Press Release, 26 February 2020

**Materiality and responsibility as the main themes of the second day of ARENA DESIGN 2020**

The second day of ARENA DESIGN was initiated by **Seetal Solanki** in the AD TALKS zone. The designer and material researcher, founder of the London-based Ma-tt-er studio, argued that "**we are not materialistic enough**". According to the author of "Why Materials Matter", the main topics facing contemporary designers are methods of thinking about materials, their organisation and use.

The subject of responsibility for used materials was continued by **Agata Nowotny's** guests. The curator of *Resources 2* exhibition asked **Weronika Banaś and Michał Łukawski** about new business models, materials and design methods in times of climate crisis. The discussion quickly focused on plastic, which - as it turns out - is not a threat in itself. The challenge is the utilization of manufactured plastics and the conscious selection of packaging, which accounts for 40% of all waste nowadays.

Jan Boelen, design curator, artistic director of the Museum of Contemporary Art and Architecture in Hasselt and artistic director of Atelier LUMA, argued that design can be a tool of change. In his opinion, the driving force of such change may be, for example, the **use of materials that we regard as waste**. He drew attention to the design and industrial potential of sunflower stems and algae.

The practical dimension of design also returned during **Małgorzata Szczepańska's (ELLE Decoration)** discussion with chmara.rosinke studio - **Anna Rosinke and Maciej Chmara**. The starting point was the AD ROOMS zone, designed by the duo especially for ARENA DESIGN 2020.

**Carole Baijings -** co-founder of Scholten & Baijings (with Stefan Scholten) - talked about the studio's most important projects: **textiles for HAY, furniture for IKEA, colours for SAMSUNG or a paper table with a set of paper dinnerware.** She argued that while designing "it is worth travelling from A to F instead of A to B". She also talked about the search for new colours and about the fact that sometimes a manufacturing failure translated into a different context can turn out to be a spectacular commercial success (as in the case of the "Colour plaid" design for HAY). Finally, she referred to the challenges she is facing now that Scholten & Baijing decided to split into two independent brands.

The programme of the AD TALKS zone concluded with a guest panel of **Vogue Polska's editorial team**. **Dominika Olszyna**'s guests - Bartek Mejor, Szymon Hanczar, Grynasz Studio, Nudo design, Katarzyna Borkowska and Tomasz Pydo from Kabo&Pydo - were asked why we need the idea of slowness in design and what is the new currency in a world where everything must be designed.

**The Brand Stage was dominated by analyses of the Polish furniture market.** In the first part, invited specialists, entrepreneurs and analysts discussed the directions of development of the Polish furniture industry as well as business opportunities for international cooperation. An important topic was the foreseeable future of the still developing export sector. The second part was organized around the question "How to meet the standards and expectations of customers, while emphasizing one’s identity as the creator/co-creator of a given facility?". The starting point in the discussions were shared spaces, such as offices and co-working areas. The Brand Stage programme concluded with a discussion on how design standards influence brand identity.

The third day of ARENA DESIGN is primarily about "Original vs. Fake". In the AD TALKS zone, this subject will be addressed by representatives of the loveOriginal association while the guests of MAGAZIF magazine will discuss how to design and live consciously. **The main item on the agenda of the Brand Stage will be a visit of the Minister of Development Jadwiga Emilewicz participating in a panel discussion entitled "Innovation in the industry – why bigs need start-ups?".**

**For more information visit:** [www.arenadesign.pl](http://www.arenadesign.pl)

**Full programme of events:** <http://bit.ly/ARENADESIGN-program>

**ARENA DESIGN**

**Międzynarodowe Targi Poznańskie**, Hall 3

25-28 February 2020  
Głogowska 14, Poznań

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**Contact:**  
Konrad Fleśman  
mob: +48 693 026 427  
e-mail: konrad.flesman@grupamtp.pl  
  
Ewa Wysocka - Marketing and PR

mob. +48 691 029 067  
e-mail: ewa.wysocka@grupamtp.pl