



Past - Present - Future



CREATIVES MEET INDUSTRY - CREATIVE CHALLENGE

**Improve interaction between
creative communities and
producing industry**

01 2019



Deliverable T4.3.2. Tested measures “Creatives meet Industry”



Reporting Period [5]



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Abstract

ENDLESS THREAD ... ENDLESS POSSIBILITIES

PRODUCT DEVELOPMENT AT GORENJSKA PREDILNICA

The spinning mill *Gorenjska predilnica* located in Škofja Loka produces high quality jersey textile. With the creative challenge we initiated connection of producing industry and creative community to create high quality products with high quality material, both locally produced. The story of connecting local production and local knowledge was the front line of the challenge. The challenge took place in the creative center for textile *Kreativnice* that was established in June of 2018. In this creative challenge collaborated six textile designers, one graphic designer, an industrial designer and spinning mill *Gorenjska predilnica*.

Since there are no innovative and contemporary products produced in the *Gorenjska predilnica*, the challenge was to create usable, innovative and commercially successful products made of *Gorenjska predilnica* textile. To work on sustainable products the challenge included collaboration of factory, textile / product designer and graphic designer with a goal to design a holistic story of the set of products (for basic product design, to the graphic design of the potential brand). In this challenge the contest was not the process methodology – rather that we were interested in the process of common creation of the set of products with different designer that is in the end connected in the holistic story / brand / idea.

The goal of this creative challenge was to connect industry with different specialised designers and create strong locally connected story of the products. All the results and products created will be exhibited in the well-established Art&Craft Centre of Škofja Loka.

The long-term goal is to continue the started work. The goal is to establish a production of designed innovative pieces with highly added value. The goal is to continue the connection with spinning mill *Gorenjska predilnica* and in future to work on similar projects.

1. Project Context

InduCult2.0¹ wants to revive the cultural spirit of long-standing industrial regions of Central Europe. Together with local stakeholders, project partners from 8 European countries (Austria, Germany, Belgium, Italy, Poland, Check republic, Croatia and Slovenia) rediscover and create the positive elements of industrial communities and therefore intend to:

- Establish the idea of Industrial Culture in Central Europe and promote it as unique feature of regional identity
- Prepare initiatives in schools to raise the interest in industrial culture and show them work options in that field; binding work force and companies through industrial culture
- Fostering creativity and innovation through distinct interaction of creative communities and productive industry

¹ More information about the project is available on: www.inducult.eu, www.facebook.com/Inducult2.0

The definition of industrial culture goes beyond heritage and includes contemporary and upcoming cultural and creative resources.

One of the main and general objectives of the project InduCult 2.0 is to introduce new culture and heritage-based economic opportunities in the field of conventional industry, tourism as well as creative industries.

Based on peering and support within the partnership and the methodology used we elaborated a concept of reviving old-industrial places through creative communities. With collaboration with stakeholders we created a concept of creative centre with a showroom and co-working space for creatives, focused on textile industry. Creative centre as such revives and reactivates old-industrial places and the area around them.

Creating a concept of creative centre with a showroom and co-working space for creatives refers to encouraging creativity and mutual participation of creative stakeholders and textile industry. Concept of Creative center refers also to the identity of the local community, which is strongly connected with creativity. It promotes and increases the interest of young and unemployed people for new employment in industry and brings great opportunities for development. First of all creative center will be intended for the creative community, with a vision of development into a multifunctional space, which will also have a wider economic, cultural and social role.

The content of the concept consists of three possible solutions for establishing creative center with a showroom and co-working space for creatives presenting heritage of textile industry in Škofja Loka and contemporary creativity. Pilot action will be implemented in 2018.

2. Introduction

In the WP4 of the InduCult 2.0 project one of the main objectives is to strengthen value chains and enrich industry by creative means. The challenge is how to link different creatives for product development. There is a big gap between industry and creative community and we have to focus on 'bridging this gap' through formats like living labs, innovator camps and workshops, improving the interplay between the sectors in the regions.

In Slovenia and also Gorenjska region these practices are more the exception than the rule in general. In WP4 our goal is to design and implement one good practice in connecting collaboration of industry with creatives. The goal is also to create environment for industry and creative community to meet and implement one of the existing challenges and possible actions of this connection.

Since the link in the area is not common practice, we started with the activities and links of creatives and interested companies.

