

arena DESIGN 2009

Poznań, 3 - 6 June 2009



FORM FOLLOWS FUTURE - European design arena in Poznań

Poznań transforms into the European design arena. **arena DESIGN** – a new periodic event dedicated to design, industrial design and architecture will have its official launch on the grounds of Międzynarodowe Targi Poznańskie on 3-6 June 2009.

Exhibitions and presentations of top quality design by renowned designers and the best design students from leading artistic and technical universities will be a great attraction to all those interested in the issues of contemporary design. Very interesting expositions have been prepared by the Silesian Castle of Art and Enterprise in Cieszyn and Möbelriket – an innovative Swedish cluster that associates furniture designers and manufacturers who jointly implement the so-called sustainable design ideas.

The agenda also includes lectures and panel discussions with distinguished guests. Excellent designers, producers and representatives of universities and institutions that support the development of industrial design (coming from Poland and other European countries) will discuss the reasons why it is worth investing in design, theoretical and practical aspects of cooperation between a designer and an entrepreneur, issues related to education at design faculties, as well as ups and downs in a young designer's career.

Two internationally famous German designers: Manfred Dorn (Phoenix Design) and Tassilo von Grolman (Tassilo von Grolman GmbH) will be the stars of this year's **arena DESIGN**. The special guests will hold talks and will participate in the jury for the second stage of **TOP DESIGN award 2009** competition. The award ceremony for this competition is another important event in the programme of **arena DESIGN**. Additionally, excellent works from Tassilo von Grolman's rich portfolio will be displayed at a special exposition.

THEME ZONES

To make it easier for participants and to enhance message coherence, the wide spectrum of presented topics has been divided into five theme zones, i.e. Forum, Top Design, Creatives, Education and Knowledge.

FORUM

FORUM is the nerve centre of the **arena DESIGN 2009** project, the stage of major events. This is the venue of meetings with prominent personalities of the design and architecture milieu, lectures and panel discussions. FORUM will also host the grand opening of the premiere edition of the **arenaDESIGN 2009** event, the announcement of results and the award ceremony of the **TOP DESIGN award 2009** competition, and will be the arena of Saturday contests for the general public.

Discussion panels in the FORUM zone

3 June 2009: WHO NEEDS THIS 'DESIGN' THING AFTER ALL?

Representatives of institutions supporting the development of industrial design, representatives of associations of designers and architects and design centres from European countries will discuss solid reasons that speak in favour of investing in design.

1. Who should be interested in promoting design and why?
2. What role should institutions, associations and design centres play in the promotion?
3. How can regions and local authorities benefit from the development of design?
4. Are there any limits to promoting design?

4 June 2009: COOPERATION NEEDED, URGENTLY!

The discussion on theoretical and practical aspects of cooperation between a designer and an entrepreneur will be attended by experienced designers and representatives of companies that invest in good design.

1. Designer without a job or a manufacturer without new designs
2. What do these designers want from businesses after all?
3. Business development strategy based on... a lack of new designs.
4. Well, how about designing a business we can do together?

5 June 2009: design SURVIVAL SCHOOL

Issues related to student education at Design faculties, as well as good and bad sides of a career pursued by a novice designer will be at the core of a discussion attended by representatives of fine arts and technology universities from Poland and Europe.

1. Is there a universal designer training model?
2. Where to look for models for design or in search of first-class education.
3. A young technician or a born artist?
4. Designers ready, steady, go! What's next for industrial design graduates?

DEMOSTRADA

DEMOSTRADA is a series of daily multimedia presentations in the FORUM zone that describe specific aspects of work on an excellent industrial design in an engaging manner. Designers, architects, as well as representatives of businesses, associations and universities will all share their professional experiences in case studies.

