

5-11-2016

Poznań - Poland
Concordia Design



Projekcje

Conference summary.



Project draft.



Projekcje (eng. Projections) is an event organised by designers for other designers. Its main goal is not only to bring the members of graphic designers' community together, but also to **inspire** them to be creative.



We wish to allow new solutions to be produced and developed, to generate new ideas and encourage designers to search for new forms of expression.

We wish to focus on passion for being creative, to nurture and develop it.





Edition theme: Inspirations.

The main aim of Projections is to give a creative push both to young designers who are at the beginning of their careers, as well as to those who are more experienced, and remind them that design has no limits apart from those which are created by ourselves.

Theme sections:

- skills
- fun
- experience
- innovation
- heritage





Speakers will talk about Inspiration.

Resn

Amsterdam

resn.co.nz

Huncwot

Warsaw

huncwot.com

HOPA

Warsaw

hopastudio.pl

Grzegorz Róg

Warsaw

eduzweb.pl

.less

Gdansk

lesstudio.pl

Patryk Hardziej

Gdynia

hardziej.com



amsterdam

resn.co.nz

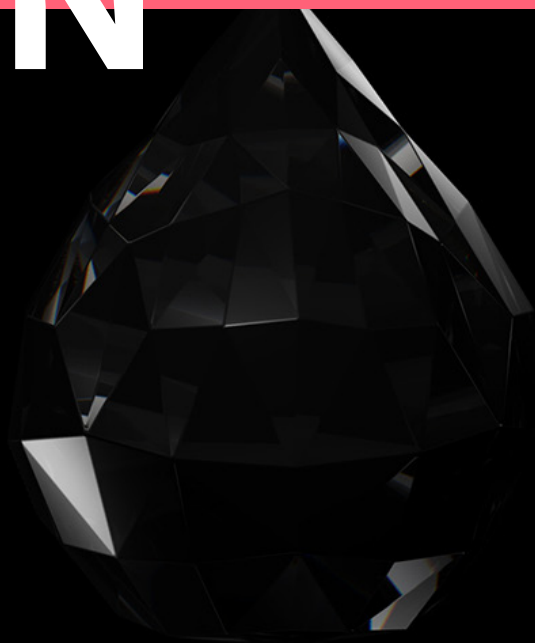
Resn is a creative agency fascinated by the digital world. Their mission is to make people enthusiastic about amazing and sometimes shocking interactive experiences.

Since 2004, Resn has been working in the field of Interactive Design and Development. The agency's high-qualified team undertakes complicated challenges to make their creative dreams come true. Moreover, through their ability to provide deep insight and strategic thinking while working on a project, they yield valuable solutions regarding the interaction with a particular brand. They call it the Resn Effect.

Kris Hermansson

Marcus Brown

RESN





warsaw

huncwot.com

Huncwot is a creative agency specialising in Interactive Design and Technology Intelligence. They strive for well-designed and functional digital projects, for which they gained a number of awards (4 awards in European Design Award, 22 awards in Awwwards and 11 awards in FWA). Huncwot has worked not only for the biggest and the most prominent Polish Cultural Institutes, but also for the most creative and innovative agencies in both the USA and Europe.

Arek Romański
Łukasz Knasiecki

HUNCWOT



312

spacex
kernel-centos7

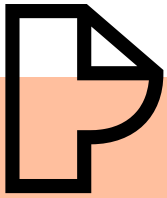


297

facebook
iTorch



239



warsaw

hopastudio.com

Hopa Studio is a Warsaw-based project team specialising in branding. They believe that designing visual identification systems is a process which is not limited to just logo design. It goes further beyond that and by being aware of it, HOPA Studio gains the knowledge of what a particular brand wants to communicate.

In the past few years, they have gained a rich experience in both creation and management. They work for huge as well as small companies. Each industry is a new challenge for them. HOPA Studio has made over 100 projects for brands and cultural institutions. They were awarded twice by KTR for creating visual identity for Uselab and Paperless.