One of the important sets of InduCult 2.0 project activities focuses on promotion of creativity and innovation in the context of different ways of mutual cooperation of creative groups of stakeholders and productive industry. Our creative challenge Creatives meet industry included all of these aspects on the field. The carried-out action was an example of these industry-creative community connections. It shows a great potential for these interdisciplinary works to achieve high quality results.

With this pilot action – creative challenge – we wanted to achieve and create a “holistic” product for the company, so the main guidelines in the action are modern design, usability of the product and potential commercially interesting product. A great importance and the challenge are to create the entire story of the product and its image.

The main steps in the action implementation were:

- Connection with one of the companies in the area.
- Creating final form of the creative challenge for creatives.
- Invitation to creatives to participate in the creative challenge.
- Collected group of creatives collaborating in visit of the company (production and technology of the making), getting to know the company, their vision, advantages and disadvantages ...) and introduction meeting.
- Creative process and product development. Process of the making creative solutions - conceptual phase.
- Selection of the best solution of individual designer and implementation in production of prototypes. Forming a "family of products" inspired by jersey textiles.
- Creating an exhibition of all designed products of the action and pop-up installations after the action is finished.

Whole process was guided, mentored and supported by experienced industrial designer.

The story of local design and production happened: designers from the area were inspired by locally produced textile by factory Gorenjska predilnica. All the prototypes were manufactured in the area and presented there.

3. Objective

During the creative challenge whole process of product development was very important. The main question of this challenge was to what type of products can be created? The guidelines were usability, innovation and potentially commercial successfulness of the products. Inspiration was the basic material that spinning mill Gorenjska predilnica produces - cotton jersey textiles.

The main objectives were:

- A group of creatives / designers working together to create innovative and usable "family of products" made of the textile produced in the factory.
- To connect industry with different specialised designers and create strong locally connected story of the product.
- To create an activity where connection of producing factory, creative community and public is made; this action can be an example for further activities and practices.
- To create a "family of products" that is potentially interesting for further development and marketing.
- To encourage companies and creatives for cooperation and designing products with highly added value.
- To strengthen value chains and enrich industry by creative means.
- To combine the innovative work and creative approaches in the industrial production.

4. Applied Approach

As mentioned in concept written for the creative challenge action *Endless thread, endless possibilities* was selected for the implementation phase.

All the process of creative challenge stated later than planned with the reason of establishing and testing period of creative hub Kreativnice. We wanted to connect the creative challenge with creative community of textile designers collaborating also in the creative hub, also created by the InduCult2.0 project. We believe that connecting different project activities is necessary to get better results.

We were interested in a creative process, an attempt to create a common creation of designers that has the same starting point - material and baseline theme. It wasn't a competition but a joint development of a holistic story produced by factory, textile designers, industrial designer and graphic designer. Because the common creation was the core of the challenge the whole process took more time and coordination between all designers included was more complex. Having a creative competition for example would be easier and results would be achieved much quicker. Nevertheless, we believe that this approach is more long lasting for the relations between all stakeholders and within creative community. During all the process a common thinking to resolve the challenge was present. All different individual designers needed to cooperate, share the knowledge and experiences to create final and connected story of the products.

In the beginning of the challenge stakeholders were thinking "out of the box" without limits for the ideas of solving a design problem. It was dreaming phase. Then they took the realistic point of view and applied dreamy ideas to the box of time, production capabilities, financial framework ... In this framework all the concrete sketches for the products were created. Still designers created more ideas than would be possible to proceed to the phase of prototype. In this step all participants made common decision which pieces will be manufactured as prototypes and which will stay in the sketch phase.

The exhibition of final results will be set on in March 2019. The exhibition space in Art & Craft center of Škofja Loka will be designed as a living room equipped with all the manufactured pieces. The objective of the exhibition is to show whole process of product development and to show final results. One of the important objectives is to inspire other factories and designers to connect and look for different / multidisciplinary approaches for problem solving. Setting up the exhibition is flexible – all the exhibition equipment is movable and can be applied to different exhibition spaces, as the developed products can be applied to different home and living rooms.

5. Results

August 2018: In starting point of the challenge we meet with the representatives of the Gorenjska predilnica spinning mill. We again presented an idea of the creative challenge and agreed that group of designers working on the challenge will visit the company to get the knowledge of the textile production, its specifics and the characteristics of the material produced.

