Press release

In silver and gold, for lapels, hats, upper arms, in private as well as in public: Plasters are now an entirely new kind of jewellery, making a statement for reconciliation, democracy and trust.

das::pflaster

Jewellery and a statement for reconciliation, democracy, and trust

It’s a little like we’ve been in a fight, metaphorically speaking: Many things hurt right now, and are more difficult than usual. War, inflation, gas shortages, the pandemic and climate change, hate and conspiracy theories—and even our private lives are not always straightforward. But as we know from our childhoods, a plaster can help. Now it can also send a signal, spread a message. And look great at the same time! After all, we all long for beauty and reassurance.

It's an idea that will stick, in more ways than one: Now there is plaster that we can wear ourselves and give to others. An elegant gesture and a conversation starter. It doesn’t require a long speech, but it can break the silence, build bridges, send a signal, and end conflict. And it looks great—each one is a piece of wearable art. Gender neutral, suitable for everyone. This winter we will wear it on our upper arms, hats, lapels, and ties; perhaps even in our hair.

So das::pflaster comes at the right moment, as both a statement piece and something practical in almost all settings. Within families and relationships, in politics, businesses, groups of friends, artist studios, supermarkets, and not least online: In the past years, we have experienced everywhere how society has changed, many relationships have been hurt—and could use a plaster.

Ten percent of the proceeds from every plaster will go towards Das NETTZ, the only established network against hate speech in Germany. It enjoys recognition by the German federal government and the governmental programme “Demokratie leben” (“Live Democracy”) and receives additional funding from the Robert Bosch Stiftung and donations. After all, hate speech online has become an urgent and widespread societal issue. Das NETTZ supports digital citizenship and encourages a constructive culture of online dialogue.

das::pflaster is handcrafted in a a goldsmith’s atelier in south Germany. Its design is modelled on a classic, archetypal plaster with air holes. It comes in two versions: The silber::pflaster is smaller (approx. 52 x 15 mm) and crafted from solid silver. The somewhat larger gold::pflaster (approx. 60 x 17 mm) is also plated in rose gold—for additional healing success. A strong magnet ensures that it stays in place. Both pieces of jewellery feature a hallmark on the back, the four points of the plaster. The gold::pflaster is a rarity, as it is limited to only 999 pieces worldwide. Each one is hand-engraved with its unique edition number.

And who is behind it? Katrin Androschin, Professor of Strategic Design. Saskia Licina, goldsmith. The artist Markus Brenner and Judith Borowski, entrepreneur. All four share the wish to contribute towards mutual understanding and reconciliation, in smaller and larger ways, and all four are well-versed in matters of art and design.

Quotes:

Professor for Strategic Design, Katrin Androschin: “das::pflaster should serve as a visual cue to talk to each other—about golden moments and positive narratives. It should support optimism in times when we need it.”

Goldsmith Saskia Licina: “The textile structure of a plaster is ephemeral, das::pflaster perpetuates this haptic and therefore also the comforting effect in a piece of jewellery for people of all ages.”

Artist Markus Brenner: “For me, these plasters not only make a social statement. They also attract attention—as pieces of art!”

Communications expert and entrepreneur Judith Borowski: “Many things may now need more than a plaster. But when it comes to healing wounds, a plaster is a good start. das::pflaster represents healing, reconciliation, and the beauty of life!”

Hanna Gleiss, Co-CEO of NETTZ gGmbH: “das::pflaster gives us the opportunity to start conversations, which is what holds us together as a society and gives us a space to debate ideas constructively. We need more solidarity, which is exactly what das::pflaster symbolises.”

Nadine Brömme, Co-CEO of NETTZ gGmbH: “A plaster connects and protects—which is exactly what our society needs for respectful cooperation, free from online hate and lies. das::pflaster reminds us of that.”

Do you agree that our society needs help? Are ideas that help in such an attractive way interesting for your users and readers as well? You’re welcome to get in touch: We’d love to hear from you and would be happy to send you more information.

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