

Transatlantic Innovation Week by Stefan Maier-Wimmer Wins Iron A' Design Award in Advertising and Communication Design

Stefan Maier-Wimmer's Transatlantic Innovation Week Receives Prestigious Iron A' Design Award Recognition in Advertising, Marketing and Communication Design

COMO, CO, ITALY, January 7, 2025 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [advertising](#) design, has announced [Stefan Maier-Wimmer's](#) Transatlantic Innovation Week as a winner of the Iron A' Design Award in the Advertising, Marketing and Communication Design category. This prestigious accolade underscores the significance of Transatlantic Innovation Week within the advertising industry, positioning it as a noteworthy and innovative project that showcases exceptional design principles and creativity in its execution.



Transatlantic Innovation Week

Transatlantic Innovation Week's recognition with the Iron A' Design Award highlights its relevance to current trends and needs within the advertising industry. The project's design aligns with and advances advertising industry standards and practices, offering practical benefits for users, the industry, and other stakeholders through its innovative approach and utility. This award serves as a testament to the project's ability to address real-world challenges and contribute to the advancement of advertising design.

Transatlantic Innovation Week stands out in the market due to its unique features and benefits. The project's key visual gives the event series a distinctive face, while the landing page serves as a central communication platform featuring a captivating teaser video that tells the story of the

current motto, "creativity unbound," and the overarching goal of fostering partnership. The creative communication concept encourages others to become part of the event, with an advertising toolset that helps partners present themselves perfectly and promote their own events. The landing page also functions as an event calendar, showcasing all key dates.

The Iron A' Design Award recognition for Transatlantic Innovation Week has the potential to inspire future designs and influence industry standards. This achievement serves as motivation for Stefan Maier-Wimmer and the project team to continue striving for excellence and innovation in their work. The award may also foster further exploration and advancement in the field of advertising design, as the project sets a new benchmark for creativity and effectiveness.

Team Members

Transatlantic Innovation Week was designed by a talented team of professionals. Creative Director Stefan Maier-Wimmer led the project, with Art Director Sebastian Hudl and Graphic Designer Jana Himmel contributing to the visual elements. Motion Graphics were created by Sabine Glaßl, while Jakob Wassenaar crafted the compelling text. Account Managers Bruna de Moraes Soares and Eva-Maria Engelbrecht played key roles in the project's success.

Interested parties may learn more about Transatlantic Innovation Week at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=153141>

About Stefan Maier-Wimmer

Stefan Maier-Wimmer is a seasoned marketing and communication expert from Germany. With extensive experience working in international network and owner-managed agencies, he has developed a deep understanding of the industry, serving clients ranging from large corporations to SMEs and start-ups. Maier-Wimmer's expertise lies in bringing the true values of companies, brands, and products to light, helping them grow strategically through tailored solutions in brand strategy, design, digital solutions, and lead generation.

About U.S. Konsulat München

The Consulate General in Munich is the third-largest diplomatic location of the United States in Germany. It represents the interests of the United States of America in Bavaria and provides services to all US citizens living in the region. The Consulate General's primary focus is on intensifying and expanding German-American relations, fostering cooperation and understanding between the two nations.

About A' Design Award

The Iron A' Design Award is a prestigious recognition granted to designs that meet the rigorous professional and industrial standards set by the A' [Design Awards](#). Entries are blind peer-reviewed and evaluated based on pre-established criteria by a world-class jury panel consisting of influential design professionals, advertising industry experts, journalists, and academics. The award acknowledges designs that demonstrate a solid understanding of design principles, showcase creativity in their execution, and provide practical innovations that contribute to their

respective fields. Iron A' Design Award-winning works are respected for their thoroughness and ability to integrate industry best practices while offering solutions that improve quality of life and foster positive change.

About A' Design Award

The A' Advertising, Marketing and Communication Design Award is a highly regarded international design competition that recognizes exceptional projects in the advertising and communications industries. Organized annually since 2008, the A' Design Award welcomes entries from creative designers, innovative agencies, forward-thinking companies, and influential brands from all countries. Through a rigorous blind peer-review process, a world-class jury of design professionals, industry experts, journalists, and academics evaluates entries based on pre-established criteria. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, contributing to the creation of a better world through the power of good design. Winning the A' Design Award provides global recognition and increased visibility within the competitive advertising industry. Interested parties may explore past laureates, learn more about the jury members, and submit their projects at <https://advertisingdesignaward.com>

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