September and October 2018: With the industrial designer Luka Zajc, we created a detailed plan of activities for creative challenge and prepared invitation for the textile designers and graphic designer.

November 2018: Invitation was sent to a creative community. We got feedback from 6 textile designer and one graphic designer wanting to participate. In the end of November, we visited factory and get the sense of its textile production.

Weekly meetings in creative hub started:

- Introduction and getting to know each other;
- Brainstorming one where we set up the baseline theme for creations. With the evaluation of gathered brainstorming ideas the theme was selected - comforts of home. One document of the starting point of the design problem, keywords for the developing ideas, our objectives and visual identity for the target group was created (the document is in the attachment)



December 2018: meeting continued

- Ideas of individual designer were exchanged and evaluated
- Preparing and reviewing sketches for the selected ideas

January 2019: Creating final selection for the prototypes phase and connection of all final selected ideas to common story of the comforts of home.

All the needed materials were gathered and the prototypes were in making. The ideas were presented to the representative of the factory Gorenjska predilnica spinning mill.

Prototypes are made and the graphic design of the final products was created. This graphic design connected all the products into common story and represents the brand of created solutions for the creative challenge.

March 2019: The final exhibition will be set on in Art&Craft centre of Škofja Loka. We decided that the exhibition will be set there because it has a well-established exhibition space and the results of the challenge will be accessible to a wider audience / public.

Some meetings impressions:



Produkt materiala
 ŠKOFJA LOKA
 OTROCI (krišča, podloge, igrala, igrače...)
 VSE JE MOŽNO
 VRINO DROBE
 SEDALA + SVETILA
 ZA DOM...
 BIVALNI PROSTOR
 DREVENA V DOLU
 HRAJJE
 HIŠA
 OLATJEAT + OLEPRAE ZILJENJE
 DEKCA ZA ŠTRIKANJE
 NA PROSTEM
 travnik — piknik...
 doma —
 DODANA VREDNOST
 ODREZKI — RECIKLAŽA
 IGRAČA — NOTRANJA OPREMA
 VELIKI KOSI..
 VIDOBJE...
 NATUR / NEBARVAN JERSEY
 PIKNIK
 MALE ZIVALI
 VISEČE MREŽE
 KOLO
 ŠPORT



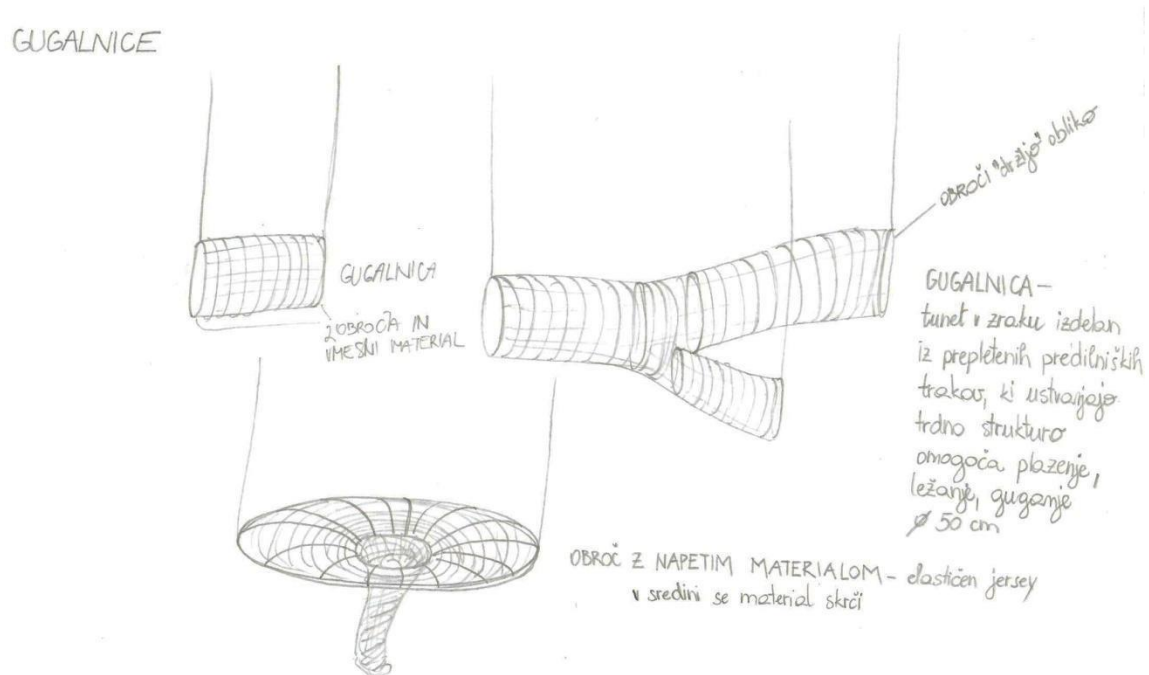
With all the designed products we create a living room for the potential family that presents comfort and safe environment for quality family life. Products satisfy the need for quality leisure time (alone or in the circle of their loved ones). The living room the house is equipped with products that replace the warmth of mother's shelter, connect the family and creates the

