

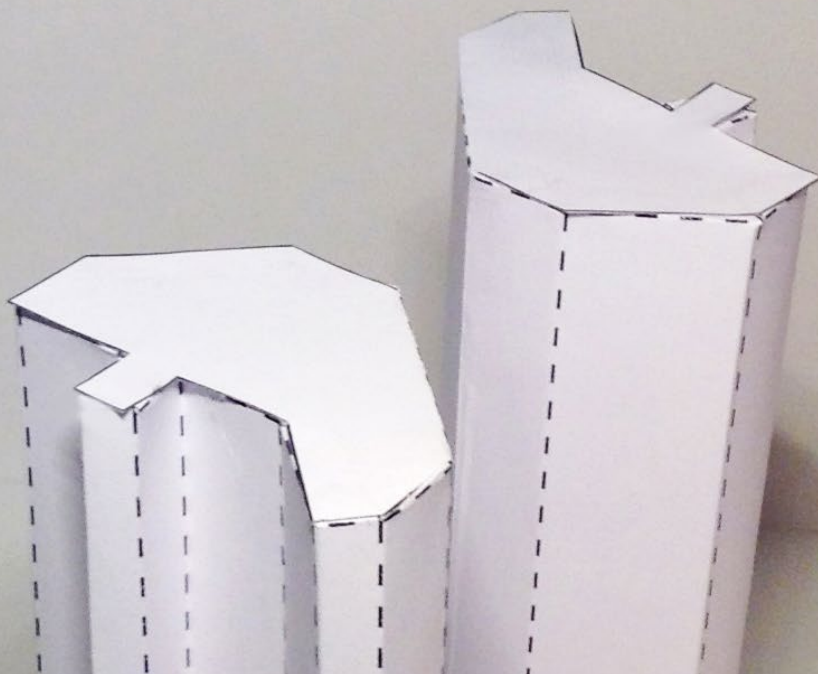
CRAFTING MODELS



ARCHITECTURE *with sauce*

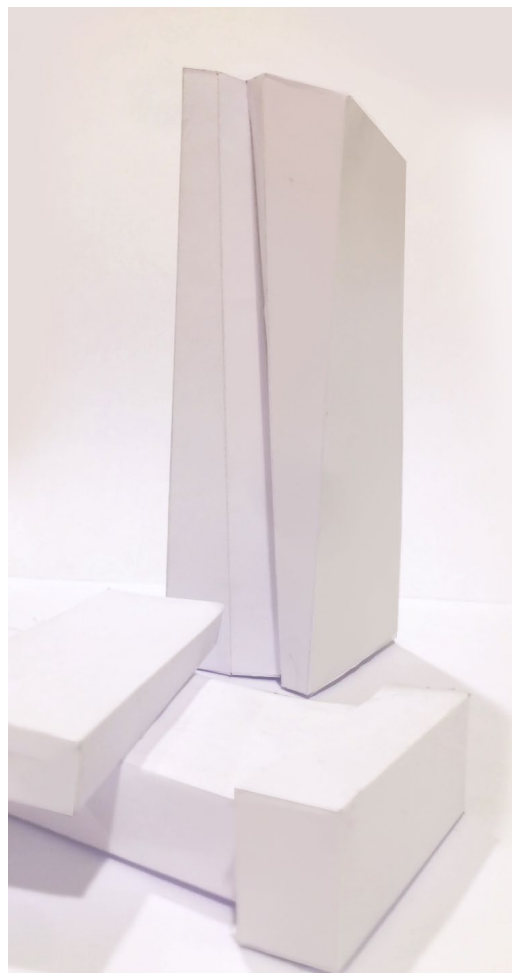
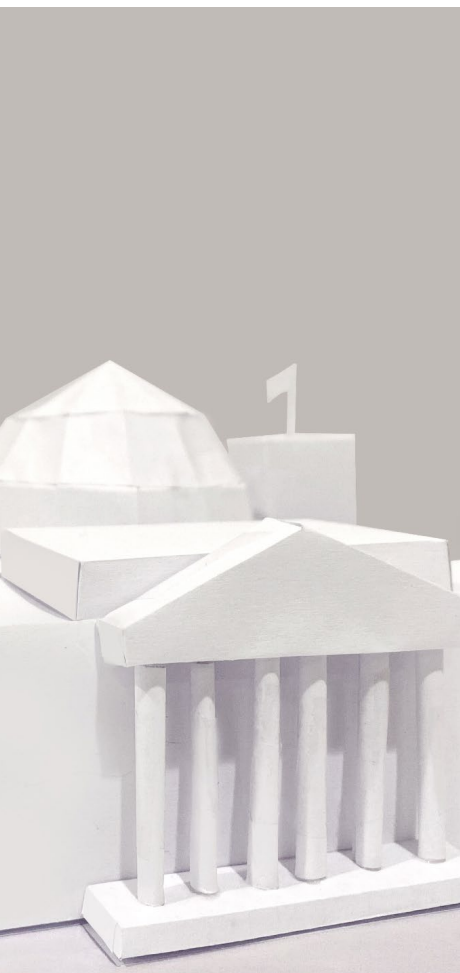


