

7 birthday CASTLE CIESZYN

// 3-5 February 2012



**COME TO THE CELEBRATIONS OF ZAMEK/
CASTLE CIESZYN'S 7TH BIRTHDAY /
3-5 FEBRUARY 2012**

// Far, far away, in a distant land was a Castle. It wasn't an ordinary Castle, but a modern Castle. Do you know this story? No? So come on a journey to that distant land - it's really not so far away. But hurry, because Zamek Cieszyn is celebrating its 7th birthday and Cieszyn will become the winter centre of design.

// History, crafts, tradition, partnership with industry, experimentation: it'll all be there at the Zamek's birthday. The spell will be taken off design one more time - we'll show its use in many areas of life and prove that the periphery can be very inspiring!

// **EXHIBITIONS:**

- **Graduation Projects**,
the exhibition space, the Orangery
- **10 years of PE-P**, *the Orangery*
- **POKÓJ**, *the Orangery*
- **Design Faction**, *the mezzanine, Zamek*
- **DESIGNING FOR THE PRESIDENCY**
the small exhibition space, the Orangery
- **The Archeology of a Factory**,
the Bastion, Zamek
- **The Museum of the Cieszyn Masters**,
Stary Targ 2, Cieszyn
- **A new tradition? Craft and design**,
the exhibition space, Zamek
- **TYPO PLAKAT**, *the Printing Museum*
- **Corian® lights**, *Presso, the Orangery*

// **FRIDAY, 3 FEBRUARY**
Young design - positive experience

↓ *the Zamek*

- 11.00 **Welcome to our guests**,
Ewa Gołębiowska, *director of Zamek Cieszyn*
- 11.15 **Design Space - reactivation**,
Dorota Stępnik, *Kielce Design Centre*
- 11.20 **Applied graphics and design report 2011**,
Czesława Frejlich and Jacek Mrowczyk, *2+3D editorial team*
- 11.40 **DESIGN - PROCESS - PRODUCT. Science and reality - experience from PE-P**,
Prof. Katarzyna Laskowska and Kuba Blimel, *(studio blik*)*
- 12.00 **Good design happens in good company**,
Zdzisław Sobierajski and Dawid Żebrowski, Paulina Kordos and Natasza Sałańska
- 12.20 **Roca Jump the Gap**,
Klaudia Bączek, Roca Polska and Michał Warykiewicz
- 12.40 **DISCUSSION: Youth and experience in the world of design**
- 13.20 **Lunch**
- 14.20 **Plastic Gold: a jewellery project with the Saharawi refugees**,
Florie Salnot, drawing from her experience at the Royal College of Art, London
- 15.00 **Well Done. The socially-engaged young designer**,
Prof. Michał Stefanowski and Agnieszka Wiczuk
- 15.20 **Design? Faction?**,
Kasia Jeżowska, *exhibition curator and Marek Kultys, designer*
- 15.40 **DISCUSSION: The designer in the real world?**

↓ *the Orangery*

- 16.00 **Opening of the Graduation Projects**
- 16.20 **Opening of the DESIGN - PROCESS - PRODUCT 10 years of PE-P exhibition**
- 16.40 **Opening of the DESIGN FOR THE PRESIDENCY exhibition**

↓ *the Zamek*

- 17.00 **Welcome and summary of the 7th year of the Zamek's existence**,
Ewa Gołębiowska
- 17.30 **Awarding badges to Friends of Zamek Cieszyn**
- 18.00 **Birthday cake**
- 18.30 **Design Alive's and Presso 5th Birthday, Opening of the Corian® lamps exhibition**

↓ *the Orangery - Presso*

- 20.30 **PARTY: Welcome to our fairytale**

↓ *Cieszyn Brewery*

// **SATURDAY, 4 FEBRUARY**
Design Silesia Invites - a real silesian chat about design: Jamie Brassett, Weronika Rochacka, Pete Kercher, Maja Ganszyniec, Sokka, szofot and wodzionka and other Silesian delicacies

↓ *Stary Targ 2, Cieszyn*

- 12.00 **Opening of the Museum of the Cieszyn Masters**
- ↓ *the Orangery*
- 13.00 **Driven Social Innovation. Some examples from MA Innovation Management at Central Saint Martins College of Art & Design**,
dr Jamie Brassett

- 13.40 **100 design teachers as 100 design ambassadors. Success story of the Continuing Design education in Latvia**,
Aija Freimane
- 14.00 **Pecha Kucha:**
- > **A good model: Design Silesia - Project Design ...at your service!**,
Project leader - The Marshal's Office of the Province of Silesia
 - > **What can a designer do in a small community? Design in the Field**,
Academy of Fine Arts in Katowice
 - > **Design Office**,
Academy of Fine Arts in Katowice
 - > **A Mobile Design Gallery - Design on wheels**,
Ars Cameralis
 - > **Lightbench**,
Ars Cameralis
 - > **Design Silesia's Doctoral Students**,
Silesian University of Technology
 - > **The Design Academy**,
Silesian University of Technology
 - > **Designing possibilities - Silesian Models**,
Zamek Cieszyn
- 15.30 **DISCUSSION: Will design change Polish regions?**

↓ *the bastion and the Zamek*

- 16.30 **Opening of the Archeology of a Factory exhibition**
- ↓ *Somewhere in the Czech Republic...*
- 19.00 **A Czech evening**

// **SUNDAY, 5 FEBRUARY**

- 12.15 **Trip to Wisła**
- 13.15 **Visit to the President of Poland's Residence in Wisła**,
PhD Irma Kozina
(places must be booked in advance)

Welcome to our fairytale!
Anything can happen in a fairytale!

Applications for the conference and the trip to the President's Residence in Wisła:
info@zamekcieszyn.pl

Applications for the outing should be submitted by **2 February** (there's a limited number of places).

Detailed information:

media: **Beata Mońska**
tel. 33 851 08 21, ext. 56
bmonka@zamekcieszyn.pl

organizational: **Katarzyna Pełka**
tel. 33 851 08 21, ext. 43
kpelka@zamekcieszyn.pl

ORGANIZER



zamek cieszyn

HONORARY PATRONAGE



MINISTERSTWO
ROZWOJU
REGIONALNEGO

Burmistrz
Miasta
Cieszyna

PARTNERS

STGU

STOWARZYSZENIE
PROJEKTANTÓW
FORM PRZEMYSŁOWYCH
SPFP

grafika plus produkt
2+3D



design
silesia

PROFUNDO

BRITISH
COUNCIL



Rzeczpospolita Polska
Ministerstwo
Spraw Zagranicznych



Development
Worldwide network



Visegrad Fund

UNP | POZNAN



10PEP



OPTIMAL24.PL



IKEA.pl/katowice



ODDZIAŁ KATOWICE

PechaKucha Night



KLEIN DYTHAM

LIBURNIA
HOTEL

EDITORIAL COLLABORATION

MEDIA PARTNERS

RMP
Classic

DESIGNALIVE

ELLE
DECORATION

{ designteka.pl }

pa
pa



TVP KATOWICE

take
me

DESIGN IT
POLAND

SPONSOR

Roca

Participation by some of the panel experts is funded through the project Design Silesia II and the Project Przedsiębiorczość Akademicka na Start from European Union funding from the European Social Fund.