beautiful moments that we spend with our loved ones. Individual products and as a whole they all represent usability, aesthetics in conjunction with a creative approach to the use of locally produced materials and locally produced final products.

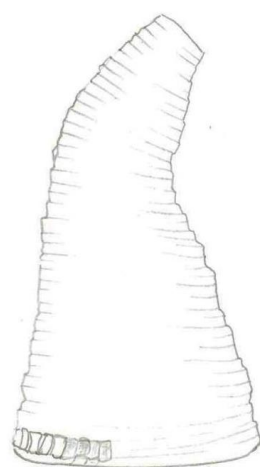
CREATED IDEAS BY CREATIVE DESIGNERS CONNECTED WITH THEIR PARTICIPATION

1. DARJA RANT, KLOBBKA

Between all the ideas created, a swing for the living room was selected for the prototype making. Swing, the tunnel in the air, is made of interlaced cotton jersey strips, which create a stiff structure. It allows climbing, lying, swinging. Shape of swing can be adjusted for different needs, space capabilities and usage.



Other ideas: Toy / sculpture / lamp made of PVC and jersey stripes; round sofa that is a playground at the same time; standing lamp made of a piece of Gorenjska predilnica machinery.



konstrukcija PVC trakov in odrezkov iz jerseyja, oblika ni fiksna, se spreminja lahko je:

• IGRAČA

↳ večji ali manjši premer, oblika se lahko premika

• SKULPTURA

↳ izdelava se lahko različne oblike

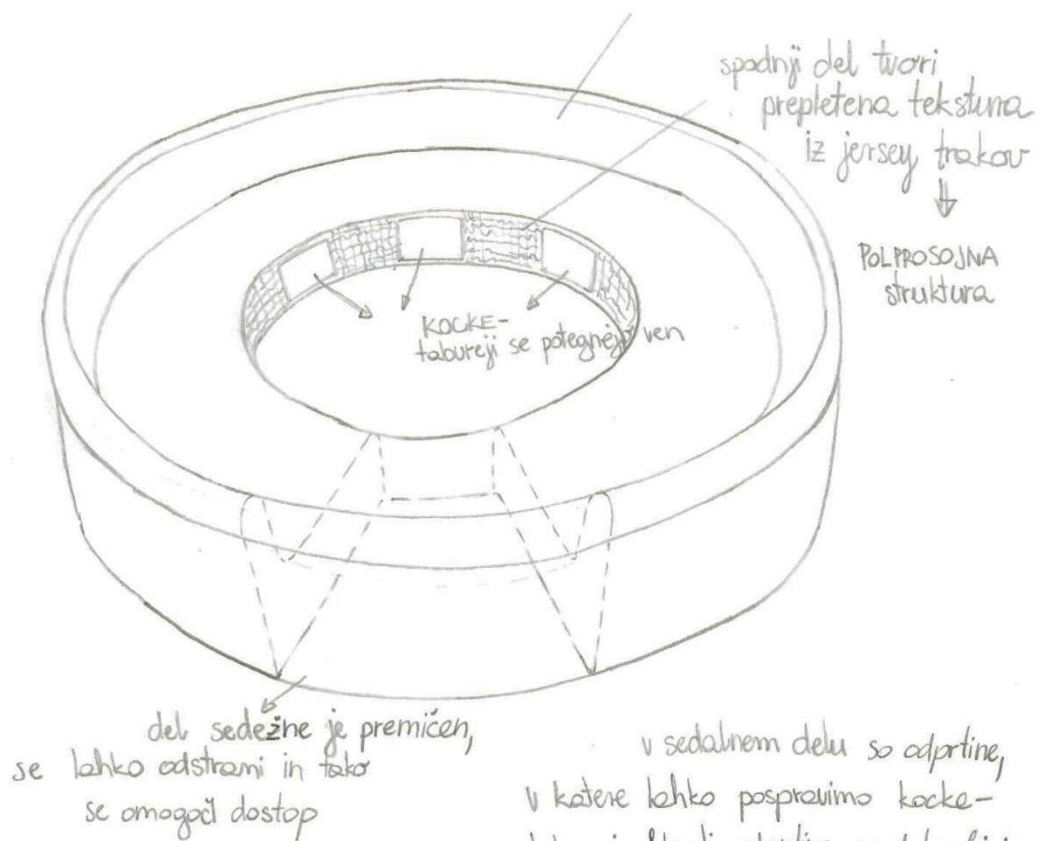
• LUC (namizna / samostojna)