TOP DESIGN

TOP DESIGN is one of the fundamentals of the **arena DESIGN 2009** event. This zone comprises the **TOP DESIGN award 2009** competition and an exhibition presenting the winning products of the competition. The goal behind this competition is to promote excellent design at European level. The prestigious **TOP DESIGN award 2009** logo confirms an outstanding design quality of a product, thus ensuring numerous promotion benefits. Products entered to the competition will be evaluated by an independent Jury of prominent design experts.

In the first stage of the **TOP DESIGN award 2009** competition, the Jury of renowned representatives of fine arts and technology universities, designers, representatives of associations and industry media evaluated all products that have been entered. Having in mind the assumptions behind the **TOP DESIGN award 2009** competition, the Jury decided to qualify ten products representing three thematic groups to the second stage. On 3 June 2009, an independent international Jury will select three winners from the nominated products and present them with perfect design statuettes.

CREATIVES - Institutions

The CREATIVES zone presents works of both Polish and European institutions supporting design development. Design centres, associations and institutes involved in the promotion of design and economic training of businesses and end users have prepared special exhibitions documenting their portfolios.

CREATIVES - Designers

Next to presentations by institutions promoting design, some inspiring works and examples of professional design by experienced and recognised industrial designers, design ateliers and studios make the second fundament and a valuable addition to the CREATIVES zone.

EDUCATION

The EDUCATION zone presents the achievements of Polish fine arts and technology universities. This space will be a venue for information stands and showcases of works by Industrial Design and Product Design students. The presentation of numerous students' initiatives and best graduation works is a great opportunity to gain insight into the offer, potential and achievements of European higher education institutions in the area of design.

KNOWLEDGE

KNOWLEDGE is a space dedicated to industry publications. Here you will have a chance to browse through a wide collection of design and architecture magazines. Innovative logical games make a nice addition and also serve the purpose of designer interior decoration.

GUESTS of arena DESIGN 2009

arena DESIGN constitutes a unique meeting platform for the international business and design milieus. The greatest value of the event are therefore people who create it: designers, entrepreneurs, associations and institutes promoting design, and anyone with interest in modern design, including industrial design and architecture.

Among speakers, panelists, members of the TOP DESIGN award 2009 competition Jury and participants of exhibitions there are many eminent guests and great names of the world of design.

Special Guests

MANFRED DORN - Design Department Director at Phoenix Design in Stuttgart, one of Europe's leading design studios.

Manfred Dorn graduated with a degree in product design from the State Academy of Fine Arts in Stuttgart where he studied under the supervision of Prof. Richard Sapper and Prof. Klaus Lehmann. He worked with Michele de Lucchi and Carlo Forcolini studios in Milan, following which he became involved with Mercedes-Benz for many years. Manfred Dorn's responsibilities at Mercedes-Benz included Corporate Design and interior design. He also headed the User Interface Design Department for several years.

Since 2006, Manfred Dorn has been in charge of the Design Department at the Phoenix Design studio. Phoenix Design employs now 27 staff. The outfit provides ongoing services to such brands as LG, Siemens, Sharp, Viessmann, Mexx, Duravit, Gira, Hansgrohe, Kaldewei and Loewe.

Phoenix Design owes its renown and strong market position to a unique design philosophy which Andreas Haug and Tom Schönherr, the firm's owners, define as an approach to life and environment. Among other things, this philosophy includes such elements as ethics, aesthetics, ergonomics, ecology or economics.

Phoenix Design's portfolio includes projects in brand design, design strategy, product design, user interface design, design consultancy and advanced design.

Under the studio's strategy product design is to reflect its image and market value, as well as meeting buyer needs and expectations. Phoenix Design's declared goal is to create products which are chosen because of their logic and timelessness, and which enrapture buyers to become bestsellers on domestic and international markets.

TASSILO VON GROLMAN - one of the most prominent contemporary German designers, owner of the renowned Tassilo von Grolman GmbH design studio, founder and honorary president of the DDC (German Designers Club) and chairman of the Hessen Design association.

