

DESIGN

AND ECONOMY

12th birthday
of **Zamek Cieszyn**

24 —

26 February 2017

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zamek cieszyn

With respect to economy, the second half of the last century was dominated by two seemingly unquestionable assumptions which deeply influenced individual and group behaviours. The first assumption claimed that a country's GDP was a solution for all social problems and its growth meant that all social maladies would be cured. The other said that striving for happiness went arm in arm with the increase of consumption. These assumptions caused a lot of suffering both in the material and spiritual sphere and they seriously exploited the natural resources of our planet. Zygmunt Bauman, source: Giulio Brotti's interview, "Happiness is not instant coffee"



zamek cieszyn

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PROGRAM

24 th of Feb. (Fri.)

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10.00–1.00

ECONOMY AND CHANGE,

or redefining business – Zuzanna Skalska
building A "Oranżeria", conference room*
"Biznes Nawigator" meeting

5.00

ZAMEK CIESZYN INVENTORY

– Ewa Gołębiowska

building B, exhibition room

5.30

ECONOMY AND VALUES,

or how to manage well all that we have?
– Mariusz Andrukiewicz, Maja Ganszyniec,
Zuzanna Skalska, Dawid Sokołowski,
Michał Stefanowski,
moderator: Wojciech Ławniczak,
sketchnoting: Dinksy Design and
Illustration Studio
building B, exhibition

7.30

Human – Distribution of Resources II

– opening of the exhibition
building B, "Basteja"

8.00–2.00

Carnival party – come and have fun! –
guaranteed by Silesian Dixie Band and
amazing DJs, interesting conversations,
and tasty snacks

Cieszyn Brewery, ul. Dojazdowa 2

Do you want more? You can take part in the night guided
tour around the brewery!*

10.00–12.30
ECONOMY AND CO-SHARING,
 or social business in practice
 "Being Together" Foundation,
 ul. Wałowa 4, Cieszyn

10.00–12.00
 Cooking workshop **Silesian cuisine**
redesigned or carpentry workshop:
Plywood love

11.00–12.30
Social business in practice – panel discussion
 – Laura Andrukiewicz, Jakub Jurczyk,
 Klaudia Kasprzak
 Workshop registration: biuro@welldone.co,
 tel.+48 501 771 619

11.00–12.00
ECONOMY AND DEVELOPMENT,
 or what every designer should know...
building A "Oranżeria", conference room

When a designer meets a businessman –
 Ryszard Balcerkiewicz

Portfolio – how to present your projects
 Agata Szydłowska

Elevator pitch – how to present yourself –
 Aleksandra Więcka

Design and intellectual property law –
 Magdalena Miernik (Lookreatywni)

A trial business – Mateusz Maik
 (AIP – Academic Business Incubators)

**How to prepare for a conversation with
 an investor?** – Dawid Sokołowski

12.00–1.30
ECONOMY AND INDEPENDENCE
 – a model of career or a way of living? –
 Mateusz Bzówka, Anne Fischer,
 Anna Marešová, Agata Matlak-Lutyk,
 Urszula Szwed, moderator: Andrzej Śmiątek
building B, exhibition room

This is a part of the Central Values – Common Heritage
 in Contemporary Central European Design project no.
 31610008, cofinanced by the International Visegrad Fund
 (STRATEGIC GRANTS PROGRAM).

12.20–3.00
DEVELOPMENT CONTINUES,
 or face to face with experts – workshops
 and consultations: Ryszard Balcerkiewicz,
 Mateusz Maik, Magdalena Miernik,
 Agata Szydłowska, Aleksandra Więcka
building A "Oranżeria"

1.30–2.30
Lunch building B, conference room

2.30–3.30
ECONOMY AND BALANCE,
 or wellbeing by design – Kathryn Best
building B, exhibition room

3.30
AGD Zlin – opening of the exhibition
building B, entresol

4.00
Graduation Projects 2016 – opening of the
 exhibition **building A "Oranżeria", exhibition
 room** This is a part of the Graduation Projects. GO AHEAD!
 project no. 21610324, cofinanced by the International
 Visegrad Fund (Standard Grant).