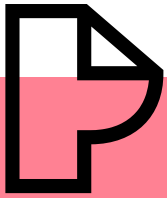
Piotr Hołub

Marcin Paściak

Julia Cieszko

HOPA





warsaw

eduweb.pl

Grzegorz has been involved in web design for many years, paying great attention to functionality and effective marketing techniques. He developed his graphic and web design skills by working for leading Polish and foreign advertising agencies. What is more, Grzegorz often collaborates with such brands as Adobe, Microsoft, Wacom, to only name a few. Working also as a speaker and a teacher, he often appears in various training courses, conferences and workshops. Last but not least, he has received a number of expert level certifications.

Grzegorz Róg

EDUWEB





gdańsk

lesstudio.pl

Martyna Wędzicka, Małgorzata Perkowska and Anna Okrassa are graduate students of the University of Arts in Gdańsk, Poland. Shortly after receiving their diploma, the creative trio began working on their less. project. The studio they created specialises in visual identity, editorial design and web design. They perceive the Internet as a rich source of inspiration, as well as communication and marketing media.

Martyna Wędzicka
Gosia Perkowska

LESS.





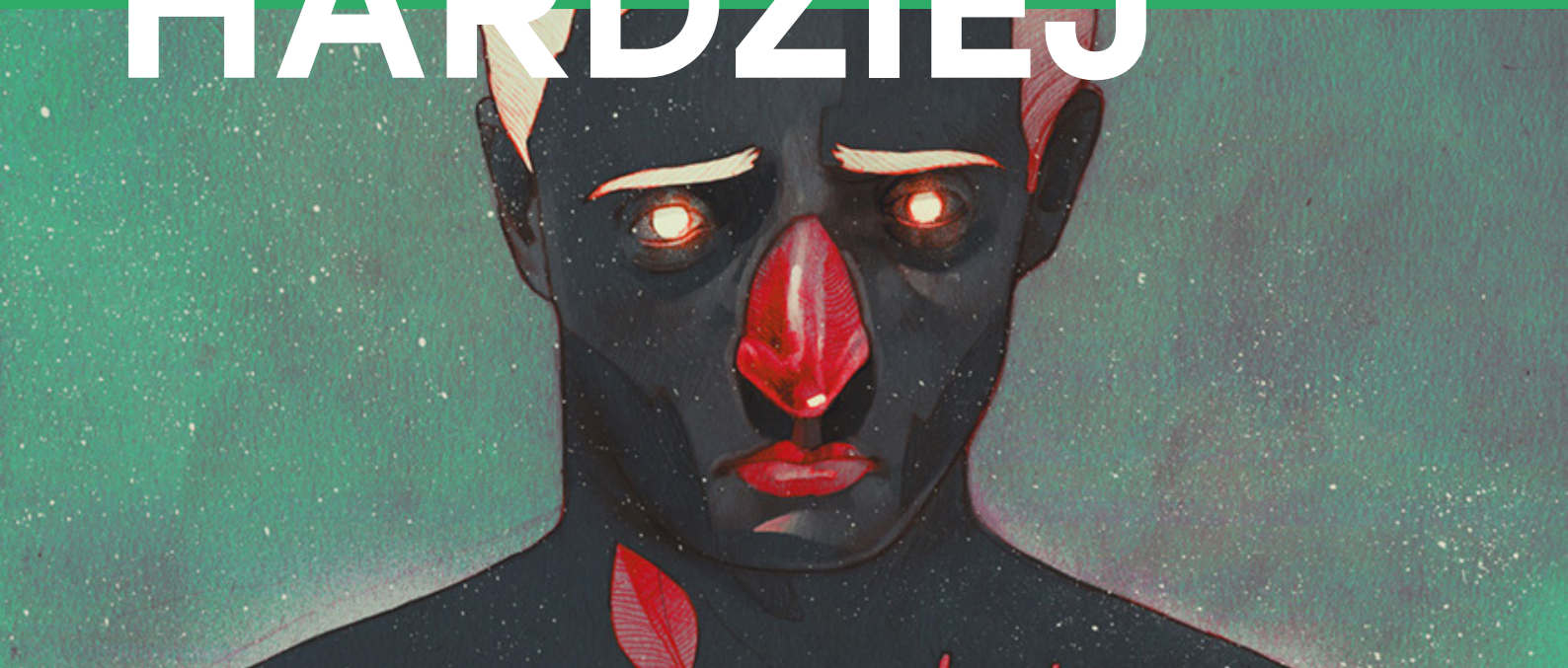
gdynia

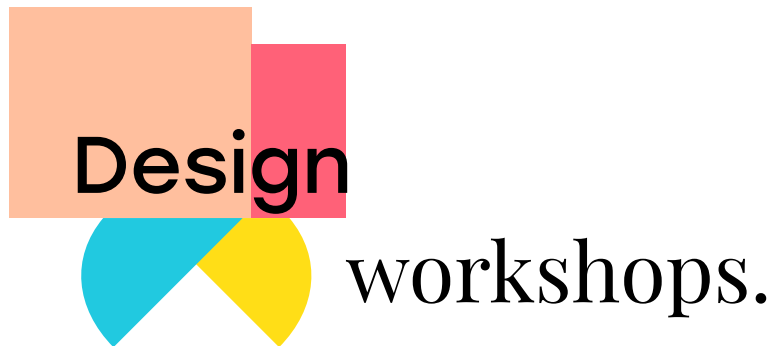
hardziej.com

Patryk Hardziej is an illustrator and a graphic designer. Although he lives and works in Tricity (Poland), he has been actively engaged in many international projects. Patryk deals with illustration, branding, logo design, visual communication, editorial design and art projects as well. He is fond of combining technical aspects of graphic design and illustration in various proportions. Furthermore, Patryk is a huge fan of oldschool graphic signs and the history behind them, which is why he initiated the Oldschool Logo and Polish Graphic Signs projects. Together with Patrycja Podkościelny, he co-creates and runs the Negation Studio.

Patryk

HARDZIEJ





M4gik

Cracow

magierski.pl

Muto Studio

Poznan

mutostudio.com

Bartek Kotowicz

Gdansk

brandingowy.pl



cracow

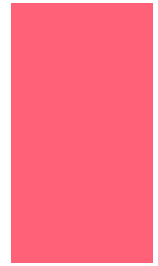
magierski.pl

