



# THESSALONIKI DESIGN WEEK



## OBJECTIVES AND VISION

**Thessaloniki Design Week** aspires to be established as an **institution for the city**, in order to give the chance of expression, reflection and synergies in all areas and aspects of creativity. Its establishment can also foster an area of opportunities and extroversion for the city's entrepreneurship in many ways. Multiple benefits can be gained widely in various areas, such as tourism and culture, from an event whose internationalization may generate a high attendance rate.

Thessaloniki Design Week's **core objectives**, through a series of events are:

- to highlight the city's and the country's significant potential to deal with all aspects of design.
- to introduce and reinforce new models of the creation and design process regarding products and services.
- to develop research, concerns, dynamics and quests for all applications where design is involved.
- to create opportunities and prospects for linking creativity to entrepreneurship, production process, the domestic and international market, and to give new alternatives to creators, considering the existing circumstances.

The vision of Thessaloniki Design Week is to operate on many levels as a **participatory platform** for a wide range of institutions, entities, entrepreneurs, individuals, scientists and teams that are active in the creative industry. Its goal is to create opportunities for research and innovation development, ideas and suggestions production, products and services. It will function as a tool of expression, education and professional development, and it will further promote the city's extroversion and its potential, connecting it with the corresponding institutions, entities, organizations, foundations and events abroad.

Emphasis will be placed upon **collaboration development** with similar events and organizations/institutions. The presentation and professional promotion of products and services of Greek artists abroad will be projected as a main target, as well as the export of Greek productions, events, and exhibitions. Another target is the development of synergies for participation in Greek and European programs and the pursuit of any form of collaboration regarding the presentation and promotion of Greek creativity.

Some more of the **main objectives** are:

- The establishment of an institution in the city, according to the standards of corresponding cities abroad, targeting the creation, support, funding and promotion of new enterprises in the whole spectrum of the creative industry.
- The inclusion of Thessaloniki in the UNESCO Creative Cities Network.
- The preservation and exploitation of the industrial and productive heritage of the city and the country, in sectors where design has had a determining role.
- The connection of the scientific and productive potential of Greeks living in Greece and abroad, with collaborations and shared projects.


## THEME OF THE EVENT



**RE-CREATION** was the **general theme of the first** Thessaloniki Design Week, aiming to express the dynamics our society needs to develop in order to meet the challenges, opportunities and possibilities of the new era. A number of events and activities were carried out in the city of Thessaloniki. The thematic sections of the events were formed from different contents of the general axis and were spread around different areas and cultural spaces of the city.


### RE-FORMING THE FUTURE

In the new era, where digital technologies are changing rapidly not only the ways of production of goods but also people's attitudes, innovative design gains a broad, holistic significance in all of our lives. But it is not just about the present, as its every new step shows also what is going to exist in the future.



### RE-BRANDING THE IDENTITY

The new consumer needs and habits and the modern products they create do not only contain their own value, but they are also surrounded by projection and disposal systems which stimulate the need to acquire and consume them. The qualities do exist, they acquire more complex and differentiated features, which add new characteristics and values to goods and services.



### RE-GENERATING THE SPACE


Developments that rapidly change production structures in modern societies leave behind shells in need of regeneration and transformation, changing them into new utilitarian infrastructures. Spaces and urban landscapes, new landmarks and their equipment get a new shape of life, creating poles of innovative behavior and urbanism.

### RE-DEFINING OUR IDEAS

Every expression of creativity, every new idea, strives to be expressed, to be accepted by the public, to be recognized. Invitations that are challenging for new creators are the driving force for new productivity and growth.

### RE-THINKING OUR ABILITIES

In a world that is constantly reforming production models, the affected societies come to the fore, and the personal skills of individuals are under constant judgment and need of adjustment. However, whichever the crisis and disaster's impact is, it may contain the seeds of a new creativity, an evolutionary process of producing new ideas and abilities.



### RE-FINING OUR SENSES

Even when it regards our primary needs, the satisfaction that accompanies them acquires deeper and more substantial completeness, when the whole spectrum of our senses is stimulated and total experience and pleasure is achieved. Everything that constitutes well-being is detected, combined and refined, creating the new fugue of our bliss.

## RETROSPECTION

The first **Thessaloniki Design Week**, organized from May 5 to 12, 2019, was very well received. The impressions and feelings expressed by visitors, participants, and the organizations that contributed in the organization, were truly warm and positive.

