

Balkan Design Network

Innovative platform for the
development of Balkan Design

www.balkandesignnetwork.com

**OPEN CALL FOR REGIONAL
DESIGN COMPETITION**

YOUNG BALKAN DESIGNERS 2016: NEW ANALOGUE

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About

Young Balkan Designers (YBD) is a regional talent platform founded in 2011 with the aim to identify, promote and develop creative potential of the Balkan region in the field of product design. The initiative also aims at unifying regional design scene, bringing it closer to the international market, strengthening its potential by providing additional education and practice, while at the same time contributes to the restoration of multi-cultural cooperation in the Balkan region.

New!

Young Balkan Designers competition consists of two Open Calls. In *Open Call 1* we challenge young designers to experiment and research their immediate surrounding through the topic 'New Analogue'. Wider selection of projects will be part of a talent exhibition at the Mikser Festival 2016, while ten best projects will tour major regional design festivals. In order to make stronger connection between design research and production, we introduced the product-oriented phase of the project, which will implement the ideas explored in the first phase into 5 briefs for 5 local manufacturers, thus forming the product-oriented *Open Call 2*. After winners' public presentations of their 'New Analogue' ideas at the Mikser Festival, the International Jury will select 5-10 candidates to participate in the *Open Call 2*, skipping the preselection, and jumping directly to the *Open Call 2* finals.

Competition theme 2016: 'New Analogue'

Young Balkan Designers slogan for 2016 – 'New Analogue' calls for design projects – products, concepts, services and scenarios that are bringing human touch back into design process and manufacturing, linking them directly to materials, crafts and techniques available in the Balkan culture. We look for ways in which Balkan as a society can activate the value of its own cultural assets and contribute to the global debate on dehumanization of design and production process caused by hyper-efficient models of capitalist industrial and digital production and limiting usability-based approaches to design that tend to neglect other aspects of human factor – people's personalities, their emotional responses and ideals. We challenge you to think about humanization of the production process, implementation of local manual skills and crafts in contemporary design methodology, with the focus on involvement of your immediate local community in problem-solving process and production, instead of fictional relations offered to us through social networks. In your pursuit to find the right balance between advantages of state of the art technologies available today and the local expertise in manual work and real-life human exchange, envision your project as the Balkan's contribution to economic and social sustainability of local communities worldwide, providing personal satisfaction in all phases of the process: creation, production and user experience.

Important notes

If selected for the Talent Project Exhibition at Mikser Festival 2016, submitted entries in the category of products must be executed as functional prototypes, while concepts and scenarios must be adequately presented through other media (installation, video, animation, story board, etc). By submitting this application, designers commit, if selected to participate in the exhibition, to produce their prototype and secure their transportation to Belgrade, Serbia by 5 June 2016, at their own expense.

Upon the announcement of the *Open Call 1* Competition results in April, the Organizers will contact the laureates to provide them with the official invitation letter to accompany their prototypes during the transportation and the detailed information about the delivery / pick-up location. Authors of 10 selected projects to tour to other design festivals in the region leave their prototypes with the BDN organizational team. The return of the selected prototypes is possible upon request and the return transportation costs need to be covered by the designer.

The decisions of the jury are final. Any claims arising in relation to the authorship of the design or of possible plagiarism thereof, will be the responsibility of the designer. In the event of non-fulfilment of any of the rules herein, or in the case of inconsistency of the prototypes with the project selected by the jury, the objects submitted will be excluded from the Competition and the accompanying events.

Main organizers

BALKAN DESIGN NETWORK

Innovative platform established with the aim of articulating and providing long-term strategic support for the development and promotion of the Balkan design on European and International level.

MEMBERS:

HDD / Croatia / dizajn.hr
MIKSER / Serbia / mikser.rs
PUBLIC ROOM / Macedonia / publicroom.org

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Mikser


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