Wojciech Magierski is an illustrator and a concept artist who was born in 1983. He lives and works in Cracow, Poland. His illustrations are widely published in magazines related to graphic design and illustration all over the world. Wojtek achieved a significant success despite the fact that his career began not so long ago - his works were published on the covers of such magazines as Advanced Photoshop (UK) and Computer Arts (PL). Apart from drawing, he prepares video tutorials for young designers. Wojtek's creative output is based on photomanipulation and digital illustration. He is an active member of the international graphic collective "Slashtree" and Polish "Goverdose". His portfolio can be found on www.magierski.pl.

Wojtek Magierski

Zbrush+Modo



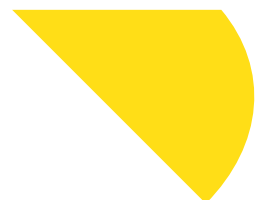


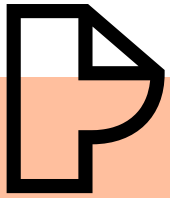
ZBrush + Modo

Wojtek Magierski / M4gik

ZBrush and Modo are a must for anyone who wishes to create stunning visuals with the use of these incredible pieces of software. During the workshops, the participants will learn tips and tricks of how world-class illustrations are made. What is more, they will step into the magnificent world of Modo and ZBrush with Wojtek Magierski who will show how to combine the post-production magic of Photoshop with the freedom of creating 3D objects to achieve amazing results and exceed a potential client's expectations.

Wojtek Magierski will demonstrate the ZBrush sculpting possibilities based on his own experiences - starting from creating a 3D mesh of a character, through cutting it out and coloring, up to post-production.





gdansk

brandingowy.pl

According to Bartek Kotowicz, being creative everyday is better than feeling the deadly certainty which comes with the next day. That is the reason why he swapped the idea of working in the European corporations for working in creative industry and running his own company. As a result, Bartek passionately writes articles and organises training courses in which he takes part as a teacher. Moreover, he is the CEO of a branding agency, Engram. Bartek runs the successful blog brandingowy.pl, created a brand called Pan Wizualny and a multifunctional co-working space, O TU_. A born strategist and a huge branding fan who is interested especially in such issues as corporation and B2B branding.