5.00–8.00
Avant-garde walk around Cieszyn
 – our town in the eyes of Jerzy Kronhold
 & Joanna Wowrzeczka

5.30–8.30
Cherishing life, or the praise of slow – slow
 life workshop – Ilona Opaszowska
building A "Oranżeria", conference room*

7.00–5.00
A trip to Zlín – the city of modernism and Bata
 shoes*

11.00–2.00
Sale – family workshop –
 Magdalena Kreis and Natalia Romaszkan
building B, conference room

3.00–5.00
Yoga for everyone – Aleksander Wojtasik
 (Mandala Center)
building B "Oranżeria", exhibition room

*) Paid events

ECONOMY AND VALUES,

or how to manage well all that we have? – Maja Ganszyniec, Przemysław Powalacz, Zuzanna Skalska, Dawid Sokołowski, Michał Stefanowski

moderator: Wojciech Ławniczak

sketchnoting: Dinksy Design and Illustration Studio

For many years, people believed that growth was all that mattered. According to Tomáš Sedláček, the insatiability of Western societies generates the absurd striving for growth for the growth itself. Today, in the world full of military conflicts and with a dramatic shortage of resources, the goal of maximizing the profit, so obvious in the past, sounds ominous. Intuitively, we feel that economy must take ethics and values into account. The question is: can designers – the important element of the consumerist machine – be reliable co-creators of a new, more responsible world?

Friday, 24.02.2017, 5.30–7.30 PM, building B, exhibition room

Maja Ganszyniec, founder of Studio Ganszyniec with a comprehensive approach to the designing process. In the last 10 years, she's worked for IKEA, Leroy Merlin, Amica, Mothercare, Orange, DuPont, Camper, Comforty, PayPass, Touchideas, Bellamy, and others.

Przemysław Powalacz, CEO of Geberit Sp. z o.o., member of several management boards. Member and mentor of Akademia Przywództwa Liderów Oświaty ("Leadership Academy of Education Leaders"). He runs individual mentor workshops concerning leadership, strategy, and management.

Zuzanna Skalska, trend expert monitoring the markets of most sectors of industry. She uses her expertise to build brand and product strategies. She's an author of 360° Trend Reports series of books, winner of the prestigious Red Dot Design Award 2009.

Dawid Sokołowski, promoter of the idea of collaborative economy, founder of Sieć Sensownego Biznesu (Sensible Business Network). He's worked with startups and investors in the Business Angels Guild project. He explores the relationships between business, technologies, evolutionary psychology, and cultural evolution.

Michał Stefanowski, designer affiliated with INNO+NPD design studio, lecturer at the Faculty of Design of the Academy of Fine Arts in Warsaw. Member of the board of BEDA, Vice-President of SPFP (The Association of Industrial Designers in Poland).

Wojciech Ławniczak, business advisor and practitioner, specializing in innovation, strategy, design and brand management. Co-founder of Service Design Polska, member of Family Enterprise Initiative and The Chartered Institute of Marketing, co-creator and co-owner of klenergy.eu.

Dinksy, design and illustration studio specializing in the visualization of data, processes, and instructions, visual thinking and sketchnoting during conferences, presentations, and trainings.

Homo oeconomicus
is like a yeti: no-one has
ever met him

Tomáš Sedláček (source: Dziennik Gazeta Prawna)

ECONOMY AND INDEPENDENCE

– a model of career or a way of living? – Mateusz Bzówka, Anne Fischer, Anna Marešová,
Agata Matlak-Lutyk, Urszula Szwed
moderator: Andrzej Śmiątek

Surprising ideas and unusual passions – they gave birth to the companies which help create a conscious and responsible society. The five examples of various work and life activities will be the pretext to talk about good ways of living and earning money, preserving independence and sense of purpose.