At a difficult time - also due to the pre-election period in Greece - the decision to take responsibility for such a large and demanding event was a bold move.

However, the warm response to our call from all the collaborating bodies and organizations has definitely justified our choice.

It turned out that the synergy between important factors not only of the city, but also of the country, is the only guarantee for achieving high challenges and goals.

We would like to express our warm thanks to the collaborating bodies, their collaborators and to everyone who contributed consistently and creatively to the event's success.

The idea of organizing a Design Week event in Thessaloniki, that would follow the example of other cities around the world, succeeded in its first attempt. That gives us strength and optimism for the establishment of this event in the city and in the country.

The next step to be made is the effort to submit the candidacy of Thessaloniki to the institution of **Creative Cities of UNESCO** in the category of Design. This candidacy paves the way for new synergies, opportunities and extroversion for all aspects of the creativity and dynamism of the country's youth.

We believe that the success of Thessaloniki Design Week, the collaboration among institutions of the city and the country, and also other essential conditions that the city of Thessaloniki fulfils in many areas of creation, design and production, are sufficient supplies for the substantiated submission of the proposal and its success.

The Artistic Committee of Thessaloniki Design Week



# 1st Thessaloniki Design Week 5-12 May

**370** participants from Greece and **17** other countries

**10** workshops with 145 participations

**31** seminars, presentations, speeches

**9** exhibitions in museums and other cultural venues

**32** companies, institutions, universities, fab labs

guided tours in **30** creative spaces

**5** contests, open calls, awards

**1** International Conference Innovation ID

**116** volunteers

**8500** visitors

## ARTISTIC COMMITTEE

**Ioannidis Giotis**, Architect, Director of NPO Philartia  
**Fakinos Demetrios**, Director of EBGE Awards (+Design)  
**Chrysidou Elli**, Deputy Mayor of Culture and the Arts  
of the Municipality of Thessaloniki

## EXECUTIVE COMMITTEE

**Kastanopoulou Fenia**, Directorate of Culture and Tourism  
of Municipality of Thessaloniki  
**Kountouris Panagiotis**, Representative  
of Concert Hall Organisation  
**Misirloglou Thouli**, Art Historian, Representative of Metropolitan  
Organisation of Museums of Visual Arts of Thessaloniki (MOMus)  
**Barakli Aggeliki**, Project Manager  
of Hellenic Design Centre (HDC)  
**Papaioannou Charalampos**, Representative of General  
Secretariat for Youth (GSfY)  
**Paka Alkmini**, Associate Professor, Head of the School  
of Architecture AUTH  
**Savvidis Christos**, Artistic Director of project LABattoir  
and Founding Director of ArtBOX.gr  
**Sylopoulou Maria**, Corporate Social Responsibility Manager,  
HELEXPO S.A  
**Tsafaras Spyros**, Archaeologist, representative of NPO Phillartia

## COMPETITION JURY

**Drakotis Konstantinos**, Co-Founder and Director of Hellofrom  
Thessaloniki  
**Babalis Athanasios**, Product designer  
**Tellios Anastasios**, Associate Professor,  
School of Architecture, AUTH