Bartek Kotowicz

Workshop²





Workshop²

Bartek Kotowicz / brandingowy.pl

The Workshop² is a non-standard training course, whose main theme relates to a designer's skills and business execution of a project in terms of its branding. During the workshops, the participants will discuss the tools and means of gaining inspiration, as well as its influence upon working on a branding project. The latest trends will be touched upon and analysed, as well as translating inspiration to a client's actual needs and expectations.

Apart from the above, The Workshops² is an opportunity which actively engages participants in working in small groups, case study analysis, simulation games, presentations and brainstorming. Moreover, it is a chance to exchange opinions and experiences between the participants who will put the skills they develop during the workshops into practice. The wider perspective they gained will make it possible to enhance effectiveness during working on a project with a client.



poznan

mutostudio.com

Muto is a multidisciplinary design studio located in Poznań, which focuses on establishing visual communication and pays attention to a high-quality dialogue between a brand and audience.

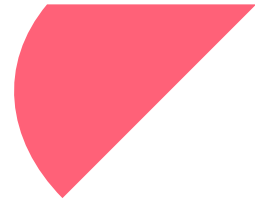
By concentrating on a brand's visual identity carrier in time and space, Andrzej and Michał search for new attractive ways of exploring the notion of visual identity by using interesting objects associated with a particular brand. The studio avoids using a conventional set of creation tools at their work and builds a cohesive concepts even before the use of digital software. Moreover, they often involve in a multidimensional cooperation with specialists of all sorts, which allows them to handle a comprehensive and complicated projects.

Andrzej Jakuszko

Michał Wiatrolík

Set design





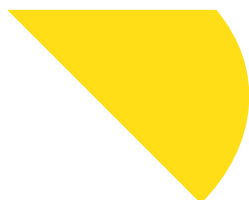
Gold Styrofoam, or set design in project photography.

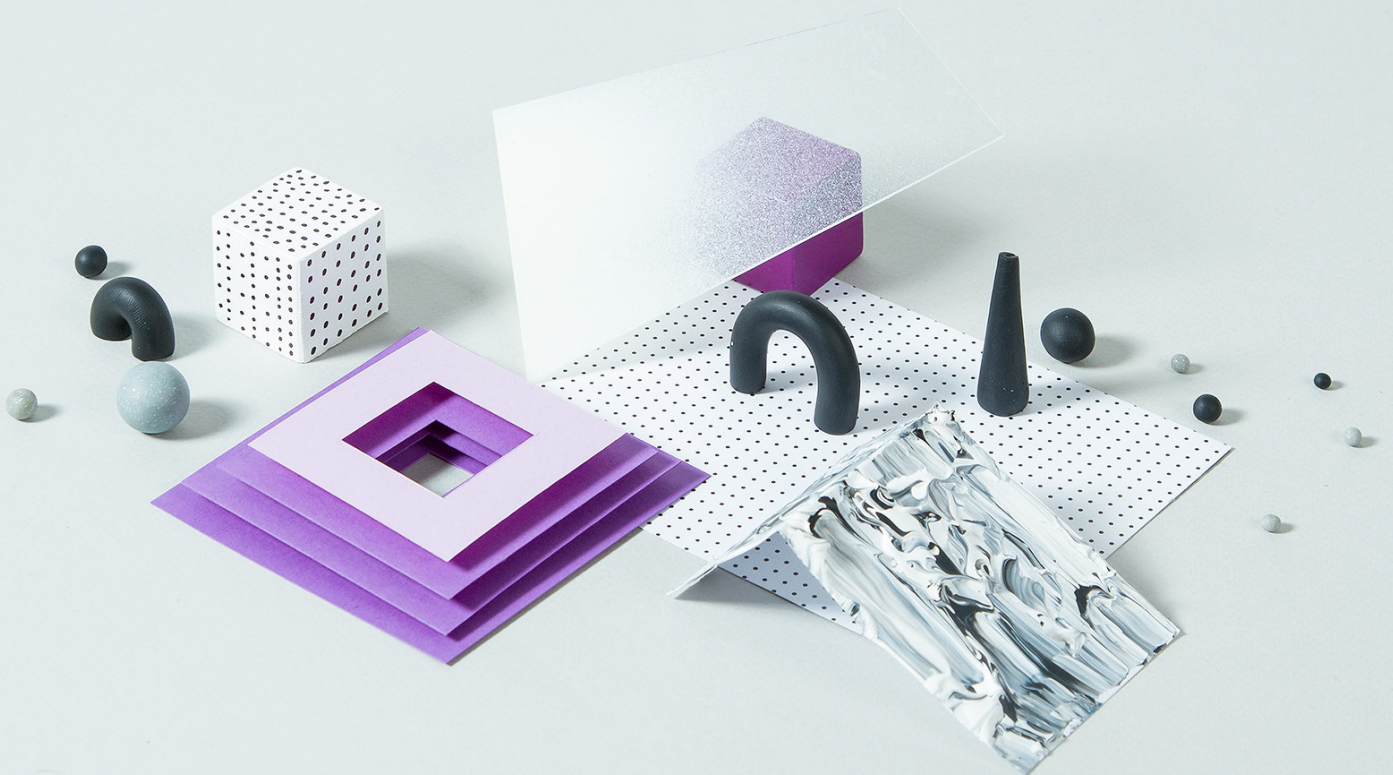
andrzej jakuszko & Michał Wiatrolik
/ muto studio