Saturday, 25.02.2017, 12.00–1.30 PM, building B, exhibition room

Mateusz Bzówka, journalist and cultural events organizer, editor at *Zwykłe Życie* ("Ordinary Life") magazine, regular co-member of Centrum Architektury foundation, co-author of *Och. Ilustrowany atlas architektury Ochoty* (an illustrated atlas of one of Warsaw districts; published by Centrum Architektury in 2016).

Anna Marešová, product designer, creator of Whoop. de.doo brand – a series of erotic toys for women, winner of Red Dot Design Award in 2016. She was nominated twice for the Czech Grand Design Awards in the category of the Discovery of the Year.

Anne Fischer, designer fascinated with the potential of nature and plants. In her projects, she combines design with botany, ethnobotany, and handicraft. She's created a project which utilizes the biomass from contaminated post-industrial areas to make traditional regional ceramics.

Agata Matlak-Lutyk, leather shoes and accessories designer for Balagan brand and the company's co-owner. She's also a co-founder of the Transparent Shopping Collective (transparentshopping.com), promoting an alternative model of selling products.

Ula Szwed, co-founder of Dinksy – an illustration and design studio which functions a social cooperative. Dinksy specialize in the visualization of data, processes, and instructions, visual thinking, and sketchnoting during conferences, presentations, and trainings.

Andrzej Śmiątek, creative director at ERGO DESIGN, lecturer at the Academy of Fine Arts in Kraków. Winner of many awards, including: "Teraz Polska", European Medal awarded by the European Integration Committee and Business Centre Club, and five "Good Design" awards.

I did not expect to live in such an unusual moment.
When the God of thunders and of rocky heights,
The Lord of hosts, Kyrios Sabaoth,
Would humble people to the quick,
Allowing them to act whatever way they wished,
Leaving to them conclusions, saying nothing (...)
(translated by Czesław Miłosz)
ŒCONOMIA DIVINA, Czesław Miłosz

This is a part of the Central Values – Common Heritage in Contemporary Central European Design project no. 31610008, cofinanced by the International Visegrad Fund (STRATEGIC GRANTS PROGRAM).

ECONOMY AND CHANGE,

or redefining business – Zuzanna Skalska “Biznes Nawigator” meeting

Innovation is one of the most frequently mistaken concepts in business and design. When you redefine it, you redefine the traditional division into sectors of industry, their meaning and understanding. Are companies ready to accept such changes? Zuzanna Skalska will present her conclusions after 20 years of observing eight different sectors, visiting international fairs, participating in conferences, and cooperating with SMEs and big global corporations.

Friday, 24.02.2017, 10.00 AM–1.00 PM, building A “Oranżeria”,
conference room / paid event

Zuzanna Skalska, trend expert monitoring the markets of most sectors of industry. She uses her expertise to build brand and product strategies. She's an author of 360° Trend Reports series of books, winner of the prestigious Red Dot Design Award 2009.

↓ listen & note! ↑

ECONOMY AND BALANCE,

or wellbeing by design – Kathryn Best

Kathryn Best – creative entrepreneur, experienced pedagogue and speaker, author of the bestseller Design Management. She works with individuals and organizations to introduce more conscious and creative changes in their activities and to implement universal values, balance, and wellbeing into everyday business practice. Her latest book is entitled Wellbeing by Design: An Operating Manual for Humanity and Beyond – it is an invitation to rebuild everyone's systems, structures, and private lives so that they are focused on wellbeing.

Saturday, 25.02.2017, 2.30–3.30 PM, building B, exhibition room

listen & note! ↑

ECONOMY AND DEVELOPMENT, or what every designer should know...

