

## Winners of the YBD travelling exhibition touring YOUNG BALKAN DESIGNERS: NEW ANALOGUE

Balkan Design Network announced the winners of the YBD travelling exhibition touring from the selection of the first round of the competition "Young Balkan Designers 2016: New Analogue" which called for design products and scenarios that are bringing human touch back into design process and manufacturing, linking them directly to materials, crafts and techniques available in the Balkan culture. Through the competition designers explored ways in which Balkan as a society can activate the value of its own cultural assets and contribute to the global debate on dehumanization of design and production process caused by hyper-efficient models of capitalist industrial and digital production and limiting usability-based approaches to design that tend to neglect other aspects of human factor - people's personalities, their emotional responses and ideals.

First round of competition selection included 69 projects (selected from 136 applied projects from 13 regional countries) whose authors come from Austria, Bosnia and Herzegovina, Bulgaria, Croatian, Greece, Kosovo, Macedonia, Romania, Serbia, Slovenia and Turkey. They were presented in the talent zone of Mikser Festival in Belgrade from 8<sup>th</sup> to 12<sup>th</sup> June, within the exhibition Ghost Project. Based on the exhibited prototypes, the present members of the international Jury: Tomislav Knezović (Prostoria, CEO), Zoran Jedrejčić (Industrial designer), Jelena Matic (Professor at the University of Belgrade) and Nikola Radeljković (Product Designer, Numen / ForUse) tested the products and made the second round of Young Balkan Designers competition selection of projects which will be part of the travelling exhibition touring to leading regional design events:

- Anna Barbieri, Christian Daschek, Luis Daniel Pozo, Ilkas Favourite Austria
- Aristotelis Barakos, Pebble Pot Family, Greece
- Berilsu Tarcan, Tilsim, Turkey
- Dijana Vojak Pokić, Marginal objects, Croatia
- Ema Nikolova, {trikoN}, Macedonia
- Filter Studio, Chivilik hanger, Bosnia and Herzegovina
- Marijana Tkalec, Creating me slowly, Croatia
- MRKV, The Poetry Machine Serbia
- Sonja Rodić, Petar Blagojević, Project MUSE (Mobil Unit School Easygoing), Serbia
- Radostina Stankova, CONTAIN\_R, Bulgaria
- Sanja Rotter, Rot, Croatia
- Tak kolektiv, Časovnik, Slovenia
- Veronica Olariu, Autumn Leaf, Romania
- Vlad Oană, WM Toy Cars, Romania
- Zoran Mojsilovic, Construction stacking low tables, Serbia

The final portion of the "Young Balkan Designers" competition will be conducted in cooperation with leading regional manufactures based on their realistic briefs for new products. The above pre-selected winners will directly go to a second phase of the cooperation with the manufacturers, skipping the pre-selection phase. Final round of the Young Balkan Designers 2016 competition will be evaluated by the representatives of the manufacturing companies and the mentorship of Konstantin Grcic, President of the Jury.

### Project organisation:

Balkanska dizajn mreža (Balkan Design Network), innovative platform established by Mikser Organization from Belgrade, Croatian Designers Association from Zagreb and Public Room from Skopje, with the aim of articulating and providing strategic support for the development and promotion of the Balkan design, raising awareness of the importance of design in the processes of social and economic development and promoting design values in region, as well as on an international level.

[www.balkandesignnetwork.org](http://www.balkandesignnetwork.org)

### Info & Inquiries:

ybd@balkandesignnetwork.org

www.balkandesignnetwork.org

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