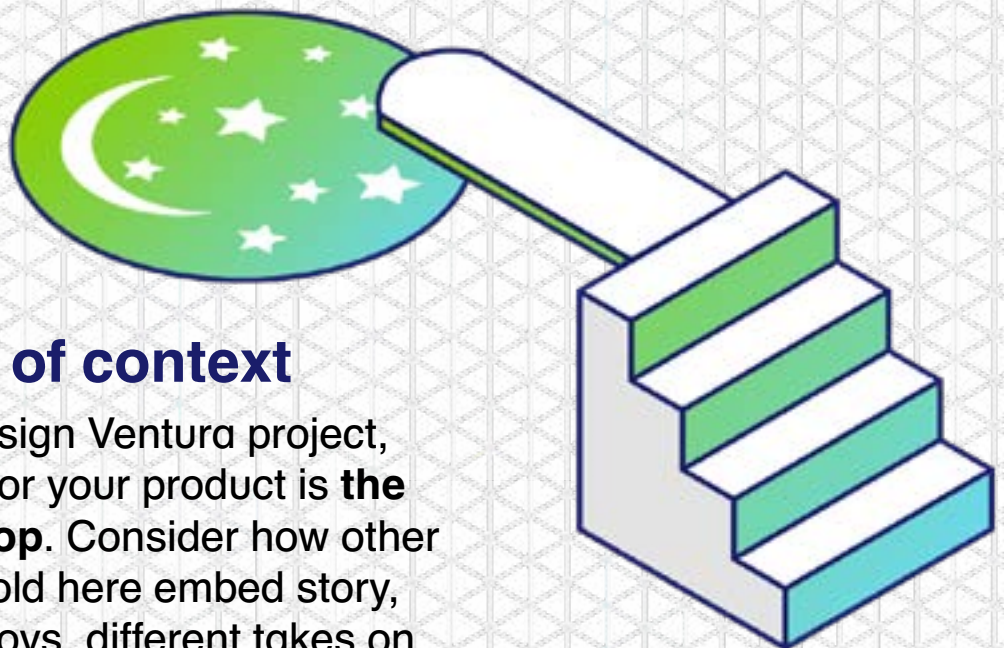
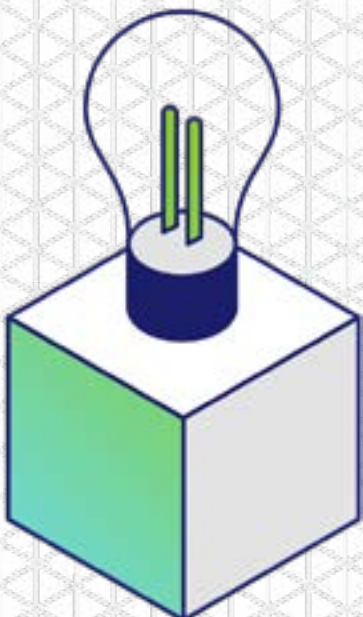
Online Mini Challenge: STORY

Can this theme inspire you to come up with a new product for the Design Museum Shop?

Design criteria

Consideration of context

Just like in the full Design Ventura project, the business setting for your product is **the Design Museum Shop**. Consider how other products which are sold here embed story, including stationery, toys, different takes on books, and homewares.



Connection to theme

Be inspired to design a product that evokes or exemplifies story. You can draw on this theme in many ways, including:

- storytelling
- fairytales, mythology, and folk tales
- story books
- storytelling and oral histories
- cartoons, films, and other non-verbal narratives

Consider the work of other designers and how they explore this theme.