When a designer meets a businessman – Ryszard Balcerkiewicz

Portfolio – how to present your projects – Agata Szydłowska

Elevator pitch – how to present yourself – Aleksandra Więcka

Design and intellectual property law – Magdalena Miernik (Lookreatywni)

A trial business – Mateusz Maik (AIP – Academic Business Incubators)

How to prepare for a conversation with an investor? – Dawid Sokołowski

Saturday, 25.02.2017, 11.00 AM–12.00 PM, building A "Oranżeria", conference room

...DEVELOPMENT CONTINUES, or face to face with experts – workshops and consultations

Saturday, 25.02.2017, 12.20–3.00 PM, building A "Oranżeria"

Ryszard Balcerkiewicz, working in the sector of furniture design for 35 years. He created the brands of Balma and Noti. He cooperates with universities, sharing his business, design, and technological experience. An active juror in numerous competitions.

Mateusz Maik, business coach, mentor, and entrepreneur (momstudio and MOM Wesele). He manages twelve business incubators in three regions comprising around 300 companies. He's been connected with the world of startups for several years now and helped develop over 450 companies of this type.

Magdalena Miernik, lawyer, specializing in intellectual property law. She founded the first website on the intellectual property law for creative people - Lookreatywni.pl – and a company offering legal and business support for the creative sector.

Dawid Sokołowski, promoter of the idea of collaborative economy, founder of Sieć Sensownego Biznesu (Sensible Business Network). He's worked with startups and investors in the Business Angels Guild project. He explores the relationships between business, technologies, evolutionary psychology, and cultural evolution.

Agata Szydłowska, design historian, curator, lecturer at the Academy of Fine Arts in Warsaw. Author of the books: Miliard rzeczy dookoła. Agata Szydłowska rozmawia z polskimi projektantami graficznymi and Paneuropa, Kometa, Hel. Szkice z historii projektowania liter w Polsce (co-author: Marian Misiak).

Aleksandra Więcka, specializes in designing history, combining storytelling with design thinking and creativity training. She teaches others how to talk about themselves, brands, companies, or films. She's a journalist, playwright, and a scriptwriter.

AGD ZLIN

– opening of the exhibition

Ateliér Grafický design (AGD) is one of the eleven studios comprising the Faculty of Multimedia Communications at Tomáš Baťa University in Zlín. The exhibition celebrating the 20th anniversary of AGD presents the most interesting works of its students, combining artistic talent, knowledge, design skills, insight, effort, and hard-working. One of the most important parts of the exhibition are the examples of successful cooperation with companies, which is the studio's main goal.

Saturday, 25.02.2017, 3.30 PM, building B, entresol

GRADUATION PROJECTS 2016

– opening of the exhibition

Graduation Projects is a review of projects created by graduates of design studies from Central Europe: the Czech Republic, Poland, Slovakia, Hungary, and citizens of these countries who study outside of the territory of the Visegrad Group. The projects are evaluated in two categories: 2D – applied graphic design (including website design, active design, and application design) and 3D – industrial design (including fabric, clothes, glass, and ceramics design).

Saturday, 25.02.2017, 4.00 PM, building A "Oranżeria", exhibition room

exhibition coordination: Wioletta Beczek, Anna Pilch (Zamek Cieszyn)

graphic design: Agata Korzeńska (Idee)

exhibition arrangement: Wzorro Design (Natalia Jakóbiec, Kasia Pełka, Marcin Krater)

This a part of the Graduation Projects. GO AHEAD! project
no. 21610324, cofinanced by the International Visegrad Fund
(Standard Grant).

HUMAN – DISTRIBUTION OF RESOURCES II

– opening of the exhibition

It's a kind of a small manifesto referring to the revolution surprising the transitional generation. Day by day, we transform rules without thinking about their speed and consequences. Every morning, we wake up in a different world – a world of new values, quick changes, redefined systems of values and interpersonal relationships. Suddenly – we are free. But what if this freedom paradoxically becomes our prison?

Friday, 24.02.2017, 7.30 PM, building B, "Basteja"

Curator: Dorota Stępnik

Dorota Stępnik, curator and manager of various events in the sector of creative industries; member of the jury of numerous competitions, journalist, lecturer at VIAMODA University in Warsaw. She was the curator of the "Body" exhibition in Wrocław, organized as part of the European Capital of Culture project in 2016.

