

"Trans:Forming Design from Poland"

"Trans:Forming Design from Poland" is a summary and presentation of the effects of the project "Grants for Design", implemented by the Association of Industrial Design of Warmia and Mazury, in which ten Polish companies from the interior design industry took part. As part of the process, companies received comprehensive support in design management - not only did they start working with designers, but also could participate in individual, professional training sessions in brand strategy and communication. The project's finale is the promotion of the new collections at two important international trade fair events - Maison & Objet in Paris (September 6-10) and Warsaw Home in Nadarzyn near Warsaw (October 3-6). At the "Trans:Forming Design from Poland" exhibitions you will be able to see ten collections that are the result of cooperation between companies and well-known Polish design studios.

Direction: Design

"Design is good for SMEs" project is run by the Association of Industrial Design of Warmia and Mazury, as a pilot program of the Polish Agency for Enterprise Development (PARP), "The Grants for Design".

The goal of the "Grants for Design" project, which began in September last year, is comprehensive support for ten furniture companies from the micro, small and medium-sized enterprises sector in implementing design and creating brand strategies. The program is addressed to companies from all over Poland. Entities from the Podlaskie, Warmian-Masurian, Lubelskie and Dolnośląskie voivodships qualified for it. As part of the project, analysis of design potential and mini design audits were carried out, taking into account technological resources and competition as well as current and potential customers. A designer was chosen for each company to create a proprietary collection of furniture that responds to current trends and user expectations. The whole process is coordinated by the Design Managers. The companies also took part in a series of trainings in the field of non-technological innovation, e.g. brand and communication strategies or sales. The final will be the promotion of furniture collections created as part of the process, presented at the exhibition "Trans:Forming Design from Poland" at Maison & Objet and Warsaw Home. The presence at trade fair events, vital in the industry, provides a unique opportunity to establish international commercial contracts and present new design and production opportunities for companies. It also serves as the first test of consumer reaction to the presented collections. The companies cooperate in each project with experienced consultants in the field of

design management, brand building and PR communication strategies, as well as with recognized and award-winning industrial design experts. New collections are planned to be implemented this fall.

- We are in the era of a new consumer. Users follow trends, they witness technological changes, but also ecological and economic ones. So they are looking for original products with more longevity. Hopefully, times when prices played the most important role are over and consumers appreciate products and brands they value more. The enterprises themselves and their management must also change. Participation in the "Grants for Design" project gives furniture companies the opportunity to compete in design. The collections, which were created in cooperation with recognized design studios, bring not only notoriety, but also unique products that aren't easily copied. On the other hand, enterprises receive a lot of support in management of the design process, which helps them to market products and strengthen their brands. By participating in the project, they focused on openness and cooperation in interdisciplinary teams, which is key to bringing innovation to the market - says Małgorzata Adamus, president of the Association of the Industrial Design of Warmia and Mazury.

Ten companies, ten collections

The meticulously refined collections created as part of the process and presented at the exhibition "Trans: Forming Design from Poland" fit into such trends as: society in flux, a return to origins, egnomy, the power of hybridity and are a response to niche markets. They are also based on the know-how and technological capabilities of companies.

The projects include: equipment for micro-apartments (MOD by MICROROOM / PAGOK-FURNITURE, design by DOROTA TERLECKA), seating for public spaces (HILO by LIBRA SOFA, design by SZYMON HANCZAR), home and garden furniture (MALU by DOLUX-M, designed by NIKODEM SZPUNAR), original solutions for the hall (KA by KIELECKA FURNITURE FACTORY, designed by ANNA ŁOSKIEWICZ), functional equipment for bathrooms (MOOD by DEVO, designed by DAWID GRYNASZ) or original store display systems (AVENIR by ABM, designed by MARTA NIEMYWSKA-GRYNASZ). Leisure furniture referring to vintage style was also created (DOTS by FURNITURE CONCEPT, designed by SYLWIA KOWALCZYK-GAJDA), a collection that combines tradition and modernity with its geometric forms (ROSETTE by VISSIV / NORD MEBEL, designed by AGATA KULIK-POMORSKA), elegant seating with a feminine charm (AUDREY by SO FEM / LECH-POL, designed by MAGDALENA KASPRZYCA), as well as unique objects based on excellent craftsmanship and derived from folk inspiration (SPLOT by SIKORSKI SUPREME FURNITURE, designed by ZOFIA STRUMIŁO-SUKIENNIK).

