

FRESH DESIGN

YOUNG EUROPE ABOUT DESIGN

4 TH EDITION OF
INTERNATIONAL
DESIGN
WORKSHOPS

IV



13-23
MAY 2016
WROCLAW

**FRESH
DESIGN**



FRESH DESIGN – Young Europe about Design is a project directed at students of European art and design schools.

Project's superior goal is to ponder on common history, output of creative industries, exchange and cooperation between schools and students of architecture, design and art from Poland, Germany, Austria, Slovakia, Hungary, Czech Republic and other European states. Project offers an opportunity to analyze man's surroundings from point of view of young Europeans. It also adds to European discourse on quality of life and responsible shaping of human environment, based on common historical-cultural determinants.



This year's edition is the fourth installment of the project, which has begun in 2013.



Until now project involved:

140

European
students

30

tutors
and experts

20

European
universities

11

European
states



GOALS OF FRESH DESIGN 2016:

- Connecting and strengthening bonds between European universities
- Development of creative industry
- Planning the development of selected waterside areas in Wrocław
- Discussion on importance of rivers in European cities and ways of management of its potential
- Presentation of output of partner universities





**KRZYWY
KOMIN**
CENTRUM
ROZWOJU
ZAWODOWEGO

International groups will work in rooms of our main co-organizer, CRZ Krzywy Komin.

CRZ KRZYWY KOMIN

is one of the most important projects of revitalization of Wrocław's Nadodrze – historical quarter which brings an attention of media and denizens of whole city.

It is the only place in Wrocław which merges theoretical and practical education, creation and exhibition functions. Apart from workshops and trainings, Center organizes, among others: concerts, film screenings and theatre performance. It is 1200 sq. meters dedicated to design, craft, culture and art.

At CRZ Krzywy Komin's disposal are:

- **5** workshop rooms (including rooms of: artistic craft, training room and room for professional consultations);
- auditorium
- **2** exhibition halls



WHEN?



13-23

MAY 2016



**FRESH
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Idea of project is based on participation of students from every European country.

Last edition was attended by students from:
POLAND, GERMANY, CZECH REPUBLIC, SLOVAKIA and HUNGARY.



Students will be divided in 6 multinational groups looked after by supervisors and tutors.



cooperation



brainstorm



exchange
of view



teamwork



Program of workshops also includes:
ground research, lectures, meetings
with experts, public debates and
exhibitions.





18-22

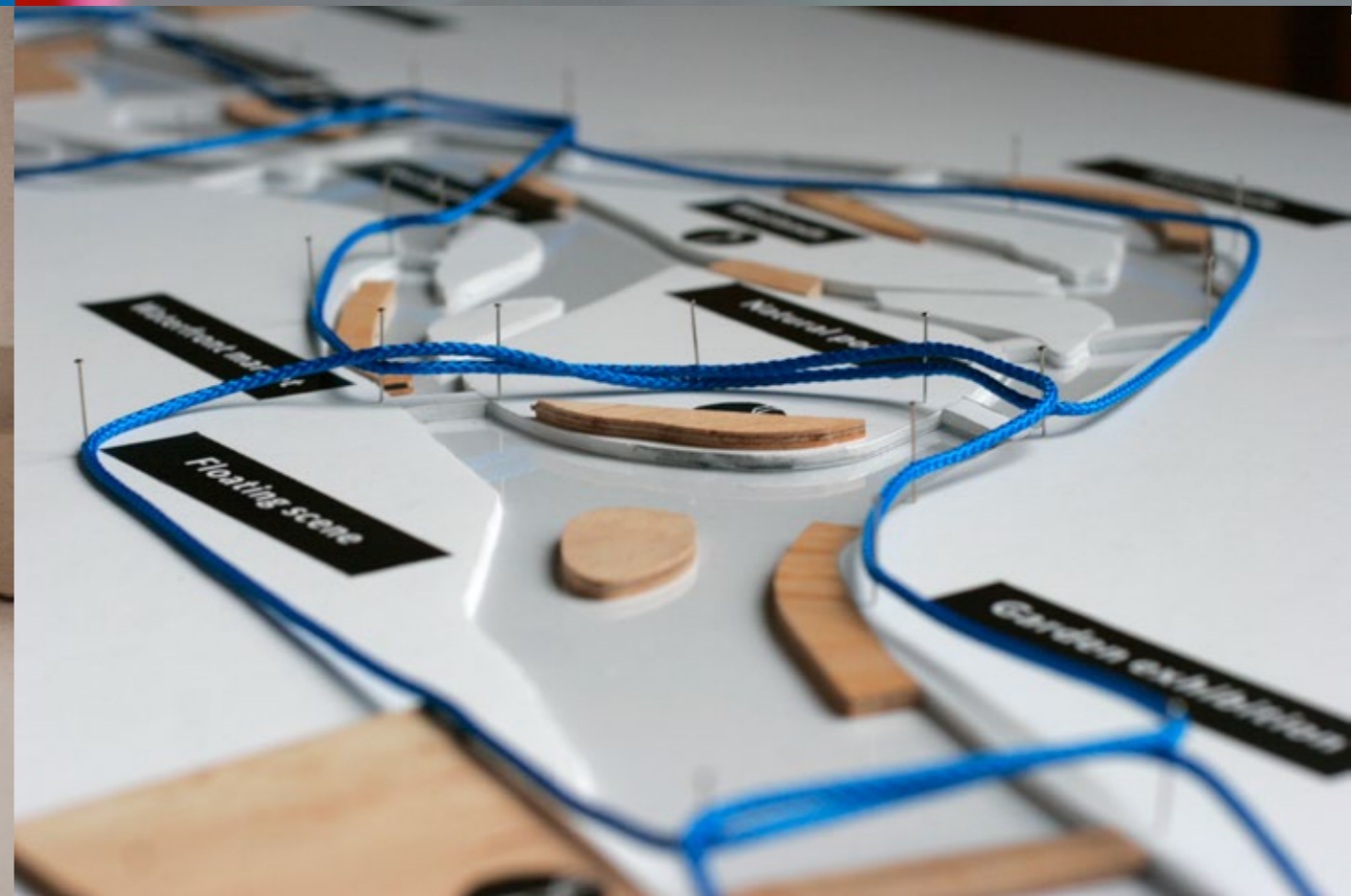
MAY 2016

Exhibition of artistic output of partner universities and participants of project during III International Good Projects Festival Wroclove Design:

- Offers a chance to promote talented young designers to international audience
- Gives partner universities a perfect opportunity to present their work.