ECONOMY AND CO-SHARING, or social business in practice

10.00 AM–12.00 PM

Cooking workshop: **Silesian cuisine redesigned** – starring: millet groats

10.00 AM–12.00 PM

Carpentry workshop: **Plywood love** – designing and making objects out of plywood post-production materials

11.00 AM–12.30 PM

Social business in practice – panel discussion: Jakub Jurczyk – TIM S.A., Klaudia Kasprzak – designer, winner of the second edition of Dobrą Rzeczą Zaprojektuj competition ("Design a Well Done Thing"), Laura Andrukiewicz – manager of WellDone®

Saturday, 25.02.2017, "Being Together" Foundation, Wałowa 4, Cieszyn

Workshop registration: biuro@welldone.co, tel. +48 501 771 619

CHERISHING LIFE OR THE PRAISE OF SLOW – slow life workshop

Rushing through everyday life, people seem to pass their existence unnoticed. They have no time to reflect on things, cherish their reality, enjoy little pleasures. The workshop will try to help you slow down by means of waking and rediscovering your senses.

Saturday, 25.02.2017, 5.30–8.30 PM, building A "Oranżeria", conference room / paid event

Ilona Opaszowska, sociologist, coach, certified instructor, specializing in personal development and social skills workshops. She's also a sound therapist and runs relaxation classes using singing bowls.

SALE – FAMILY WORKSHOP

The participants of this family workshop will take a look at icons of design and create their own versions making use of recycled materials.

Sunday, 26.02.2017, 11.00 AM–2.00 PM, building B, conference room

Magdalena Kreis & Natalia Romaszkan, graduates of humanities and art studies. They have cooperated since 2010, realizing art and education projects. One of them is called 3D czyli Dizajn Dla Dzieci ("3D, or Design for Children") and it's a part of Dizajn BWA Gallery in Wrocław. The project has been very popular with kids and their families.

YOGA FOR EVERYONE

Yoga workshop especially directed at people leading a sedentary lifestyle.

Sunday, 26.02.2017, 3.00–5.00 PM, building B, exhibition room

Aleksander Wojtasik, Mandala Center, physical exercise instructor, drawing from hatha yoga techniques following the method of B.K.S. Iyengar. He's been practicing yoga for over 25 years now; in 2008 he founded the Jogawed school in Cieszyn.

AVANT-GARDE AROUND CIESZYN,

– our town in the eyes of Jerzy Kronhold and Joanna Wówrzczka

During this walk, you will have a chance to look at Cieszyn as a town where modernity and tradition have always co-existed and competed. You'll see the exhibition of Andrzej Szewczyk's works at the Museum of Cieszyn Silesia; at "Kornel i Przyjaciele" café you will listen to stories about Julian Przyboś, the Polish New Wave poets, and their relationships with Cieszyn; finally, you will visit "Młyn", the new seat of the Political Critique cultural centre and Bogdan Kosak's ceramic studio.

Saturday, 25.02.2017, 5.00-8.00 PM, meeting next to the pink deer

Jerzy Kronhold, poet, co-founder of the Polish New Wave movement, affiliated with the poetry group "Teraz" ("Now"). He was the Consul General of Poland in Ostrava and the director of the Polish Institute in Bratislava. His works have been translated into various languages, including Slovak, Czech, German, Russian, Hungarian, Serbian, and English.

