Gdynia Design Days 2019

Festival’ s motto

**Gdynia Design Days is a leading festival of inspirations, practical and valuable design knowledge at the Baltic seaside, presenting the most recent trends and good practices. The programme, packed with curated exhibitions, lectures, workshops, talks and debates, is addressed to professionals, entrepreneurs and design enthusiasts looking for new ways of doing things. The motto of GDD 12 – polarisation – offers ample room for interpretation. How should we construe it?**

The world we live in is constantly torn between personal interests and the common good. Right now we’re in a situation where strong individualism and rising narcissism meet mediocrity that glorifies simplicity and limiting material goods. Consumerism cannot be reconciled with minimalism, like the love of beauty and perfectionism are no match for brusque ugliness and imperfection, which are steadily gaining notoriety. The high quality of collector’s items, trinkets desired by a narrow group of privileged aesthetes, is in opposition to mass-produced, disposable everyday objects, coming off Asian production lines to flood global markets. Multinational corporations fuelled by mass workaholism have nothing in common with the growing group of self-employed freelancers, whose workplace is wherever their laptop happens to be. Influencers, preoccupied with boosting the market value of their Instagram profiles, will not find a common language with proponents of digital anonymity, obsessed about avoiding open Wi-Fi networks.

Polarisation stands for a visible divergence, a dichotomy of views and opinions, stratified communities, divided into opposing groups. The process is caused by differing attitudes to important problems, in extreme situations that cannot be ignored. Polarisation excludes dullness, indecision and lack of involvement. All disputes may be positive or negative, depending on how effectively they are managed. Only dialogue between people who are convinced of their beliefs makes it possible to outline innovative strategies for action.

During the 12th edition of Gdynia Design Days, taking place between 6 and 14 July 2019, joined by design professionals and aficionados, we are going to work together to find new methods of action for design and business in a polarised reality. We are going to look for alternative, environmentally friendly materials, analyse the possibilities for a better use of artificial intelligence that would benefit users in the age of information overload, think about redefining economic notions in the face of politics, examine the human body as a source of hitherto unused raw materials and ask questions about the meaning of empathy and knowledge about the mental and physical health of living beings in design.

Like each year, let’s meet up in Gdynia: an open city that fosters wise dialogue and confrontation between opposing views in line with the interests of various social groups. This is where we create a platform for debate and draw conclusions to point us towards further courses of action.

**See you at the seaside between 6 and 14 July 2019!**

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