

Fresh and Young Polish design shows a better future at Dutch Design Week 2019



The exhibition *Young Polish Designers: Studies in Reality* shows design that inspires hope for the future. The works by 28 freshly graduated designers from eight established public art schools range from everyday objects to design solving the problems of the modern world and creating a better future for generations to come. The designers use a variety of methods and tools to propose responsible and aesthetic changes, and span many areas of design – from conceptual design, objects and services to social design and visual communication. The exhibition starts on October 19 in Eindhoven (NL) during Dutch Design Week.

The common denominator among the twenty-eight works selected by Eindhoven based Polish artist, designer and curator Izabela Boloz is the designer's approach to their surrounding reality. The graduates thoroughly analyse the world and its inherent challenges and propose creative approaches to what they find. Shown in 6 categories, many projects

emphasize the importance of intimacy in everyday life, raising awareness of physical diversity, stressing the importance of relationships with people and the passing of loved ones. Another interesting focal point are the designs coupling healthcare and design, with creators offering solutions for people who are ill or disabled. The young designers embrace innovative and traditional materials, with ecology in mind.

The exhibited works represent various design fields – graphic, product, fabric and jewelry – all showing a diversity and versatility of education and boasting the strengths of the faculties involved. This exhibition is a showcase of the artistic talents of the students, the knowledge of techniques and materials, social sensitivity, the ability to think in a conceptual and systematic way, market savviness and an awareness of the current challenges of the modern world.



6 categories of design that changes the world

Rehabilitation, health and body

Splot is a toy that helps to heal a brachial plexus injury (tensed or bruised nerves near the shoulder) in a playful way. **Move**, a fashionable pair of smart sport pants with a supporting app helps with rehabilitation and **The hydrotherapy station** is a playful piece of sensory garden design created for children with disabilities.

Inclusive design, mobility and accessibility

Bagsforall is an easily attachable luggage system designed for a wheelchair, while **Muwi120** facilitates daily care and nursing. It helps with the process of lifting, transporting and moving people. **Color palette for use in public spaces** is a publication about a newly developed color palette that can be seen by everyone, even people with a color vision disorder.

Relationships, communication and social design

Focussing on relationships and communication, **Time capsule** offers a workshop program for seniors, consisting of cards and exercises to easily start conversations and make connections with other people. **I**

Remember supports honouring the deceased in an ethical and aesthetically pleasing way, while **Multi**, a set of toys, teaches young children empathy towards diversity.



Craft, identity and manifesto

Highlighting craft and identity, **Mapping of remembered places** captures the memories and nostalgia of the designer in unique coats. **Chmurnik** is a versatile chair design that incorporates the heritage of the designer's home region and the tradition of weaving in a contemporary way.

Material, experiment and technology

Titanium, silicon, air is a collection of objects that improve indoor air quality by regulating humidity and temperature. **Ashka** turns processed

combustion by-products such as ash into wonderful dishes and other ceramics. **Tumicoffee** is a design made from coffee waste resulting in food prep products. **Optybot** is a toy design that uses programming to teach the theory of sailing.

Ritual, senses and material

Play with fire is a furnace equalizer: it turns music into flames. **M°Or**, a fermentation set, is a proposal to return to the Polish tradition of home-made fermented products. **Designed by experiment** is a psychophysical test using a book consisting of seven sets of samplers made of wood, porcelain, plastic and metal.



The exhibition is organized by the Academic Design Center (ADC), an organization bringing together design departments of 8 Polish public art schools. The main objective of the ADC is to establish cooperation between business and science, through joint development and design research. It also aims to promote Polish design schools, their creations and the Polish industry. The vision of the ADC is to become a platform for combining the potential of research and teaching, which will contribute to enhancing the competitiveness and attractiveness of studies in the fields of design in Polish art schools.

Eight Polish state art academies participate in the exhibition: Academy of Fine Arts in Gdańsk, Academy of Fine Arts in Katowice, Jan Matejko Academy of Fine Arts in Krakow, Strzeminski Academy of Fine Arts in Łódź, University of Arts in Poznań, Academy of Arts in Szczecin, Academy of Fine Arts in Warsaw and the Eugeniusz Geppert Academy of Fine Arts in Wrocław.

The exhibition is co-financed by the European Regional Development Fund under the Regional Operational Program of the Lodzkie Voivodship for 2014-2020.



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