PVC trakovi prepleteni s predilniškimi trakovi, tako da ustvarijo razmeroma trdno, kompaktno samostojno formo

OKROGLA SEDEŽNA, GARNITURA

ki je hkrati OTROŠKO IGRALO

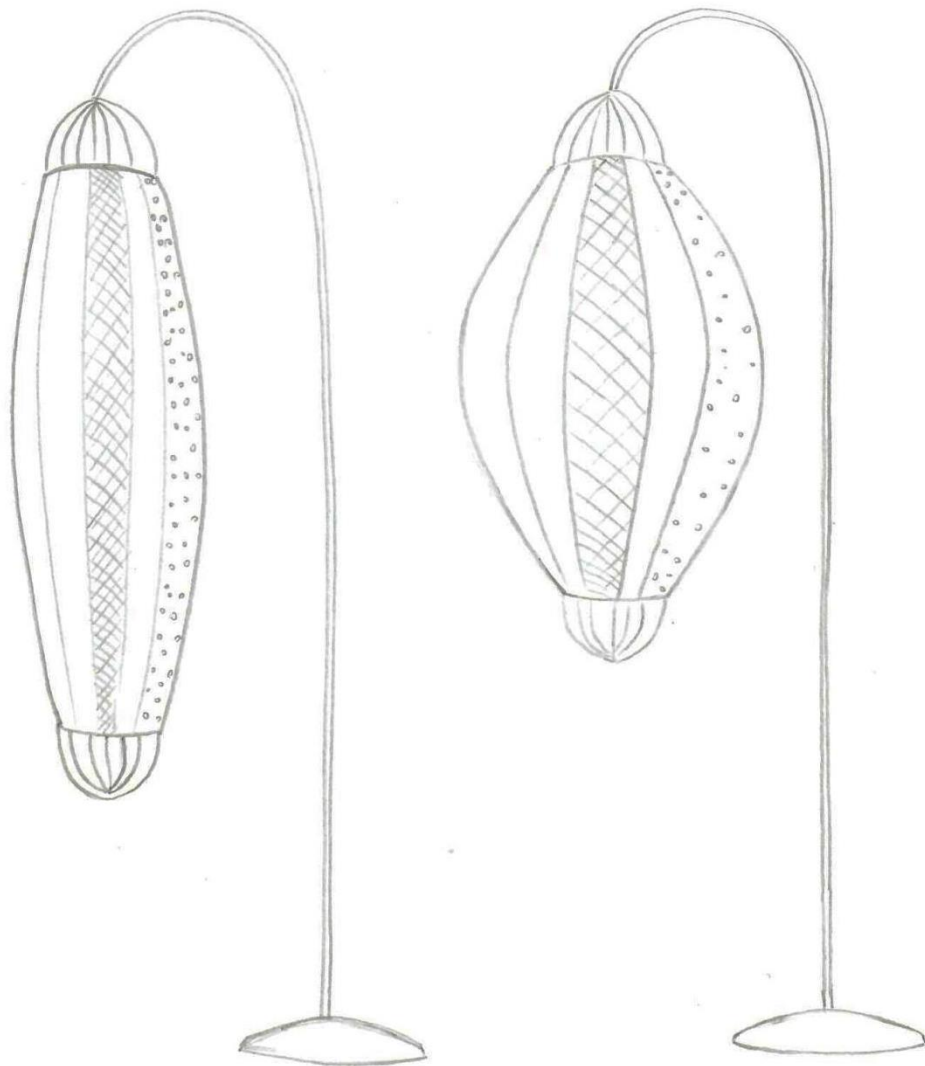
v sedalnem delu je gladko
napet material



