Gdynia Design Days 2019

The five poles of polarisation

**Throughout the 12th edition of Gdynia Design Days, the Pomeranian Science and Technology Park will again turn into a meeting point for representatives of the Polish design industry, entrepreneurs and fans of good design. The motto – POLARISATION – is an invitation to dialogue aimed at finding innovative strategies of action for design and business operating in a polarised reality.**

**Below are the five poles of Polarisation which point to the main differences in attitudes adopted in the face of important problems, in extreme situations that cannot be ignored:**

**‘Me’ versus ‘us’**

The world we live in is constantly torn between personal interests and the common good. Can we strike a balance between convenience and responsibility? When should we choose our own interests and when the common good? These and similar questions will be asked at the *Me | Us* exhibition curated by Izabela Bołoz, in many contexts that span our families, local communities, people from other countries, foreigners and members of developing nations. Selected works will show polarised trends incorporated into real projects, such as systems that save our time by taking care of others instead of us or help us build a positive image of ourselves. Others still convey our need to become involved in helping others, building small, local communities or being responsible for the online community we participate in.

**The human body under the spotlight**

At the *Body at a Crossroads* exhibition, its curators – Michał Bachowski and Agata Nowak – will be showing the human body in the context of the most important dilemmas we are currently facing. Our bodies are of interest not only for scientists, but also designers and entrepreneurs. However, they are divided into two polarised groups. Some want to harness the development of plastic surgery, prosthetics, bioengineering, AI and other computer-based technologies to improve human beings or do certain things for them. Others are scared by the prospect of transhumanism.

**Using materials to the fullest**

Both small-scale designers and industries are currently reaching for waste materials. What has so far represented an unwanted side effect of mass-scale production and consumption processes has turned into a valuable resource and symbol of social responsibility. At the *(non)waste* exhibition, two curators: Agnieszka Jacobson-Cielecka and Karol Muralak, will present pairs of objects united by their material and purpose. One of them was created in a designer studio. Made by hand, it is an experiment and a suggestion, pointing towards a potential course of action. The other was created in a fully equipped research lab financed by the industry, ready to take responsibility for its previous actions. References to the zero waste concept will also be represented at two further exhibitions. *The Humanism of Textiles* by Marta Pokojowczyk will feature a series of objects made of linen, created through a symbiosis of two disciplines: painting and weaving. *Print’n’Paste*, on the other hand,is an experiment from UAU project studio, which will use a 3D printer to create objects from various easily accessible materials, such as sand, leaves, mown grass, wood shavings or coffee grounds.

**Technology in the service of designers**

At the cosmic exhibition *We Need More Space*, curated by Marta Flisykowska, we will see mock-ups of bases on the moon, models of Mars exploration rovers, rockets and sensors – and hear behind-the-scenes stories about research projects realised with the participation of Polish specialists. Newest design technologies will also be used by Wiesław Bartkowski, who will talk about Creative Coding, which eliminates the polarisation between code and matter. The *#Matter of Code* exhibition combines the physical and digital worlds, installations reacting to environmental stimuli. The changing experience of the space, its perception, affects the feelings of people within it.

**Locally rather than globally**

Another important element of the festival is the annual review of works by young Polish designers, who will soon be responsible for designing the products, spaces, services and processes around us. The *#next generation* scene will present works created by the best students of Academies of Fine Arts in Gdańsk and Katowice, the School of Form and the Koszalin University of Technology. Looking back to the past of Polish design, we will focus on Barbara Hoff, the woman behind the success of Hoffland, a unique figure who first broke with the traditional image of designers: visual artists educated at art schools. The exhibition at the Gdynia Municipal Museum will focus on the broad influence of her designs and their place in post-war Polish culture.

**New ideas at GDD 12**

This is just a small part of the rich programme of this year’s Gdynia Design Days. The events are divided into subject-based blocks, focused on polarisation in the context of fashion, graphic arts, design, architecture and interior design. GDD is also a platform for open events, addressed to everyone looking for inspiration to take up new challenges, ask questions and seek dialogue between extreme attitudes.

For more detailed information, go to: [www.gdyniadesigndays.eu](http://www.gdyniadesigndays.eu)

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GDD2019 #POLARISATION

when? 6-14 July

where? Pomeranian Science and Technology Park Gdynia, al. Zwycięstwa 96/98

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official hashtags: #GDD2019 #GDD #gdyniadesigndays #polarisation

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