Crafting Models About Buildings



Crafting Models About Buildings

„ARCHITECTURE with sauce“
is a series of handicraft sheets
to assemble well-known
buildings at home.



Reichstag Building
in Berlin

European Central Bank
in Frankfurt

Come on and Get the Scissors Out

"The handicraft models are a great idea," we hear again and again.

The crafting models of "ARCHITECTURE with sauce" are the new offline hype! Let's put the smartphone down and make sure that we have a great time together.

Imagine that your building is brought into focus. With your customers, employees, partners, and everyone who wants to deal with your building.

Let us create your building as a handicraft template! With us you not only create a wonderful marketing instrument, but also ensure that young and old can demonstrate their own creativity. The finished model can be decorated, then photographed and exhibited online in the creative gallery.

Together we create enthusiasm!

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Contact:

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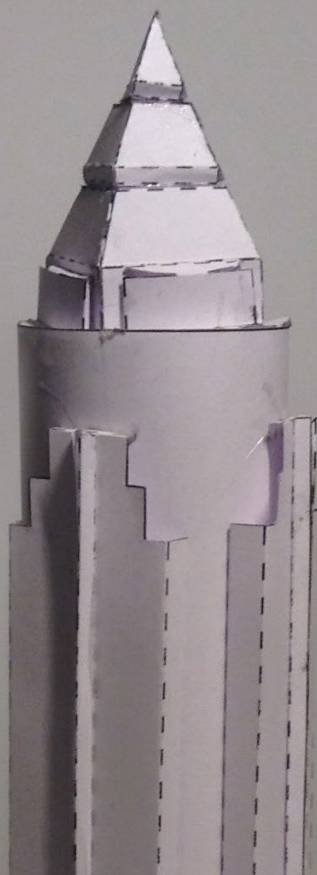
Website:

www.craftingmodels.com



It started with a few high-rise buildings.

Now monuments, stadiums, and
office buildings are being made all
over the world.



The cut-out sheet for the Frankfurt MesseTurm became through cooperation with OFFICEFIRST into the building's own look and Feel immersed.

[View Crafting Model](#)

— In 3 Steps to Your Own Crafting Model

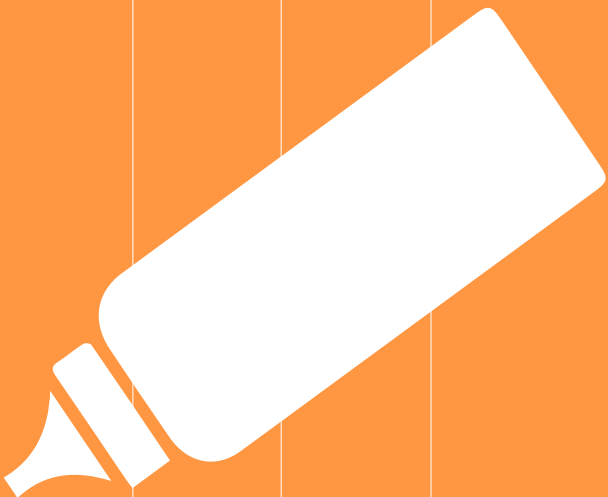
- ① Choose Your Own Design**
- ② Have a Handicraft Set Created**
- ③ Determine Publication**

” A wonderful way to promote our goals. “

Lena Philipp, OFFICEFIRST

① Choose Your Own Design

Turn the crafting template in your corporate design.



