



UNPOLISHED 10
YOUNG DESIGN FROM POLAND / ZAGREB

24.11 – 16.12.2011
DESIGN CENTER OF THE CROATIAN CHAMBER OF COMMERCE, ZAGREB

Organizers: the Regional Museum of Stalowa Wola (www.muzeum.stalowawola.pl) and the Polish Embassy in Zagreb (www.zagrzeb.polemb.net)

Curators: Agnieszka Jacobson-Cielecka and Paweł Grobelny

Designers: Agnieszka Bar, Aze design, Beton, Joanna Bylicka, DBWT, Agnieszka Czop and Joanna Rusin, Gogo, Kafti Design, Kosmos Project, Bogdan Kosak, Malafor, Karina Marusińska, Bartosz Mucha, Monika Patuszyńska, Puff-Buff Design, Tomek Rygalik, Magdalena Trzcionka, Oskar Zięta.

DESIGN – POLISH EXPORT HIT
MILANO / PARIS / KÖLN / HANNOVER / DÜSSELDORF / BUDIMPEŠTA / ZAGREB / HONG KONG

UNPOLISHED – YOUNG DESIGN FROM POLAND is a project presenting the most interesting works and achievements of young Polish designers to a wider audience. It promotes Polish design in the world. It also shows that our design, which draws on the rich Polish experience and traditions, is attractive and therefore worth seeing. The success the exhibition enjoys at design festivals across Europe proves that Polish design is earning reputation while its creators – young artists – thanks to their talent, imagination, experience, unconventional ideas and passion – are demanded on international markets.

In 2011 UNPOLISHED – YOUNG DESIGN FROM POLAND exhibition was presented on many European prestigious design festivals such as Salone del Mobile in Milan, Designer's Days and Design Week in Paris, Budapest Design Week or in the Museum of Applied Arts in Koln. In November the exhibition staged in the Design Center of the Croatian Chamber of Commerce in Zagreb will be shown to Croatian audience. Its latest edition will take place in December 2011 in Hong Kong, China. It is worth mentioning that the exhibition organized as a part of the cultural programme of the Polish presidency in the European Union Council promotes Polish culture and applied arts in the biggest and best known design centers worldwide.

For the first time we presented the works of young Polish designers in September 2009 at DESIGN SEPTEMBER festival in Brussels. The Polish artistic achievements caught interest of professionals – experts in design and also drew the attention of the general public. It appeared that Polish design is attractive for the European audience and our designers have interesting, surprising and unique ideas. – says Agnieszka Jacobson-Cielecka, curator of the exhibition. UNPOLISHED exhibition has become a cyclical project – every year there appear new designers, new interesting artistic projects worth showing in Europe.

Most designers and design groups presenting their works at the exhibition are in their thirties. According to the curators, it is the most interesting group of the Polish artists. Impeccably educated, they do not only design but also manufacture and promote their own works. Many of them have already earned reputation worldwide and successfully competed internationally, other are at the beginning of their carrier.

When selecting works and designers for the exhibition we were looking for the most characteristic elements of Polish design, for the features which distinguish us from other artists. When preparing such events we are always challenged with a question: what do we actually want to prove? The fact that Poles design as all others do? Or, that we design differently?, remarks Agnieszka Jacobson-Cielecka. The process of creating and selecting materials is definitely very specific. The designers use materials which are easily available, inexpensive and natural: wood, osb and mdf, felt or recycled materials. Most often they make their works themselves or with the help of local craftsmen. Most works are prototypes, unique objects or limited series.

Some artists are inspired by the Polish tradition, material culture or craft. Many works have a touch of irony, they balance at the edge of design and art, show a perverse sense of humour or distance to classical definitions of design. Such are the works of Agnieszka Bar or Beton. Another idea is artists' fascination with material, texture and manufacturing technologies, which can be noted especially in the works of Monika Patuszyńska, Magdalena Trzcionka or Karina Marusińska. The designs, however, have a common denominator: they are simple, modest, they maintain the equilibrium between tradition and modernity, and aspire to harmony expressed in the „less is more” rule.

UNPOLISHED 10 – YOUNG DESIGN FROM POLAND / ZAGREB which is already 10-th edition of the exhibition presents 26 works by 18 Polish designers and design groups, among others unique stools Plopp by Oskar Zięta, blown sofas by Malafor, glassware by Agnieszka Bar, chairs by Aze Design and Tomek Rygalik.