Glass in a tube, spray gum, smoke without a fire.. During this particular workshops the participants will learn about a more practical approach towards the project photography process.

Starting with creating a comfortable workspace, through picking out scene elements and photography techniques, up to the actual photoshoot.

The teachers will show ways to build surreal and abstract scenes which would enhance the aesthetic of photographed items.





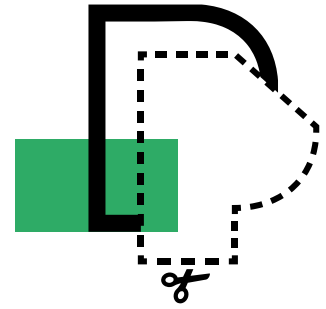


Design Battles.

The contest aims to enhance designers to expand their horizons, develop new design techniques and inspire them to further improve their skills.

Above all,

the Battles is great fun.



Design Battles.


Scenario.

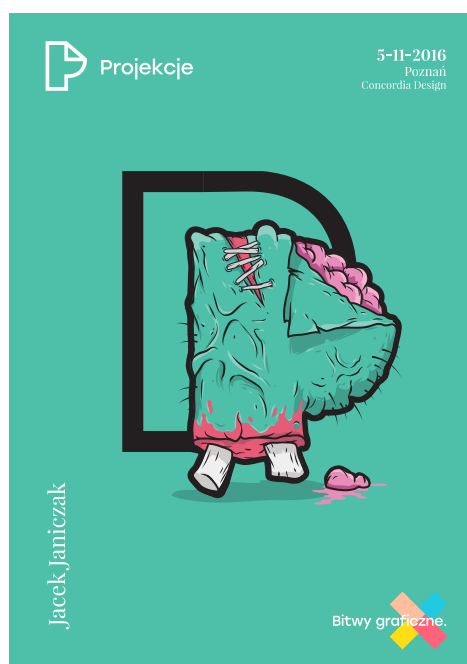
Each participant is given a task to create a personal interpretation of the Projections logo in accordance with a layout available to download from the official website of the conference. The idea and creativity are the key criterion, however the quality of the finished work is also crucial. Apart from submitting the logo interpretation, the participant is also required to attach an example of inspiration which initiated the creative process. By doing that, we all can see the big picture consisting of the Inspiration and its Interpretation. A selection of the most interesting projects will be chosen and displayed at the exhibition during the conference on the 5th of November 2016 at Concordia Design. The Battles' finalists will be selected by the Jury which consists of well-known and experienced Polish designers. All of the submissions will be showcased in the Projections' gallery at the Battle's official website.