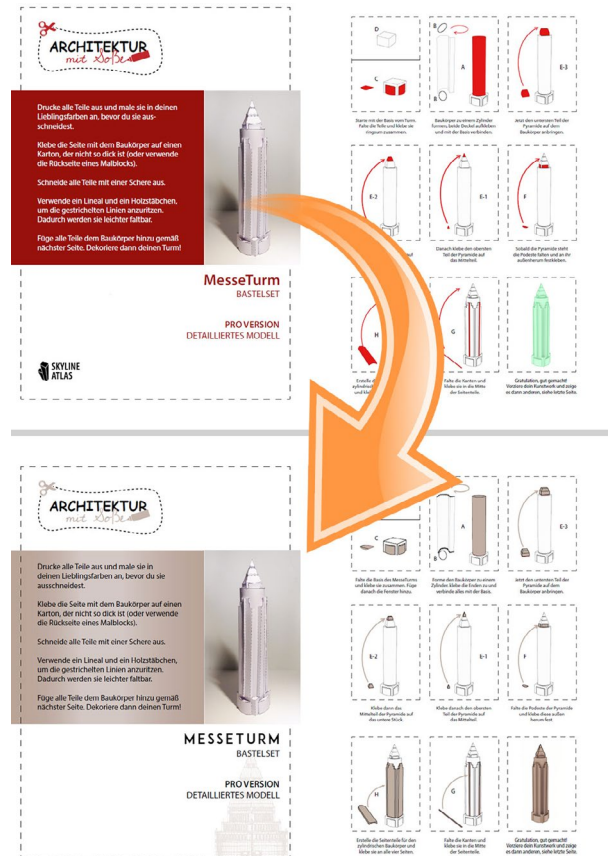
There are two ways to create new crafting templates:

Either a building was proposed by the community and published in a reddish standard design.

Or a company has commissioned the creation of the handicraft model.

Whatever the way to the handicraft model is: Every company has the option of immersing the handicraft template in its own corporate design as a branding partner.

You can customize the pages of the craft set in terms of color and content. The recognizability of the series is important, because the individual craft models support each other through links on websites. This will make people all over the world aware of your craft template.



“Your brand will be celebrated.”

Kirill Häuptli, KASPAREK

Designing the Crafting Template

red color can be replaced
in the logo

these background and text
colors can be changed

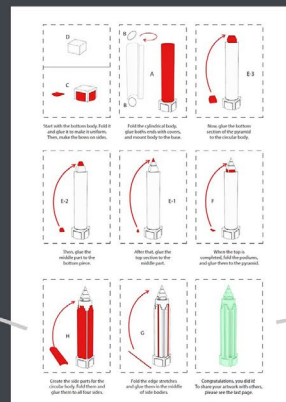
advertising can be
replaced or omitted

FIRST PAGE



red text color
can be replaced

INSTRUCTIONS



red color can be
replaced anywhere

green color can
be replaced

can have up to two
pages be reinserted

red color can be replaced
in the logo

these background and text
colors can be changed

advertising can be
replaced or omitted

LAST PAGE



red text color
can be replaced

red asterisk color
can be replaced

Choose Color World

Dip your craft template in the colors of your brand. This makes the publication look like a publication from your company and creates a high level of recognition.

Include Logo

Your brand belongs to your building - and becomes part of the handicraft template. Your company will therefore be perceived favorably in public. We are sure: your target group will be delighted!

