**The polarized program of Gdynia Design Days 2019!**

**Over 130 events, including 24 exhibitions, 27 lectures and 27 workshops. A powerful dose of knowledge and inspiration during the 12th edition of Gdynia Design Days. The main theme of the event, which will take place between 6-14 July in Gdynia, is POLARIZATION.**

What is more important: individual interest or common good? Unique products or those cheap and easily accessible? Locally or globally? Offline or online? Me or us? POLARIZATION is a kind of discrepancy, a dichotomy in views and opinions. It carries with it a desire to engage in dialogue, to confront conflicting views in accordance with the interests of different social groups. The world in which we live has a tendency to create more and more divisions. During GDD 2019 we want to create a forum for debate and draw conclusions that will help to answer these questions and indicate the directions of further action for the future.

The program includes more than 130 diverse and inspiring events. The festival days were divided into thematic blocks focused on the topic of polarization in the context of fashion (July 8th), graphic design (July 9th), industrial design (July 10th), urban architecture (July 11th) and interior design (July 12th). Every day there will be lectures and workshops devoted to a given topic.

It's worth to take a closer look at the festival's program and book your time in the calendar, because
a lot is going to happen!

**Opening weekend**

The GDD opening weekend alone is expected to be intense. On the 6th of July we invite you to the official opening of the festival and the vernissage of all exhibitions. Sunday, the 7th of July, will be devoted to the main theme of the event – POLARIZATION. On this day, it is worth attending the lecture of Ingrid van der Wacht from World Design Weeks -– “Design makes the world spin” and the lecture of Zuzanna Skalska on future thinking. The following will also be speaking on that day: Michał Bachowski, Konrad Jerin with Piotr Okrasa and Wiesław Bartkowski.

**Polarized exhibitions**

We especially recommend to your attention the main exhibition of the festival, curated by Izabela Bołoz, entitled “me | we”. Selected works will show polarised tendencies embodied in real projects. Some of them support the desire for self-fulfillment, self-discovery and dream fulfilment. Systems that take care of others for us save time. The exhibition encourages to reflect on where our sense of happiness and satisfaction with life lies.

This is just the beginning. In total, 24 exhibitions in Gdynia will be on display during GDD 2019. We will take a closer look at the human body ("Body at a Crossroads" exhibition), the issues of climate change (“2°C”), the use of raw materials (“(no)more waste”, “Print 'n paste”) or, [among others,](http://m.in)  technologies (“We need more space”, “Matter of code”).

**Time for the New Generation**

We also do not forget about young, aspiring artists. Especially for them, the Young for Start competition was created, which will be decided during the GDD, with the winning works presented at the post-competition exhibition. The Design talks Business First Steps series, dedicated to business aspects of work in the creative industry, is addressed to young entrepreneurs. During lectures and workshops, experts will show an alternative approach to sales, how to create a socially responsible brand strategy and the role products and services play in the customer's life.

**Not only knowledge...**

GDD is not only knowledge and inspiration, but also accompanying events and a great opportunity to meet and establish business relationships. The head office of GDD - Pomeranian Science and Technology Park Gdynia - for the duration of the festival turns into a networking melting spot, where you will meet designers, entrepreneurs and design enthusiasts. Design Alive will take care of the organization of the festival’s “House of Ideas” club, where in the wings you will be able to exchange knowledge and talk to interesting artists. ELLE Decoration magazine will prepare the Knowledge Zone, during which the participants of the Young for Start competition will be able to, among others, verify their achievements, consult a project, get practical tips on how to improve it, as well as learn how to promote it.

The full program is available at: <http://gdyniadesigndays.eu/pl/program.html>

Free admission to exhibitions and lectures, except for Design talks Business Summit and the Design talks Business First Steps cycle. All workshops are subject to registration, which starts on July 10, 2019.

GDD2019 #POLARYZACJA
when? 6-14 July
where? Pomeranian Science and Technology Park Gdynia, al. Zwycięstwa 96/98
FB: facebook.com/gdyniadesigndays
Instagram: @gdyniadesigndays
oficjalny hashtag: #GDD2019 #GDD #gdyniadesigndays #polaryzacja

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