The curators Agnieszka Jacobson-Cielecka and Paweł Grobelny are renowned experts and authorities in the field of Polish and world design. The exhibition organizers – the Regional Museum in Stalowa Wola and the Polish Embassy in Zagreb – regularly promote Polish culture and applied arts in Poland and abroad, contributing to the development of this art discipline.

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Design Center of the Croatian Chamber of Commerce

Draškovićeva 45

10000 Zagreb

www.hgk.hr

The exhibition is open for visitors from Monday to Friday between 10:00 and 16:00, on Saturdays between 10:00 and 14:00.

exhibition curators

AGNIESZKA JACOBSON-CIELECKA – curator of many exhibitions and a journalist, an expert on and populariser of contemporary design. Since 2008 art director and curator of the festival Łódź Design (www.lodzdesign.com). She works closely with many cultural institutions in Poland and abroad, organizing Polish and international design exhibitions, among others: UNPOLISHED – YOUNG DESIGN FROM POLAND together with Paweł Grobelny (2009), NATURAL RESOURCES OF POLISH DESIGN (2009), POLSKA FOLK (2010), MATERIA PRIMA (2010), DZIECINADA – DESIGN FOR CHILDREN (2010). JUST A THING (2011). The promotion of design and designers plays an important role in her professional life – she lectures and publishes in trade, opinion-forming and consumer magazines. In 2000 she launched the Polish version of Elle Decoration and was editor-in-chief until 2007. She is a graduate of the painting faculty of the Academy of Fine Arts in Gdańsk.

PAWEŁ GROBELNY – designer and curator of design exhibitions, graduate of the Academy of Fine Arts in Poznań, scholarship recipient to the École Nationale Supérieure des Beaux-arts de Paris, École Nationale des Beaux-arts de Lyon, the French government as well as the Le Pont Neuf foundation in Paris. He is the winner of many design competitions including the “LVMH Louis Vuitton Moët Hennessy for Young Creators 2005/2006”, “Parckdesign 2008”, “Prodeco 2006 – Young Designer”, “Prodeco 2008”, “Machina Design Award 2009” as well as recipient of an honorable mention in the competition “The new subjectivity in design” organized by the Zachęta National Gallery in Warsaw and the British Council. In 2009 nominated to 100 Young Creative Talents during the UE year of creativity and innovation. He designed benches at Albertine park in Brussels and Zhongshan in Shanghai and many public interiors in Poland, Belgium, France and Spain. His works have been exhibited in Berlin, Brussels, Copenhagen, New York, Paris, Seoul and Tokyo.

exhibition organizers

THE REGIONAL MUSEUM IN STALOWA WOLA

The Regional Museum in Stalowa Wola is a modern institution specializing in promotion of contemporary design and organizing exhibitions in Poland and abroad.

The Museum draws its inspiration from the tradition of Stalowa Wola, a town built from scratch in 1930s. Modernism and decorative character of art déco are present in the town's architecture and its urban development, in the preserved interiors of some buildings and also in the resources of the Museum such as the collection of applied art maintaining the art deco style.

The Museum offers a space for dialogue between modernist traditions and modern initiatives in contemporary culture. Designing and design are an important sphere for both culture and economy. That is why the Museum

is a continuator of ideas which gave birth to the town of Stalowa Wola. It promotes Polish design and contemporary art by its educational activities and by organizing exhibitions.

The Museum has organized a series of design exhibitions: UNPOLISHED, POLSKA FOLK, DZIECINADA, JUST A THING – staged in London, Copenhagen, Berlin, Paris, Milan, Köln and Venice.

THE POLISH EMBASSY IN ZAGREB

The Polish Embassy in Zagreb – has promoted Poland in Croatia for many years. A special cultural programme has been prepared for the Polish presidency in the EU Council. The programme is now realized in co-operation with leading Croatian cultural institutions, such as the Zagreb Philharmonic, Summer Festival in Dubrovnik, Varaždin Baroque Nights Festival or the Croatian Chamber of Commerce – Design Centre. Concerts, exhibitions, lectures open to the public, publications presenting renowned Polish artists and authors – they all bring the contemporary Poland closer to the Croatian public. A special place in the programme has been reserved for the new Polish design. We hope that Polish design art, which has enjoyed such an enthusiastic reception in many cities all over the world, will now appeal to the Croatian audience. For more information on the Polish culture in Croatia see the website of the On-line Cultural Institute of the Polish Embassy in Zagreb (www.hrvatska.com.pl).

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U ZAGREBU