The winner of the Battles will be chosen during the conference by everyone who will take part in the Projections event and vote.



The layout:

<p> Projekcje</p> <p>5-11-2016 Poznań Concordia Design</p> <p>Place for your design!</p> <p>Your name</p> <p>Design Battles.</p>	<p>Title Your name</p> <p>Your inspiration</p> <p>Participant vote (sticker)</p>
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The projects provided for illustrative purposes only.



CONCORDIA
DESIGN

Concordia Design

The event will be held on the 5th of November 2016 in a Poznań-based design center on Zwierzyniecka 3 Street, Concordia Design in Poland. We have a great pleasure to announce that Concordia Design is also the partner of the Projections Conference.





CONCORDIA DES I G N





Organizers:

Kommunikat.

Kommunikat

Kommunikat is a brand design studio which specialises in designing flexible visual identity systems. It was established in 2007 by Kuba "Enzo" Rutkowski.

The experience acquired during his employment in such design studios and agencies as Diagram or Dragon Rouge enabled him to develop a unique work process and pragmatic approach towards design, which stand at the base of Kommunikat's projects. Over the years the studio created a number of unique solutions including a repeatedly honored visual identity system for Autentika.

In 2013 Kommunikat welcomed Natalia Żerko - an illustrator and a graphic designer, who became a permanent part of the team. As a result, a dynamic duo was created, which successfully works with such brands as Asseco or Allegro.

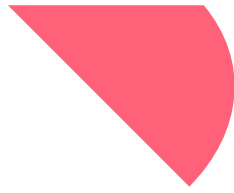


Piotr Świerkowski

For the past 9 years, Piotr has been designing web and app interfaces. He is the winner of the "Best UI Designer 2015 CSS Design Awards" award and was nominated for the "Independent / Freelance of the year 2015" award.

His works can also be found in the following Awwwards publications: "365 Best Websites Around The World 2014" and "365 Best Websites Around the World 2015". He is a jury member for both Awwwards.com and CSSDesignAwards.com.

Piotr is the winner of a number of awards and commendations from well-known design websites and magazines, e.g. Web Designer Mag for the ilovethisfame.com project.



Ewelina Dymek

Since she can remember she has been passionate about drawing, and since a few years ago about graphic design as well. She is trying not to restrict herself within one particular sphere of design and illustration, but to develop her skills in various directions, keeping in mind the high quality of her work.

Qualifying for the prestigious Fashion Drawing workshops during Art & Fashion Forum by Grażyna Kulczyk (2013) allowed her to step into the illustration business and enabled her to work on projects with such brands as Samsung (PL), Leo Burnett (PL), Saatchi Masius (UK) and a charity organisation Warriors in Pink established by FORD Motor Company (USA), just to name a few.

For the last few months she's been working with the leading manufacturer of graphic drawing tablets WACOM, and her works were often honored on design and illustration websites such as Behance.

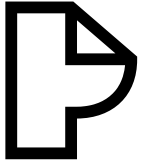
.fromsquare

Fromsquare

A Poznań-based graphic design studio, which specialises in animation and branding. its main goal is to create a cohesive and effective communication, which creates a brand's dynamization and visual identity systems.

The studio was established by the designers duo, Alicja Piotrowska and Jakub Piechota, who has gained a rich experience while working for such clients as Allegro, Amica, Home Broker, H&M, Volkswagen and more. For the past 2 years Fromsquare has been collaborating with a Swedish film studio and has made a number of animations released on a Swedish market. As far as branding is concerned, Fromsquare's designed logo was showcased during the Second Polish Graphic Signs Exhibition.

Alicja and Jakub use their broad knowledge and tools to create the story behind newly-established and already existing brands, which has a crucial impact upon an effective brand communication and its identity.



Partners and Media Patronage:





Projekcje

Want to know more about the Projections
or to work with us?
Please, drop us a line!

info@projections.pl