v sedalnem delu so odprtine,
v katere lahko pospravimo kocke-
tabureji, hkrati odprtine predstavljajo
tunele, skozi katere se otroci lahko
plazijo

kocke-tabureji so obenem "skatle" za
shranjevanje igrac

SAMOSTOJEČA LUC

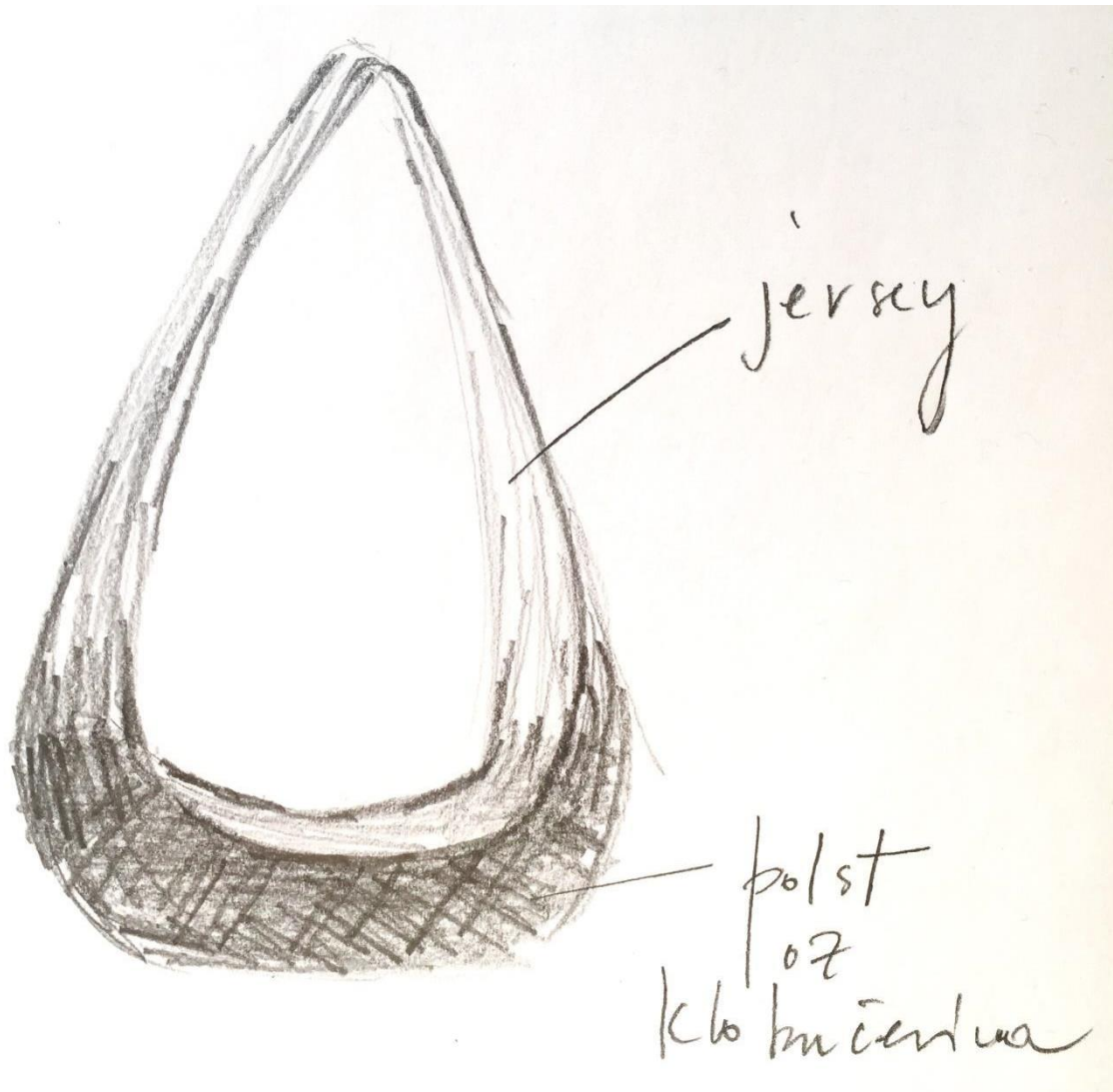


- na kovinsko ogrodje je napet jersey - elastičen material iz Predilnice
- ugasnjena luč je stisnjena in dolga, prižgana luč se razpre in "skrajša"
- en ali več segmentov materiala je vzorčastega

2. ANJA MUSEK, AMUSE

Multifunctional hanging seat / bed / swing for the children or pats. It is made of upper jersey textile part and lover felted part.