Add Pages

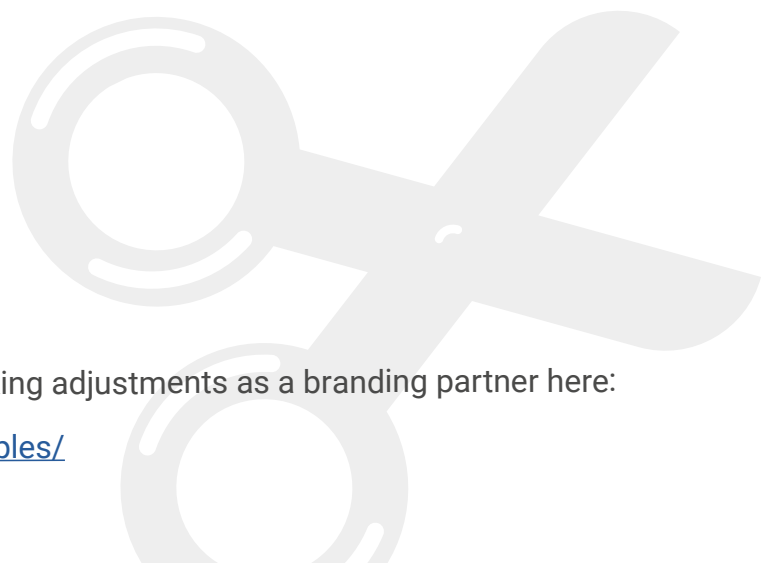
Not every brand is self-explanatory. Optionally, you can have up to two additional pages built into the handicraft template to provide information about the services of your brand.

Or they publish information there about their company or the building presented.

Design Principles

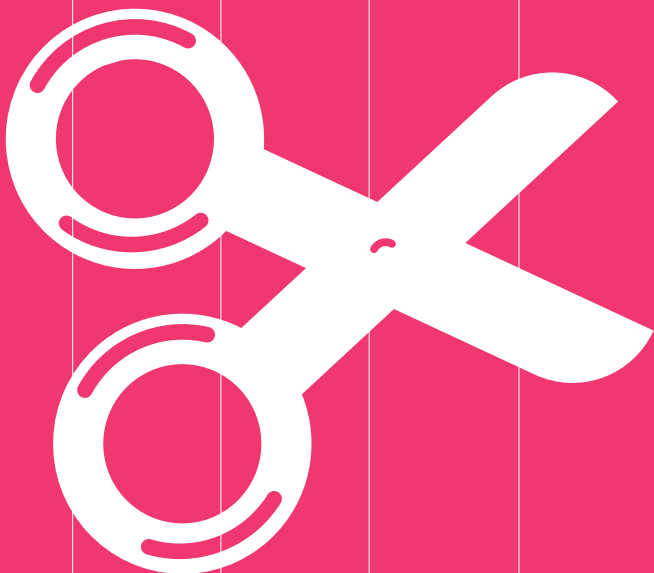
You can find information on the options for making adjustments as a branding partner here:

<https://www.craftingmodels.com/design-principles/>



② Have a Handicraft Set Created

You determine how fast your crafting template will be created.



The creation of a handicraft template can be done in three variants, which only differ in the speed of implementation. The longer you have time for an implementation, the cheaper it is.

Rapid Creation

After the order has been placed, the handicraft template will be created within **7 working days**.

Standard Creation

After the order has been placed, the handicraft template will be created within **60 days**.

Model Already Available

You were lucky. The crafting template has already been suggested by the community and implemented in a reddish standard design. The handicraft set can immediately be used as a template to become a branding partner.



Two Language Versions

By default, each handicraft template is created in English and optionally one other language (at no extra cost).

③ Determine Publication

Acquire usage rights for a further publication.

The handicraft template is published by default on authorized websites such as www.craftingmodels.com. Further publication on other websites by the client is not included and must be ordered using simple usage rights.

Simple Usage Rights

With simple usage rights, you can publish the desired crafting template yourself (online or in print), given the crafting sheets are offered free of charge.

Commercial Usage Rights

If you want to sell the crafting template, please acquire additional commercial usage rights.

Original Files

By purchasing the original files, you can make your own adjustments to the handicraft template at your choice.

The design of the handicraft template can be done entirely according to your own wishes, regardless of the specifications from the design principles.



Architecture fascinates people. That was the case with the pyramids, then with churches, and this is particularly true of skyscrapers today. No city on the European continent has such a compact high-rise skyline as Frankfurt. The skyline has become the trademark of the hip European metropolis. And so it is not surprising that the idea for handicraft models came up here.

