

INDIVIDUAL MATCH MAKING VISITS

Westpomerania Region

Version 1
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PROJECT RELEVANCE

This company visit based on the concept for company visits (D.T3.1.5).

PURPOSE

The purpose of the individual visits was to gain trusts in AVM companies with different background, sizes and organisation culture. As a Academy of Art we wanted to have a conversation with companies which join the Info Day, such as Scandinavian Interiors (AVM) or Riotters (CCI – design studio), but also step out of the comfort zone and have a conversation with companies with which we have never met before. For doing that we have designed a mural board – a visual storyboard which helped us to have a structure in conversation but also create a after meeting note which in pdf we have send with email either to AVM or to CCI.

SUMMARY OF VISITS

Company	Location	Date(s)	Participants*	Participant Structure
Foonka	Online Visit	03.02.2021	2	Owner, Product Manager&Owner,
HO::LO		04.02.2021	2	Owner - production manager
Scandinavian Interiors	Online Visit	08.02.2021	2	Owner, marketing manager
Party Deco	Online meeting	08.02.2021	2	-production manager, design manager
Fanfaronada	Online meeting	16.02	3	Owner.manager, social media specialist
Radex	Radex main office	19.02.2021	2	production manager, specialists,
Backer OBR	Online meeting	23.02.2021	1	Human resources manager
Stecko Meble	Online meeting	26.02.2021	2	owner, manager
Stargum	Online meeting	03.02.2021	1	marketing manager
Panoptiocum	Online meeting	30.03.2021	2	owner/manager, owner/manager

*participants from company side

OUTCOMES

work in progress // **Foonka**/: Family, regional business selling their products in EU. Company is designing and producing sheets for families and kids. The company got many design awards in Poland and in



Germany for their product. They are willing to implement new clothes line. That is why they are searching a fashion designer. We have contact company with two designers Anna Grygierczyk and Iga Węglińska. The company have decided to work with Iga Węglińska. The project o new line will start in September 2021.

work in progress // **HO::LO:** Small family business who is doing bags out of the reused materials. The company has got an offer from a commercial bank to design new objects from materials that bank would like to reuse. This cooperation was interesting for a shoe designer Katarzyna Ditrach-Paturalska who wanted to work with the new material with her srudents. Unfortunetly during the project the bank did not created a brief or took a decision on the future collaboration. That is why we rewrote the design challenge and connected owner with product designer who is going to redesign the storefront.

work in progress // **Scandinavian Interiors:** Family, regional business based on craft - the company is renewing mable in the Gustavian style. Company is based both in Szczecin Poland and Helsinborg, Sweden. They are selling their product to EU and USA. The company is willing to enter on a market with new line - renowated furniture, Scandinavian made in 60ties and set of decorations. The challenge is to put new ideas in online world and get an access to customer to customer market. We are looking for a service designer who will help the company set the new business model and brand design for the company.

work in progress // **Party Deco:** Medium production company which is selling globally their products-event materials, such us invitations, balloons, cards, tablecloths, etc. The company is growing. A new challenge that the design team has this year is to start producing carnival and theatrical costumes for children. The company is searching for a designers who will help them to find solutions for this challenge. The company is willing to offer a job for a senior designer. We are in a moment of searching for designers who will take the challenge and start cooperation with company.

Failure story// **Fanfaronada:** Fashion design company which is designing and creating unique clothes for woman, such us dresses and wedding dresses. The company lost it financial security after the lock down. The owner is thinking about making changes to the company. The design challenge that we brough up after the meeting was to design future development of the company and new business model. That is why we provide company with a consultant working in fashion industry who have knowledge and experience in the topic. Both met during a meeting in the studio. The consultant shared some insights and paths which Fanfaronada can start with to change and prepare for a better future. Unfortunately the company did not take advantage from the consulting. The cooperation have ended without an agreement.

work in progress // **Radex:** This is medium chemistry production company working in business to business relationship. The company is willing to set up a new of products for the HORECA sector, especialy label, new product, leaflet and catalog. The company has been matched with visual designer- The company agreed on terms of relationships between AVM and CCI. The work is progress.

successful story// **Backer OBR:** Big polish company with Swedish capital - which is producing heaters for example for cars or microwaves. We get in touch with human resources manager who already has very well defined challenges on the are of employer branding. We have matched the company with visual designer - Tomasz Sadowski, who is working now for the company. It is a success story matchmaking.



work in progress // Stecko Meble: Furniture production company whose targets was hotels in Poland and Europe. Unfortunately because of the COVID-19 company has started to search for another business core “leg”, which will help the company to survive during the pandemia. The company has decided to invest in thermoforming technology and it is going to produce PET packaging for food industry. We have found two product designers Olga Kiedrowicz and Mikołaj Wojtkiewicz who are willing to cooperate with the company. The next meeting has been plan for April 2021 to find a match and redefine the design challenge one more time.

work in progress // Stargum: Big company who is producing gum used for running track, playgrounds and pool flooring in hotels. The company is willing to enter on the USA market. That is why the company is willing to build a web page which answers on American market needs and standards. We have match the company with design studio Riotters which is working for USA market and had in their portfolio client from the same sector. Unforynetly the price for web page that Riotters offered was not accepted by Stargum. We are searching for a new match.

work in progress // Panoptiocum: start up, technology company working with artificial intelligence, VR, 3D prototyping which is scaling up and trying to become R&D Unit for different sectors. Nowadays the company is working in the topic of education, rehabilitation and game design. Their challenge is to transfer knowledge and technology so that research projects: nefroVR, proto_lab, Paulina become a commercial project. The company is searching for a service designer or product designer out of the region who would give a fresh eye on prototypes and processes the company is working on.