The larger part of the piece is formed by a heavily cushioned, slightly elastic fabric, which is connected at the felted bottom forming a seat or bed. Woollen felt has antibacterial, antigenic characteristics, breathes well, refuses dirt, and prevents sweating ... Due to all these characteristics it is ideal for this purpose. Hanging seats can be hung on the wall, in the middle of the room, chair, table ... Depending on the size and performance; the product can be used as a seat or swing. For a child, adults or pets' bed (especially cats), possibly even a baby. The product could also be used for baby carrying...





3. LILI PANJTAR, LILASTUDIO

Modular seat is made of cork base and jersey textiles. The lamp is made of wooden base and jersey bands.

All the description of the pieces is explained in the document attached. Here we can emphasize the main characteristics. Modular seat is designed by basic geometric shapes which forms contemporary and aesthetically perfect furniture. Basic element has the shape of the pyramid which can be string and simply merged together in any way needed (seating, resting, playing, socializing and sleeping).

The shape of the modular seat isn't invasive and can fit in all different interiors. It functions very well together with the big circular lamp that can be put in the middle of the place. Also the lamp basis on basic geometric shape of circle and well connects in simple and effective design.

LILASTudio za Kreativni izziv - IDEJNA ZASNOVA

Oblikovanje uporabnih predmetov za dom iz jersey-a (Predilnica Škofja Loka)

Izhodišni materiali:

jersey pletivo - natur (različni artikli), odrezki jersey-a - natur, lan - natur, pluta - metraža

Izhodišne oblike:

pravokotnik, trikotnik, krog

Cilj:

Iz izhodišnih oblik (geometrijski liki) oblikovati kolekcijo sodobnih, preprostih, a estetsko dovršenih uporabnih predmetov za opremo osrednjega bivalnega prostora; pri tem želim upoštevati možnost nadgradnje in širjenja kolekcije z novimi izdelki, kakor tudi pozicioniranje izdelkov v različne cenovne razrede

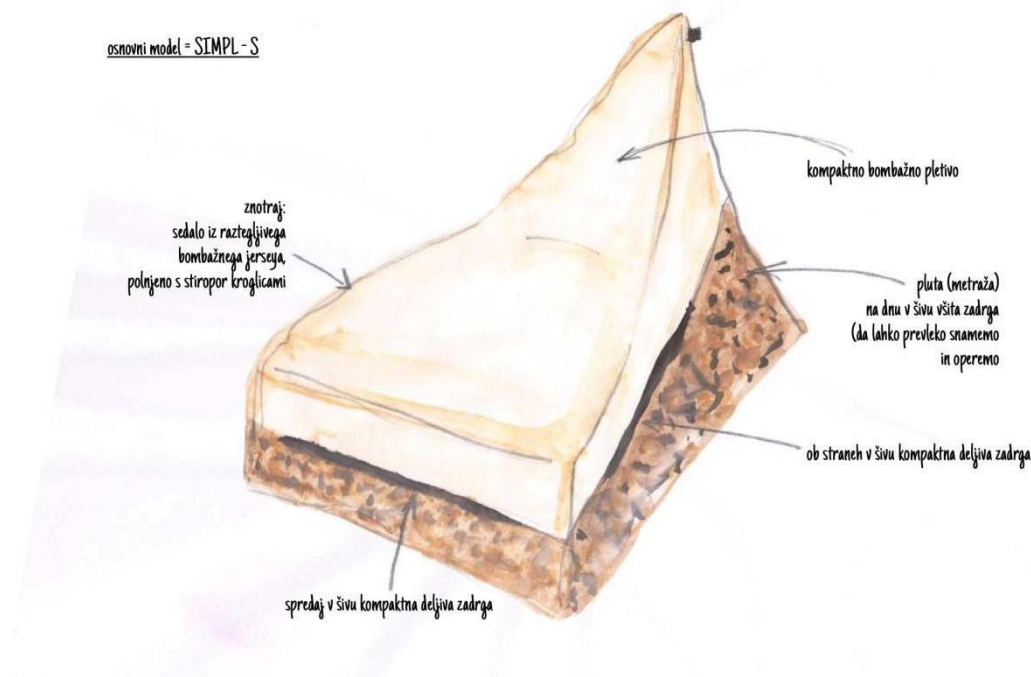
Osnovna ideja:

