



UNPOLISHED

young design from Poland / Seoul

폴란드의 젊은 디자인 / 서울

UNPOLISHED – young design from Poland / Seoul

9 – 30 August 2012

Korea Foundation Cultural Center Gallery
 Mirae Asset CENTER 1 Building West Tower
 Seoul

curators: Agnieszka Jacobson Cielecka i Paweł Grobelny*designers:* Aze Design, Agnieszka Bar, Beton, Agnieszka Czop and Joanna Rusin, Grzegorz Cholewiak, DBWT, Maciej Gašienica Giewont, Kafti, Kompott, Bogdan Kosak, Malafor, Karina Marusińska, Alicja Patanowska, Wzorowo, Oskar Zięta*organizers:* Korea Foundation, Adam Mickiewicz Institute, Regional Museum in Stalowa Wola

YOUNG POLISH DESIGN – THE ASIA TOUR / SEOUL 2012

UNPOLISHED – YOUNG DESIGN FROM POLAND is an exhibition that presents the most interesting works and achievements of young Polish designers and design groups to a wider audience. It showcases Polish design to the world at large. It shows that our design, which draws on the rich Polish experience and traditions, is unique and attractive and therefore worth seeing. The success the exhibition enjoys at design festivals across Europe proves that Polish design is richly deserving of its growing reputation while its creators – young artists – thanks to their talent, imagination, experience, unconventional ideas and passion – are in demand on the international art and design markets.

Until now UNPOLISHED – YOUNG DESIGN FROM POLAND has been presented at many prestigious design festivals and museums of applied arts, including the Salone del Mobile in Milan, Designer's Days and Design Week in Paris, Budapest Design Week, and the Inno Design Tech Expo in Hong Kong, as well as at the Museum of Applied Arts in Cologne and the Design Museum in Helsinki.

In August 2012, the 14th edition of the exhibition will be presented to the South Korean public at the Korea Foundation Cultural Center in downtown Seoul. The Korea Foundation is a well-known, prominent organization that endeavors to share the profound richness of traditional and modern Korean culture around the world. It is also engaged in the dissemination of world art and culture in Korea, introducing the people of Seoul to the works of artists from many different countries. Polish designers will now be the guests of this much-visited, prestigious gallery. The exhibition will be accompanied by lectures on Polish artistic design.

Eighteen works by 16 designers and design groups will be presented in Seoul: Aze Design, Agnieszka Bar, Beton, Grzegorz Cholewiak, Agnieszka Czop + Joanna Rusin, DBWT, Maciej Gąsienica Giewont, etc. The Korean public will have an opportunity to see such well-known, often-awarded projects as those by Oskar Zięta, Aze Design and Beton, as well as new works by Alicja Patanowska, Maciej Gąsienica Giewont and the Wzorowo group. At the exhibition there will be a large number of works considered as the Polish specialty: objects made of glass and porcelain, the “inflatable” sofas by Malafor that are so admired in the Far East, and the unique carpets by the Czop/Rusin duo.

The Unpolished exhibition is a search for a common denominator in Polish design. The exhibition has been changing in time; its subsequent editions have shown more or fewer exhibits, new designers and objects. Depending on the place and context, we, the curators, have been making different choices, explains Agnieszka Jacobson-Cielecka, curator of the exhibition. When selecting works and designers for the exhibition we were looking for the most characteristic elements of Polish design, for the features which distinguish us from other artists. When preparing such events we are always challenged with a question: what do we actually want to prove? The fact that Poles design as all others do? Or, that we design differently? The process of creating and selecting materials is definitely very specific. The designers use materials which are easily available, inexpensive and natural: wood, OSB, and MDF, felt, or recycled materials. They make their works themselves or with the help of local craftsmen. Most works are prototypes, unique objects, or limited series.

Most of the artists and designers presented at this exhibition are in their thirties. According to the curators, it is the most interesting and creative group of Polish artists. Impeccably educated, they not only design but also manufacture and market their own works. Many of them have already earned a worldwide reputation and have successfully competed internationally, whereas others are at the beginning of their career.