ANNEX 1: Proof of visit - Mural board with date of the meeting and photos.



TAKING COOPERATION FORWARD

Foonka 03.02.2021

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CREATIVITY DRIVES INNOVATION



Interreg 
 CENTRAL EUROPE **COCO4CCI**

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Scandinavian Interiors (SI) 08.02.2020

CREATIVITY DRIVES INNOVATION



Interreg 
 CENTRAL EUROPE **COCO4CCI**

TAKING COOPERATION FORWARD

HO:LO 04.02.2021

CREATIVITY DRIVES INNOVATION





Interreg  **COCO4CCI** **TAKING COOPERATION FORWARD** Party Deco 08.02.2020

CREATIVITY DRIVES INNOVATION

Interreg  **COCO4CCI** **TAKING COOPERATION FORWARD** Fanfaronada 16.02.2021

CREATIVITY DRIVES INNOVATION



TAKING
COOPERATION
FORWARD

Radex

19.02.2021

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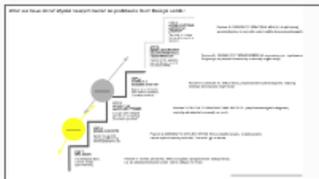
TAKING COOPERATION FORWARD

Stecko Meble 26.02.2021

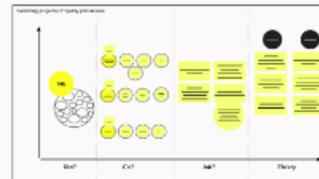
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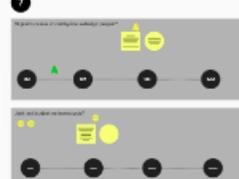
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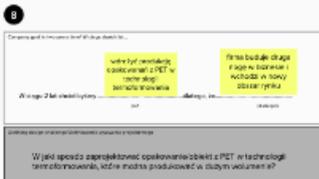
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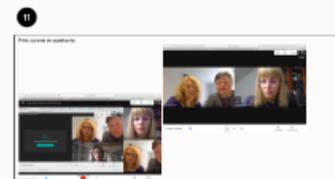
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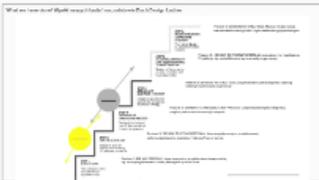
TAKING COOPERATION FORWARD

Backer OBR 23.02.2021

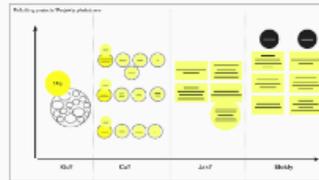
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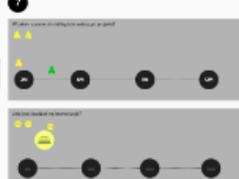
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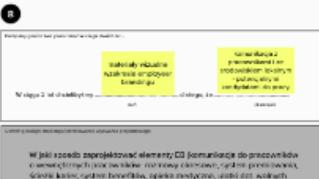
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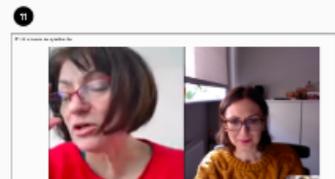
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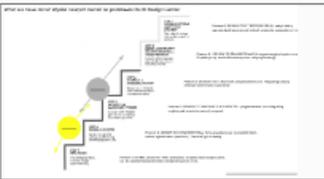
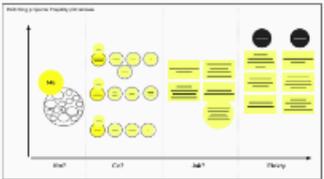
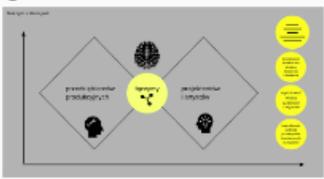
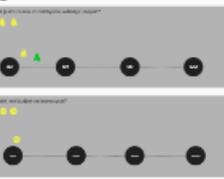
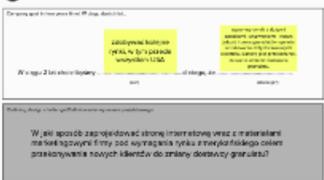
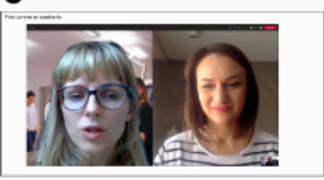






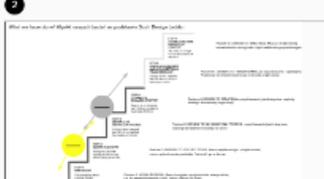
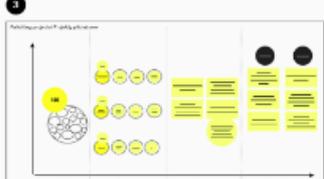
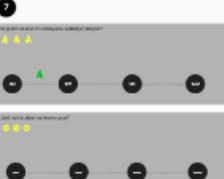
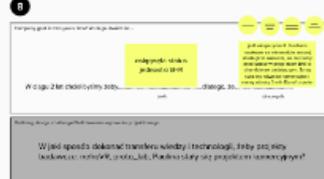


Interreg  **COCO4CCI** **TAKING COOPERATION FORWARD** **Stargum** **03.03.2021**

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Interreg  **COCO4CCI** **TAKING COOPERATION FORWARD** **Panopticum** **30.03.2021**

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