

8th Poznań Design Festiwal: In Search of Roots

“ROOT TAKING. Inspired by Tradition” – is the motto of this year’s edition of Poznań Design Festiwal. This time designers will address the topic of cultural heritage. The agenda includes close to 40 events, such as exhibitions, workshops, film screenings, and debates. Join us on September 10-18 in Stary Browar and Zamek Culture Centre!

During the **Poznań Design Festiwal** designers from the host city as well guests from **Warsaw, Bydgoszcz, Cracow and Szczecin** will revisit **the topic of tradition, folk art and crafts**. The subject matter is hardly a coincidence, one and a half years into the COVID-19 pandemic, when under lockdown we have started to seek ways to spend time creatively. When travelling, albeit restricted, was finally possible, we began to discover inspiration in the landscapes of towns and villages of our own regions.

The pandemic was a pretext to revisit what is near at hand. We have rediscovered our traditions. Oftentimes we are little aware of the degree of their impact and of how to innovatively make use of them. During the Festival we will examine them from novel, less obvious perspectives, says **Andżelika Jabłońska, Director of Poznań Design Festiwal.**

The event's agenda is extensive and varied, open to all and free of charge. Irrespective of the participants' level of familiarity with design, it is intended above all to help them release their creative energy. **A total of 39 events have been prepared in 5 thematic modules:** kids design, cinema design, workshops for adults, exhibitions, and accompanying events. The Festival will be inaugurated by a **conference** dedicated to this year's motto. **The three conference panels** will involve **17 speakers**. The participants will discuss how to effectively combine tradition and the present in the creative industry. **We will start on Friday, September 10, at 10 am on the New Stage of ZAMEK Culture Centre.**

Apart from over **a dozen exhibitions** inspired by tradition and folk art in contemporary design, this year Poznań Design Festival puts emphasis on **workshops**, designed with **all age** cohorts in mind: children, teenagers, adults, and seniors. We will take a closer look at the subject of **local heritage**. For instance, workshop participants will be able to design ecological packaging for a bottle of *hyćka*, or elderberry juice. Participants in the pottery workshop will make **unique decanters**, their shape referring to the historic and iconic figure of the woman from **Bamberg**.

Participants big and small will be able to take part in the workshop titled **“Poznań Billy Goats – Do It Yourself”**. During the meeting you will be able to assemble miniature billy goats with your own hands. The number of goats is limited, so first come, first served. You can take the miniatures home and later send a photo to the organisers to show how they have made themselves at home in the workshop participants' private space.

You cannot miss your chance to master the art of creating so-called Himmeli (**Polish pająki, or “spiders”**, which are varicoloured decorations of straw and paper). The workshop will be held by an experienced folk artist Jadwiga Anioła.

During the Festival we will **premiere a series of short documentaries about Poznań-based craftsmen**. For the first time we will also present **a book about ALFA modernist department stores**. Thanks to these agenda items we will see the everyday aspect of our heritage.

At Poznań Design Festival we would like you to participate in the official announcement of **the Colour of 2022**. The event, during which we will meet the winner selected by experienced trend forecasters, will be held online. The event will be accompanied by a meeting with **Helen van Gent from AkzoNobel**. The expert will elaborate on how colour trends, which are directly related to our culture and heritage, come about and influence our lives.

During the Festival, a new space dedicated to design will be officially **opened. Vzory Studio in Ślusarska Street is co-created by Made in Art Foundation and Miastoholizm Association**. The inauguration of the Studio will be a social event. The venue, which will at the same time be launched as the all-year-round office of Poznań Design Festiwal, will host Festival's meetings and workshops as well as an exhibition accompanying PDF: **"Vzory – Meet Polish Design"**.

The Festival will be **hosted by Zamek Culture Centre, Stary Browar/Old Brewery, Ethnographic Museum in Poznań, Museum of Applied Arts, Archaeological Museum, and Porta Posnania**.

The complete agenda is available at www.poznandesignfestiwal.pl.

The events can be followed on Facebook: www.facebook.com/PoznanDesignFestiwal and on Instagram: www.instagram.com/poznan_design_festiwal/. Poznań Design Festiwal is organised by Made in Art Foundation. The Festival is part-financed by the Municipality of Poznań.

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