Some of the designers are inspired by Polish traditions, material culture, or craft. Others are fascinated with material, texture, and manufacturing technologies. All are interested in the process, concept, and dialogue with the audience. Their works are a synthesis at the edge of design and art, and also show a perverse sense of humor and distance from the classical definitions of design. Such a non-commercial, conceptual, and quasi-artistic attitude to design allows the artists to “play with design,” thereby inviting one to a discussion about what design is and what purpose it serves. Simplicity, interest in handicraft, and the “3 times Re” repeated as a kind of modern mantra (Re-cycle, Re-use, Re-duce) comes naturally to this group of designers.

All designs presented at the exhibition, however, have a common denominator: they are simple, modest, they maintain the balance between tradition and modernity, and aspire to harmony, which is expressed in the “less is more” rule.

The curators Agnieszka Jacobson-Cielecka, art director of the Łódź Design Festival in Poland, and Paweł Grobelny, designer and curator of the design exhibitions, are renowned experts and authorities in the field of Polish and world design.

UNPOLISHED – YOUNG DESIGN FROM POLAND exhibition is organised by the Korea Foundation (www.kf.or.kr), Adam Mickiewicz Institute (www.culture.pl; www.azja.iam.pl), and Regional Museum in Stalowa Wola (www.muzeum.stalowawola.pl), in cooperation with the Embassy of the Republic of Poland in Seoul (www.seul.polemb.net). The exhibition is an important element of the rich Polish cultural programs in Korea that have been prepared in 2012 by the Adam Mickiewicz Institute.

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The Korea Foundation Cultural Center Gallery opening hours: Monday – Saturday: 10:00 – 18:00, Wednesday: 10:00 – 21:00. Closed on Sundays.

exhibition curators

AGNIESZKA JACOBSON-CIELECKA – curator of many exhibitions and a journalist, as well as an expert on and popularizer of contemporary design. Since 2008 art director and curator of the festival Łódź Design (www.lodzdesign.com) She works closely with many cultural institutions in Poland and abroad, organizing Polish and international design exhibitions, among others: UNPOLISHED – YOUNG DESIGN FROM POLAND together with Paweł Grobelny (2009), NATURAL RESOURCES OF POLISH DESIGN (2009), POLSKA FOLK (2010), MATERIA PRIMA (2010), DZIECINADA – DESIGN FOR CHILDREN (2010), JUST A THING (2011), and lectures at the School of Form, a design school in Poznań, Poland (www.sof.edu.pl). The promotion of design and designers plays an important role in her professional life – she lectures and publishes in trade, opinion-forming and consumer magazines. In 2000 she launched the Polish version of Elle Decoration and was editor-in-chief until 2007. She is a graduate of the painting faculty at the Academy of Fine Arts in Gdańsk.

PAWEŁ GROBELNY – designer and curator of design exhibitions, graduate of the Academy of Fine Arts in Poznań, scholarship recipient to the École Nationale Supérieure des Beaux-arts de Paris, École Nationale des Beaux-arts de Lyon, by the French government as well as the Le Pont Neuf foundation in Paris. He is the winner of many design competitions including the “LVMH Louis Vuitton Moët Hennessy for Young Creators 2005/2006,” “Parckdesign 2008,” “Prodeco 2006 – Young Designer,” “Prodeco 2008,” “Machina Design Award 2009,” as well as recipient of an honorable mention in the competition “The new subjectivity in design,” organized by the Zachęta National Gallery in Warsaw and the British Council. In 2009 he was nominated as a 100 Young Creative Talents during the UE year of creativity and innovation. He designed benches at Albertine park in Brussels and Zhongshan in Shanghai and many public interiors in Poland, Belgium, France, and Spain. His works have been exhibited in Berlin, Brussels, Copenhagen, New York, Paris, Seoul, and Tokyo. Currently Paweł lectures at the School of Form, a design school in Poznań, Poland (www.sof.edu.pl).

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