

# Polish Design Talks

Polish Design during Dutch Design Week  
Temporary Art Centre (TAC)

Extensive daily program of lectures,  
demonstrations and workshops

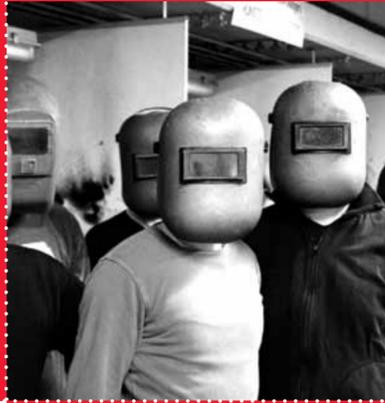
During the expo Polish Design: In the Middle of works of over 30 Polish designers, design studios, manufacturers, and students will be on show at the Temporary Art Centre (TAC) during Dutch Design Week 2014. An extensive daily program with an impressive line-up will complement the exhibition. Renowned designers and trend watchers, among which are Lidewij Edelkoort (special guest), Oskar Zieta, Bogusław Paruch and Zuzanna Skalska, will speak about their ideas on Polish design, work methods, inspirations and interactions with other fields of industry.



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PolishDesignintheMiddleof

## Oskar Zieta



**Lecture: Controlled loss of Control**

16:00 hrs. Sunday 19.10.2014

Design icon Oskar Zieta talks about the fascinating synergy between material technology and design.

Oskar Zieta is the founder of Zieta Prozessdesign and an internationally acclaimed architect and designer. In 2008 he launched the award-winning line of products created through the FIDU (Free Internal Pressure Reshaping) technology of stabilizing metal sheets. During his lecture Oskar Zieta will talk about his fascinating approach, which he describes as controlled loss of control. Zieta works with a multidisciplinary team of architects, designers, engineers and technologists. They cooperate with psychologists, biologists and scientists to create the most innovative solutions. These solutions are used to produce one-of-a-kind-furniture, ultra-light architectural constructions or even antennas for space industry.

**Demonstrations of FIDU technology:**

13:00 hrs. and 16:00 hrs. Saturday and Sunday 18-19.10.2014

## Bogusław Paruch



**Lecture: The magic of car design**

16:00 hrs. Monday 20.10.2014

What is the role of Car Design today?  
What does the complete design process look like?

Car design is about emotions, appearance, proportions, materials, brand, passion, business.

What does the term Car Design actually involve? Why do we need to design over and over again new cars? How does technology and new inventions influence this discipline? Boguslaw will provide a visual explanation of the whole design process: from concept to production.

Boguslaw Paruch is working as a Senior Exterior Designer at Ford Motor Company based in Cologne, Germany. After graduating from two renowned universities: the Academy of Fine Arts in Wroclaw and Scuola Politecnica di Design SPD in Milano, Boguslaw started working for Ford Motor Company in 2008. Boguslaw worked among others on the Focus, Focus ST, Kuga, S-Max and Mondeo.

## Lidewij Edelkoort



**Lecture: Rethinking design education**

16:00 hrs. Tuesday 21.10.2014

Li Edelkoort will give insight and information about a new design institute in Poland.

One of the world's most renowned trend forecasters, Lidewij Edelkoort will give insight and information about a new design institute and its unique curriculum, a private initiative in the city of Poznan, Poland.

The School of Form is a newly established international academy of design located in Poznan, which accepted its first students in October 2011. School of Form is innovatively combining the study of the Humanities with technical subjects to allow students to achieve recognized and accredited specializations.

This curriculum is intended to stimulate students, to encourage curiosity and to broaden the scope of their minds as much as possible, thus making them successful designers of the future. Lidewij Edelkoort together with Piotr Voelkel and Zuzanna Skalska are the three Founders of School of Form.

## Zuzanna Skalska



**Lecture: How have I become a trendwatcher?  
Controlled accident or conscious choice?**

16:00 hrs. Wednesday 22.10.2014

Forecasting the future – how to predict trends and 'control' accidents?

Zuzanna Skalska is an expert on trends and the driving force behind her company 360Inspiration. She is an author of the 360° Trend Report books (Red Dot Award 2009). For her work, Zuzanna visits more than 25 international, professional and most influential trade fairs each year. In addition to the numerous seminars and lectures she gives, Zuzanna is also often invited to deliver keynote addresses all over the world.

During her lecture Zuzanna will speak about her methods of forecasting the future, and what took her to her current position in the design world. "I believe that a 'controlled' accident is the only way to fulfil life satisfaction. During my lecture, I will share with you my definition of 'controlled' accident. I am forecasting the future for the world of businesses and government organizations – my job is a complex but controlled collection of accidents."

## Siembab & Kaweckki



**Interactive lecture: Sense branding – building an architectural brand using sensory impressions**

16:00 Thursday 23.10.2014

Using scent in design. Everything about scent, sense branding and sensory space design.

The meeting is devoted to the role of the senses in interior design and their implementation in architecture. The workshop aims to raise the awareness of architects, interior designers and developers of the rules for the use of sensory impressions in designing a space, and then creating a coherent brand.

During the workshop we will tell you how scent creates the atmosphere of a place, how it can raise the value of the interior and how to style interiors with scent. All that will be combined with practical exercises illustrating the interplay of sensory experiences in design.

**Interactive lecture: Sensory space design – scent in interiors**

11:30 Tuesday 21.10.2014 • 13:30 Thursday 23.10.2014

By using scent as a tool in interior design we give space an extra dimension. The character of the interior becomes dynamic, intelligent, interactive. The smell complements the materials and creates a total interior: designed for all senses.

## Karolina Perrin & Duckie Deck



**Lecture: Interactive designs for children**

16:00 hrs. Friday 24.10.2014

How to design interactive exhibitions, products and educational applications for children?

Karolina Perrin designs interactive exhibitions and educational programs for museums and science centers. Since the digital revolution happened interactive exhibitions began to transform. Perrin's most important goal is to create an in-depth and real experience of the visitors and especially kids.

Duckie Deck is a game studio creating cheerful and educational apps for children. Their games support a healthy and well-rounded development at all stages, teach social skills or hygiene rules and inspire children to have fun with other kids beyond the virtual world. Duckie Deck will present their working method and talk about the role of their products.

**Workshops for children: Electric world**

13:00-16:00, Saturday and Sunday 25-26.10.2014

A workshop during which children can integrate electricity in all possible materials and objects.

## Paulina Matusiak



**Lecture: The making of @ Studio Matusiak**

16:00 hrs. Saturday 25.10.2014

Paulina Matusiak reveals the 'ins & outs' of her intriguing and daring visual language.

Posters, photography, corporate identity and high-profile publicity campaigns for, among others, Venetia Studium. How do you ensure that the viewer is touched by your message? In this lecture, Paulina Matusiak, founder of Studio Matusiak in Amsterdam, reveals the 'ins & outs' of an intriguing visual language. From concept development to technical realization.

Paulina's graphic work is daring and elicits a powerful response. This is due to a subtle layering of references, frictions and contradictions behind the superficial beauty. It lends her designs an unprecedented theatrical depth. In addition to the many customers from the cultural world, there are also advertising agencies, companies, retail and publishing houses among her regular customers. Studio Matusiak is multidisciplinary; its core activities include art direction, graphic and interactive design, photography and illustration.