**Poznań, 22 November 2019**

**PRESS RELEASE**

**ARENA DESIGN 2020**

**ARENA DESIGN 2020: Focus on Polish design**

**Polish design is becoming more and more recognizable on international markets. What surprises is its ingenuity and courage. It attracts the attention of the audience. It invites to unexplored areas of imagination. ARENA DESIGN 2020 decided to let design do the talking and will therefore launch two new programmes where the best Polish projects will be presented: FORMS OF THE FUTURE - THE ZONE OF POLISH DESIGNERS and the zone of the VISIONARIES OF POLISH DESIGN.**

Polish designers are clearly making their way to the global design market. Not only are they welcomed with enthusiasm at foreign competitions and noticed at international exhibitions, but they also bring a lot of fresh air into these spaces as they add charm through new sounds, tastes and smells. Their bold, eclectic style, somewhere between tradition and modernity, calls for an appropriate display.

Poland is also at the forefront of global rankings of furniture exporters and manufacturers. The domestic furniture industry is famous for its solid and quality production. It is therefore worthwhile to attract foreign buyers to Polish design as well.

“The group of well-educated, talented and bold Polish designers looking for new, functional solutions for the future decades is growing. Their works are characterized by unconventional concepts, a fresh perspective and an approach to traditional issues. Therefore, it is worth drawing the attention of foreign investors, who are looking for foreign design manufacturers in Poland, to the domestic design market, to create a fashion for Polish design,” says Tomasz Kobierski, Vice-President of the MTP Group Management Board.

ARENA DESIGN responds to these needs and launches two new programmes dedicated to a professional display of Polish design during this year's fair:

**FORMS OF THE FUTURE - THE ZONE OF POLISH DESIGNERS**

FORMS OF THE FUTURE - THE ZONE OF POLISH DESIGNERS is a new space whose aim is to present the most interesting projects of Polish designers to a wide audience - both potential clients and entrepreneurs; project that will also be spotted by the foreign industry.

Designers and design studios can apply to participate in the ZONE. The products should already be present on the market or in production.

**ZONE OF VISIONARIES OF POLISH DESIGN**

THE ZONE OF VISIONARIES OF POLISH DESIGN is a space which, as the name suggests, is dedicated to the presentation of Polish brands that focus on visionary, bold and innovative design. Manufacturers may submit their products or design solutions for the exhibition. The products should already be present on the market or in production.

**Originality**

ARENA DESIGN 2020 strongly expresses its opposition to counterfeiting in the field of design. Taking into account new regulations concerning the manufacture of artistic works and protection of intellectual property rights, we will make every effort to ensure that ARENA DESIGN 2020 includes only original creations.

**More information: [www.arenadesign.pl](http://www.arenadesign.pl/)**

**ARENA DESIGN**

**Poznań International Fair, pavilion 3**

25-28 February 2020

ul. Głogowska 14

60-734 Poznań

**MEDIA**

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