### Visual Identity Design

**Thessaloniki Design Week:** Georgiou Thanasis

**Web Design:** BlackMilk

**Organisational Secretariat:** Koliadi Artemis,  
Chatzimichali Christina

**Volunteers Managers:** Kastanopoulou Fenia,  
Ioannidou Christina

**ORGANISATION  
PLANNING:**

PHILARTIA

**ORGANISATION:**

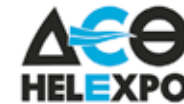


PHILARTIA



+ DESIGN

**COLLABORATING PARTNERS:**



**UNDER THE AUSPICE:**







# PRESENTATIONS



## SEMINARS





# ARCHITECTURAL EXHIBITION



## WORKSHOPS





## PARTICIPATIONS



## PARTICIPATIONS





## PARTICIPATIONS



# THESSALONIKI CONCERT HALL

## RE-FORMING THE IDENTITY



THESSALONIKI  
DESIGN  
WEEK



# EBGE AWARDS







# EBGE AWARDS



# 10+10 GRAPHIC DESIGNERS FROM THESSALONIKI AND TURKEY

## INTERNATIONAL DESIGN WEEKS





# THESSALONIKI INTERNATIONAL BOOK FAIR

## ILLUSTRATIONS





# PRODUCT DESIGN





## INTERNATIONAL OPEN CALL - PORT OF THESSALONIKI





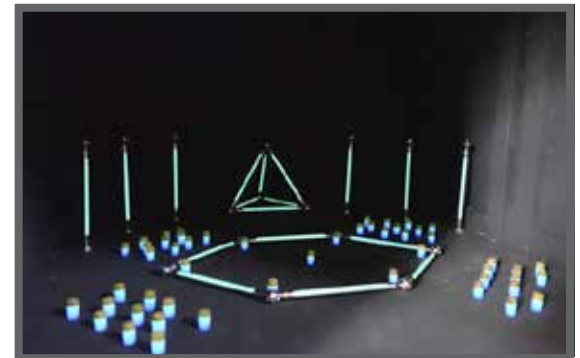






# INTERNATIONAL CONFERENCE

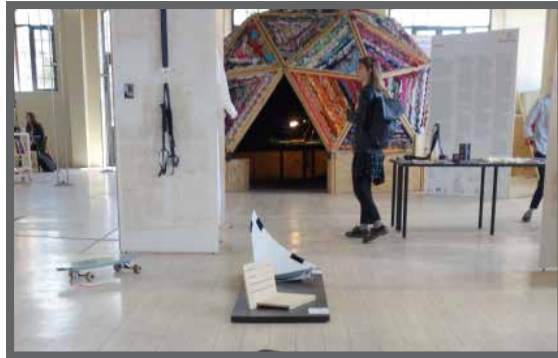
# HELLENIC DESIGN CENTRE



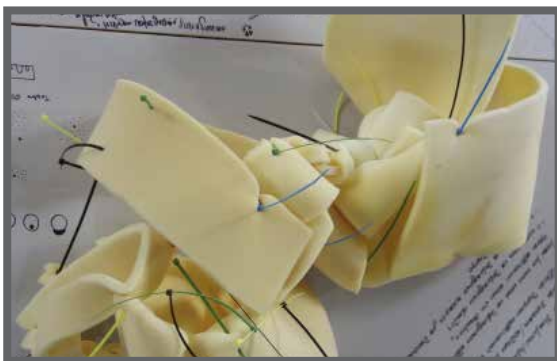




# POST-INDUSTRIAL EXHIBITION



## WORKSHOP-FREEVOLOUS CITY STAGE





# POST-INDUSTRIAL EXHIBITION







**APODEC**  
**DESIGNING FOR FOOD**







## OPEN HOUSE - GUIDED TOURS

## RE-THINKING OUR ABILITIES



THESSALONIKI  
DESIGN  
WEEK

OPEN HOUSE

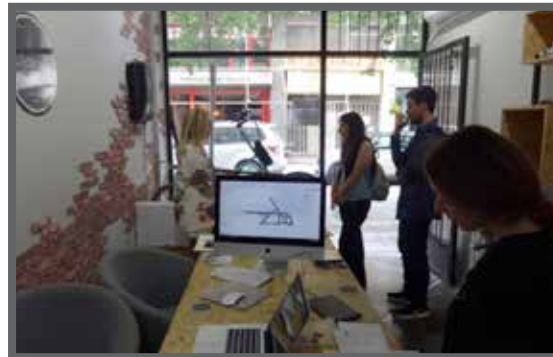
BE YOUR CITY'S TOURIST





# MADE IN THESSALONIKI

## OPEN HOUSE

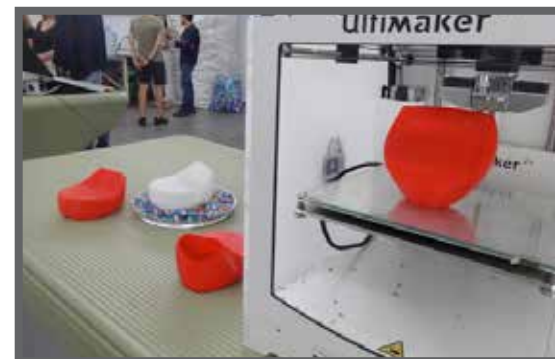




# MADE IN THESSALONIKI



## MADE IN THESSALONIKI





# RESTAURANTS-CLOSING PARTY

## RE-FINING OUR SENSES



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# THESSALONIKI DESIGN WEEK

[www.thessalonikidesignweek.gr](http://www.thessalonikidesignweek.gr)