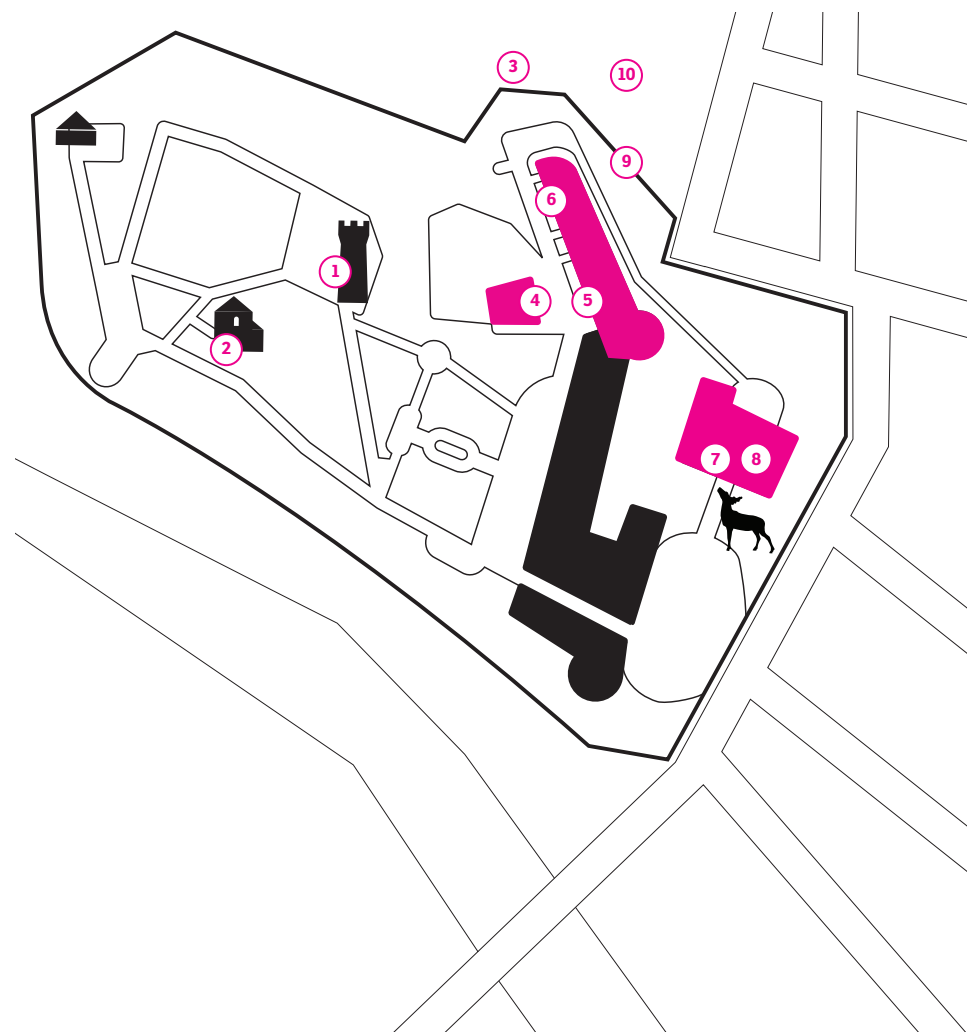
Joanna Wówrzczka, a sociologist specializing in the research on the field of art in Poland, and an artist concerned with the problem of the dominated and public space. She works at the Institute of Art at the University of Silesia and coordinates Świetlica Krytyki Politycznej "Na Granicy" ("On the Border" Political Critique cultural centre) in Cieszyn.

A TRIP TO ZLIN

– the city of modernism and Bata shoes

Among others, we're going to visit the 14|15 Bata Institute, including Tomáš Baťa Museum (containing the world's largest Bata shoes collection) and Bata's Skycraper with the famous elevator in which the company's owner set up his office, as well as Tomáš Baťa University.

Sunday, 26.02.2017, 7.00 AM–5.00 PM, paid event



MAP

1. Piast Tower at the Castle Hill
2. Rotunda of St. Nicholas and St. Wenceslaus at the Castle Hill
3. Cieszyn Brewery
4. building C: Tourist Information Point
5. building B: "Basteja", conference room, exhibition room
6. building B: 8 ROOMS Ofka (hotel), Laja Tea room
7. building A "Oranżeria": conference room, exhibition room, Presso café
8. building A "Oranżeria": Zamek Cieszyn shop
9. Lift
10. Parking (ul. Dojazdowa)