His road to design was by no means a typical one: he first trained as a mechanic, then studied mechanical engineering and machine building. Only later did he study design in Kassel, and graduated from the university with an industrial designer degree. After being an assistant of Professor Arnold Bode, working at an architecture office and advertising agencies in Frankfurt (TBWA and Lürzer Conrad), he started his own design studio in 1975.

Tassilo von Grolman GmbH specializes in product design, packaging design, creation of corporate identities and architectural design. The Tassilo von Grolman brand is associated with numerous acclaimed product designs, in particular in the top segment of table and kitchenware. One of the most recognizable products designed by Tassilo von Grolman is the Mono teapot (Mono-Teekanne).

Products by von Grolman are exhibited in design museums all over the world. They have also received many prestigious awards, including Design Plus (Messe Frankfurt), Red Dot Award (Designzentrum Nordrhein-Westfalen), Good Design Award (Chicago Athenaeum), silver and bronze DDC award (German Designers Club), Product of the Year title awarded by Fachverband Kunststoff-Konsumwaren and Kookgilde Niederlande, as well as ADC Art Directors Club Deutschland, European Regional Design Annual, IF IndustrieForum Design Hannover and Unicef awards. There were many celebrated exhibitions devoted to the works of Tassilo von Grolman.

Apart from his design work, von Grolman is very active in institutions promoting industrial design. In 1990, he founded the DDC (German Designers Club) he presided over until 1997, and in 2004 accepted the title of an honorary president. Chairman of the Hessen Design association. In 2006,

together with lawyers and designers, he founded the FIDIUS Faire Wettbewerbe association promoting level playing field in competitions and tenders for designers. He is also involved in teaching and collaborates with many universities of art and technology.

CITY LIVES FOR DESIGN

Poznań-based companies, universities and local authorities have prepared an interesting programme of exhibitions and workshops taking place outside the fair grounds as part of the **city lives for design** (miasto żyje designem) campaign. All this will occur to make the whole city live and breathe design on 3-6 June. The multitude of attractions and the variety of impressions will become a valuable source of inspiration for designers, architects and all design lovers coming to Poznań.

arena DESIGN is also a practical source of knowledge about opportunities, threats and cooperation models applied when developing and commercialising industrial designs – that is, all that designers and cooperating entrepreneurs should know about business aspects of design.

arena DESIGN is held under the honorary auspices of the Minister of Economy. The Marshal's Office of the Wielkopolska Region and the Poznań City Hall are the partners of the event.

arena DESIGN accompanies the largest furniture and interior decoration shows in Central Eastern Europe, i.e. the simultaneously held MEBLE, BIURO, HOME DECOR and BUDMA INTERIOR shows.

More about the event and its programme: www.arenadesign.pl

PRACTICAL GUIDE

Opening hours:

3, 4, 5 June – 10 am – 6 pm

6 June – 10 am – 4 pm

Ticket Price:

3 – 4 June:

- **Pre-registered tickets** (on-line or at the fair) - **15,00 PLN**
- Regular one-day ticket – **50 PLN**

5 – 6 June:

Regular one-day ticket – **5,00 PLN**

Ticket offices (at the entrances to the MTP grounds):

open from 9.30 am to 5.30 pm on 3 - 5 June and 9.30 am to 3.30 on 6 June

Entrances to the fairgrounds:

- Eastern Entrance - Glogowska Street
- Western Entrance - Sniadeckich Street
- Northern Entrance – Bukowska Street

Location:

- arena DESIGN – pavilion **7A**
- MEBLE – pavilions **4,5, 6A, 9**
- BIURO – pavilion **6A**
- HOME DECOR – pavilions **3,3A**
- LUMINEXPO – pavilion **3**
- BUDMA INTERIOR – pavilion **7, 8**

Websites:

www.arenadesign.pl/en

www.meble.mtp.pl/en

www.biuro.mtp.pl/en

www.homedecor.pl/en

www.budmainterior.pl/en