Results of workshops are presented as visualizations and mockups.





Theme of workshops

RIVER: CONNECTIONS

RZEKA

FLUSS

ŘEKA

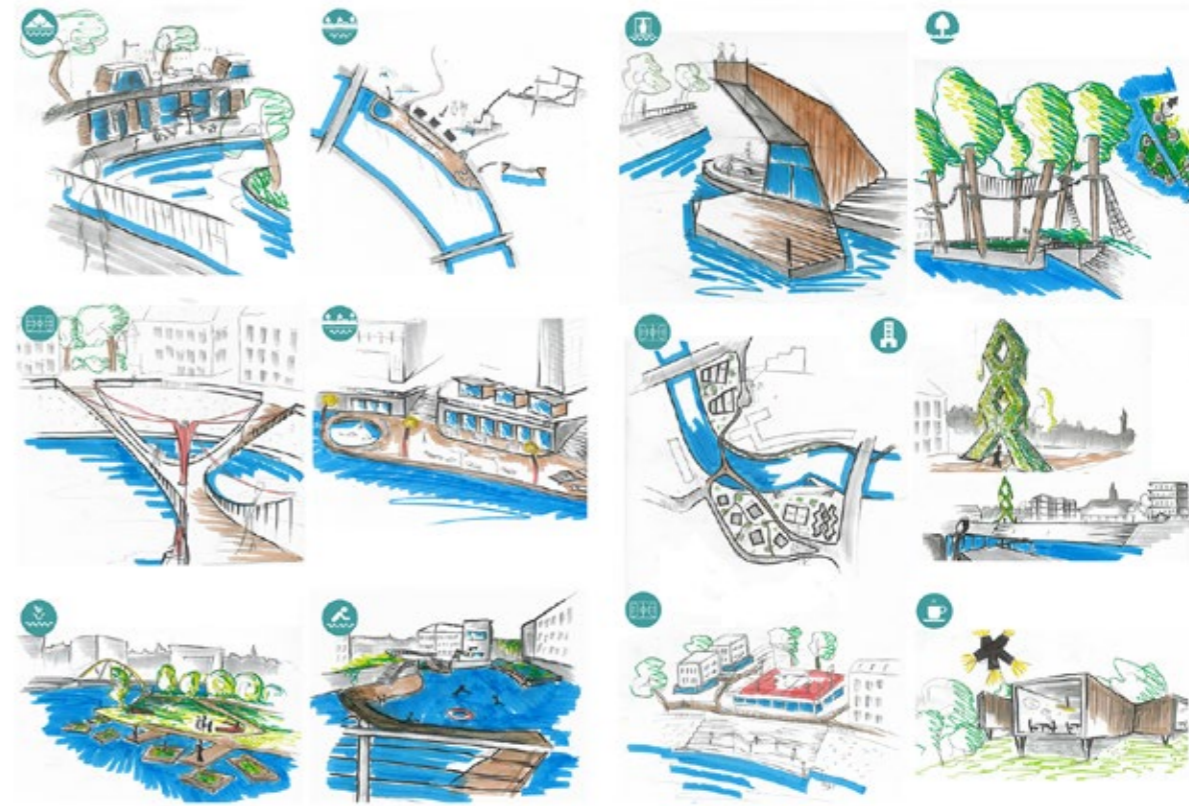
FOLYÓ

RIEKA

**HOW TO PROFIT FROM
POTENTIAL OF RIVER IN
THE CITY?**

**How to include it
into cityscape?**

Which solutions can be adapted in Wrocław?





22

MAY 2016

Evaluation of project
and public debate on
connections of river
and the city



LONG TERM EFFECTS:

- Strengthening of cooperation between European states
- Realization of project which transgresses geographical, linguistic and cultural borders
- Promotion of Polish cultural, artistic and historical heritage
- Merging ties of cooperation and friendship, which lasts after finishing the project
- Creation of platform of understanding and exchange of experiences between partners.

Organizator:



Współfinansowanie:



FUNDACJA WSPÓŁPRACY
POLSKO-NIEMIECKIEJ
STIFTUNG
FÜR DEUTSCH-POLNISCHE
ZUSAMMENARBEIT



Współorganizator:



**KRZYWY
KOMIN**
CENTRUM
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Patronat honorowy:

PATRONAT HONOROWY
PREZYDENTA
MIASTA WROCŁAW



Ambasada
Republiki Federalnej Niemiec
Warszawa



Instytut Słowacki
SLOVENSKÝ INŠTITÚT



Ambasada Republiki Czeskiej

Partnerzy:



Politechnika Wrocławska
Wydział Architektury



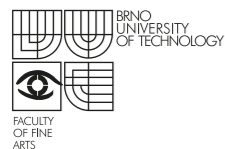
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VÝTVARNÝCH UMENÍ
> **SVA** ACADEMY OF FINE ARTS
AND DESIGN

biomimicry
germany



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