

ZLIN DESIGN WEEK

3.–10. 5. 2023

Inspire, motivate, and be the Best in Design!



Who are we?

We are Zlin Design Week, a week-long design festival where everyone can find inspiration. Through ZDW, we create a platform for young designers and professionals to meet, present their ideas, express themselves, share experience, and make unexpected connections. We support young talents and want to bring fresh wind to the design industry.

This year, the **9th ZDW** will take place from **3 to 10 May 2023**.

ZDW & You

Cooperation with high schools, universities, and other institutions is essential for us. Our aim is to showcase and support young design that is still forming its' shape and one that will set the trends of the entire industry in a few years. Institutions often have several permanent partners with whom they have been working for a long time – at Zlin Design Week, they can meet in a broader, international environment. They can shine with their projects, get inspiration from others and make new contacts.

What will we be focusing on this year?

We have also dedicated this year's festival to the principle of universal design. Designing a product or service with taking into account its user and functionality is nothing new. Even so, the topic of universal design is accentuated very differently worldwide – which motivates us to give it space at Zlin Design Week.

As we watch our society evolve and change, we wonder whether the environment we live in is really meant for such a diverse group. Is it sophisticated, accessible, safe, and creative for the adult male as well as for children and women, young and old, the person with a broken leg or visual impairment? A person of a different cultural or religious background?

Our aim is to highlight the possibilities universal design offers, projects that can inspire others and show the potential of design to influence our lives.

UNIVERSAL DESIGN

HOW DO WE DO THIS?

Zlin Design Week consists of several parts, which we use to achieve our mission:

Best in Design

is an international competition for designers **under 30** who want to enter the design world. We provide the winners with not only financial rewards, but also valuable experience and feedback from professionals. There are four categories to compete in: Fashion Design, Communication Design, Product & Industrial Design, and now also Service Design.

Conference ZDW

bring know-how and fresh perspectives not only to the field of design, but also to other sectors. In the coming year, with the subtitle Design that helps, we will venture into the fields of products, services, space, and marketing – through lectures, panel discussions, and workshops. In previous years, the list of speakers has included names such as Rama Gheerawo, Studio SWINE, Amrita Bhui, and Ola Mirecka.

Exhibitions

of young designers, collectives, studios, exhibitions of professional creators, and winners of the 14th Best in Design competition, you can see and experience all this with us during Zlin Design Week. This includes unique installations in public spaces created throughout Zlin in collaboration with festival partners or other designers.

Workshops

for designers, high schools, and the public combine a program that educates, broadens horizons, or lets you enjoy your own creativity.

Fashion show

showcases the work of young designers as well as the finalists and winners of the Best in Design competition. The show is also preceded by a comprehensive program dedicated to fashion in connection with the festival theme, such as discussions or workshops.

Pop-up shop

is a kind of design realm where merch or original pieces from talented designers and brands are available for purchase during the festival.

Parties and accompanying cultural events

are an essential part of every festival. The combination of different music genres, dance performances or installations and projections will, simply put, not let you sleep.

Design CANTEEN

is a platform where we bring together designers from different backgrounds, schools, cities, both the Czech Republic and Slovakia. It started with a Facebook group. Today CANTEEN also consists of podcasts and offline space for meeting, networking, and discussions during Zlin Design Week. In short, here we “cook up” the best for designers from the Czech Republic and Slovakia.