The furniture industry in Poland

In 2018, Polish furniture exports reached EUR 12.5 billion, which allowed Poland to become the 4th largest furniture exporter in the world. In the same year, furniture sales in Poland reached over PLN 44.5 billion *. The Polish furniture industry boasts as much as 161,000 employees employed by over 30,000 entities. However, there are few domestic brands recognized on international markets. Research on the furniture industry in Poland carried out by PARP ** indicates significant changes that have taken place in companies in this industry in recent years. When asked why companies increasingly decide to cooperate with designers, 69% of respondents indicated that their main motivation is to improve the attractiveness of their collections, and the same number argued that through design they want to improve the image of the company. Another 65% indicated growing consumer expectations as well as a desire to differentiate themselves from the competition. In turn, 46% of respondents hoped that cooperation with a designer would make them more competitive on foreign markets.

* Source International Trade Center, June 2019,

<https://wspieramyeksport.pl/raporty-branzowe/B2.1/meble>.

** Study "Diagnosis of design status" commissioned by PARP from 2015, in which 333 companies took part.

/ COLLECTIONS/COMPANIES/DESIGNERS:

AUDREY by SO FEM / LECH-POL, design: Magdalena Kasprzyca

AVENIR by ABM, design: Marta Niemywska-Grynasz

DOTS by FURNITURE CONCEPT, design: Sylwia Kowalczyk-Gajda

HILO by LIBRA SOFA, design: Szymon Hanczar

KA by KIELECKA FABRYKA MEBLI, design: Anna Łoskiewicz-Zakrzewska

MALU by DOLUX, design: Nikodem Szpunar

MOD by MICROOM / PAGOK-MEBLE, design: Dorota Terlecka

MOOD by DEVO, design: Dawid Grynasz

ROSETTE by VISSIV / NORD, design: Agata Kulik-Pomorska

SLOT by SIKORSKI SUPREME FURNITURE, design: Zofia Strumiłło-Sukiennik

/OPERATOR:

Stowarzyszenie Wzornictwo Przemysłowe Warmii i Mazur /

Association of Industrial Design of Warmia and Mazury

www.wpwim.pl

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/ ABOUT THE ASSOCIATION:

The Industrial Design Association of Warmia and Mazury was established in 2013 from the need to support the development of interesting, individual projects based on ethics, aesthetics and business culture. The most important goal of the Association's operation is to promote the level of competitiveness of enterprises through design. They have worked out and implemented a path to support companies in the field of design through their own project "Pressure cooker design", run in 2013-2014, which carried out the first design audits and developed strategies based on them. Their results were implemented in cooperation with designers and experts in the field of design. Among others projects for furniture, its portfolio includes projects for the food, packaging production, ice skating, household and tourist industries. The association creates interdisciplinary design teams, cooperating with the best designers, technologists, marketers and photographers to provide companies with high quality and comprehensive services in implementing innovation <http://designtodobre.pl>

The development of the company's strategy, the design of the new collection and consultancy regarding the market implementation took place under the project "Design is good for SMEs", co-financed by the European Union through the European Regional Development Fund within the Smart Growth Operational Programme 2014-2020.

"Design is good for SMEs" project is run by the Association of Industrial Design of Warmia and Mazury, as a pilot program of the Polish Agency for Enterprise Development (PARP) "The Grants for Design", part of sub-action 2.4.1 The centre for the analysis and pilot studies of new instruments inno_LAB.

The program is aimed at increasing the competitiveness of micro, small and medium enterprises from the furniture industry by animating cooperation with professional designers, consulting services, creation and active promotion of design solutions.