

DISCOVERING WOMEN IN POLISH DESIGN

POLSKA! YEAR

Discovering Women in Polish Design: Interviews and Conversations is a new book by Gian Luca Amadei with portraits by Dario Lombardi, that gives us an insight into a fast-evolving design industry that until now has remained little known to the West.

The design industry in Poland, through socio-political circumstances, has been largely dominated by women, who have been pushing and championing design against all the odds, through the war years, communism, social reform and now the expanding industrialisation brought by the free market economy since 1989. From Wanda Telakowska, who in 1950 initiated the Institute of Industrial Design in Warsaw, to Agnieszka Jacobson-Cielecka, Ewa Gołębiewska and Teresa Kruszewska, the history of Polish design is punctuated by these incredibly talented and passionate women who are striving to change the design consciousness of their country.

Poland has a long and rich history of production and is now the world's fourth largest furniture manufacturer. Yet, despite this, only a small number of manufacturers are working with local design talent.

The book, through interviews and conversations with designers as well as leading women from the design industry, seeks to explore why this is, as well as why and how things have slowly started to change.

The book launch will take place at the Young Creative Poland exhibition at the Brompton Design District on 23rd September. It will be accompanied by a panel discussion "Discovering Polish Design" chaired by Vicky Richardson – editor of *Blueprint* - and including contributions from three inspirational women featured in the book.

The schedule for the day will be:

10.30 – coffee and Polish cakes will be served

11.00 – panel discussion "Discovering Polish Design"

- chair: Vicky Richardson – editor of *Blueprint*
- Gian Luca Amadei – author & book concept; product editor of *Blueprint*
- Ewa Gołębiewska – director of the Silesian Castle of Art and Enterprise
- Zuzanna Skalska – senior consultant Design Trends & Insights
- Maja Ganszyniec – product designer

12.00 – book signing with the author Gian Luca Amadei and women in Polish Design

Discovering Women in Polish Design: Interviews and Conversations was initiated by Gian Luca Amadei and Anka Pietrzyk-Simone and is published by the Adam Mickiewicz Institute. The book will be on sale at the exhibition at the special price of £15. The publication of the book also inspired local network channel DOMO to produce a documentary film on Polish women in design. A preview of the movie will be shown at the book launch.

Discovering Women in Polish Design: Interviews and Conversations is published as part of the **POLSKA! YEAR**, which aims to bring Polish culture to a wide UK audience. **POLSKA! YEAR** runs from May 2009 to May 2010 and is organised by the Adam Mickiewicz Institute. To find out more visit www.polskayear.pl.

Discovering Women in Polish Design book launch @ Young Creative Poland

23RD September 2009 from 10.30am

5 Cromwell Place

London

SW7 2JE

www.womenindesign.pl

www.youngcreativepoland.com

For more information please contact Martyn Evans or Anna Meyer at Origin on 020 7729 0007 or martyn@originuk.com, anna@originuk.com

NOTE TO EDITORS

About the author

Gian Luca Amadei trained in interior design and studied architectural history and theory at the Bartlett School of Architecture in London.

Since 2007 he has been the product editor for Blueprint magazine.

He is currently researching for his PhD in architecture at the University of Kent.

This is his first book.

About the managing editor

Anka Pietrzyk – Simone holds MA in management from the University of Warsaw. She worked on developing creative industries in South Africa through the Design Indaba brand. Since 2004 she has been Head of Communications at Lovegrove Studio. She is the co-curator and producer of the Young Creative Poland exhibition during the London Design Festival 2009.

Discovering Women in Polish Design: Interviews and Conversations is sponsored by DuPont™ Corian® and DOMO with media partners Blueprint, Architektura, Brief, Dom&Wnetrze and Orbita.