It all started with five high-rise buildings in Frankfurt in early 2021. Driven by the great interest, more architectural models have now been added for cities all over the world. Berlin, Chicago, Dubai, London and New York City are just a few of the many places.

Paper and Scissors Instead of Screen

In times of Corona, people are more dependent on digital information than before and are currently traveling less. Children and adolescents in particular spend a lot of time in front of the tablet, television, or smartphone. Reason enough for us to encourage some creativity "offline". But even those who work too little or too much due to the corona may feel like a little variety. The initiators have therefore considered how we can bring buildings home. This is how the idea for a series of high-rise models came about, which we call "ARCHITECTURE with sauce".

The handicraft templates can be conveniently printed out at home. True to our slogan: "We deliver the architecture, you deliver the sauce." Each model can be painted, decorated or pasted in a wide variety of ways.

So that the handicraft sets reach as many people as possible, they are offered for download free of charge.

Publish Your Own Artwork

The handicraft sheets can not just be assembled. If you want, you can take photos of your finished results and send them in electronically. After approval, the editors publish them in the creative gallery.

Huge Interest on the Handicraft Models

The architectural models are not only met with great interest among the hobbyists. Numerous building owners and other companies also support the handicraft templates ideally and financially. In this way, companies can provide the desired architecture model with the respective corporate design and logo.

With the support of the branding partners, dozens of craft kits can be created so that young and old have a lot of fun. And by the way, the participating companies also promote their own image. If that's not win:win ...

Your team of handicraft models

Teamwork at Its Best



He had the idea: Michael is a skyscraper lover. When crafting paper animals with his children, he had the idea for the architectural models.

He is financing the project: Dan has been interested in architecture for decades. When he heard about the idea, he was immediately enthusiastic about it.



She is the design leader: Gizem is the lead graphic artist behind the crafting models who created the initial designs up to the first released tinker sheets.

He is organizing the project: Kirill takes care of management and marketing. He is also responsible for the further development of the website.



She is leading sales: Yasmin is in charge of marketing the handicraft models. The project would be inconceivable without the paying branding partners.

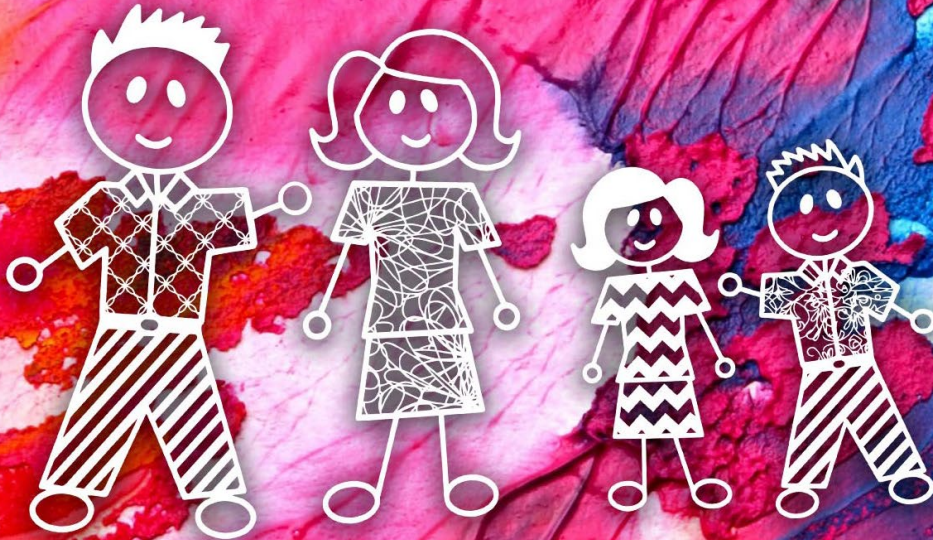
He is supporting the design: Dylan is helping us get more designers on board. Otherwise we could not reach the amount of planned crafting models.



BASTELMODELLE



ARCHITECTURE *with sauce*



We're answering your questions:

Email: media.services@the.frachi.group

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<https://www.craftingmodels.com>