Kot osnovni element v prostoru sem si zamislila preprosto modularno sedalo piramidne oblike, ki ga z nizanjem in preprostim spajanjem lahko umestimo v vsak prostor in mu spreminjamo namembnost. Osnovna funkcija ležernega sedala se hitro spremeni v element za poležavanje, sproščanje, druženje in igro. Njegova vizualna podoba je nevsiljiva in se lepo vklopi v vsak ambient. Prostor dopolnim velikim centralnim svetilom preproste oblike in dizajna, ki ga definirata dva osnovna lika - krog in trikotnik. Svetilu daje pečat preprost preplet bombažnih trakov (odrezki bombažnega jersey-a), ki tvorijo trikotne oblike in se lepo poveže s sedalom kot osrednjim elementom prostora. To obliko ponovim tudi v drugih uporabnih predmetih - košarah in talnih ter stenskih svetilih ...

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osnovni model = SIMPL - S



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MODULARNO SEDALO - IDEJNI NAČRT

Oblika:

Izhajam iz dveh ukrojenih pravokotnikov (skical!), ki ju s šivanjem sestavim v piramidno obliko. Potrebujem notranje sedalo - izdelano iz raztegljivega jerseyja in polnjeno s stiropor kroglicami. Posebej sešijem prevleko sedala po prirejenem kroju - spodnji del iz plute (neskončna zadrga po sredini), zgornji del iz lanu. Na treh (označenih) robovih prevleke všijemo še deljivo zadrgo (var. 1) ali gurtne (var. 2) tako, da lahko elemente sestavljamo med seboj.

Velikosti:

Osnovna velikost je S = udobna sedalna piramida za enega
Velikost M = udobna sedalna piramida za dva
velikost L = udobna ležalna piramida za enega
velikost XL = udobna ležalna piramida za dva

Materiali:

Notranje sedalo je vedno iz elastičnega jerseyja, zunanja vreča pa ima mnogo različic, od katerih je odvisna tudi umestitev v cenovni razred.

1. SIMPL: prevleka: pluta + kompaktno bombažno pletivo
2. BASIC: prevleka: pluta - lan
3. LUX: prevleka: več variant = custom made for special orders (usnje + lan, usnje + kuhana volna, kuhana volna ...)

Barve:

1. SIMPL: pluta - natur + kompaktno bombažno pletivo z odtenki modre (barvano z indigom)
2. BASIC: pluta - natur + lan / natur, siv, črn, moder
3. LUX: custom made for special orders

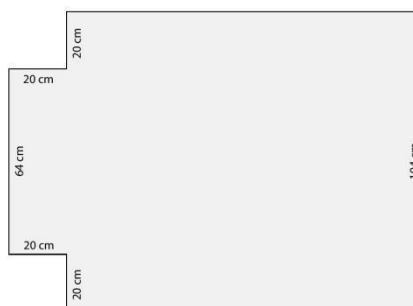


100% bombažni jersey:
- elastičen za notranje
sedalo
- kompakten za zunanjo
prevleko SIMPL

pluta na tkanini:
za spodnji del prevleke
za sedalo

100% lan:
za zgornji del zunanje
prevleke BASIC

KROJ ZA NOTRANJE SEDALO:
krojimo 2 kosa po spodnjem kroju



MODULARNO SEDALO - IDEJNI NAČRT

Oblika:

Izhajam iz dveh ukrojenih pravokotnikov (skical!), ki ju s šivanjem sestavim v piramidno obliko. Potrebujem notranje sedalo - izdelano iz raztegljivega jerseyja in polnjeno s stiropor kroglicami. Posebej sešijem prevleko sedala po prirejenem kroju - spodnji del iz plute (neskončna zadrga po sredini), zgornji del iz lanu. Na treh (označenih) robovih prevleke všijemo še deljivo zadrgo (var. 1) ali gurtne (var. 2) tako, da lahko elemente sestavljamo med seboj.

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velikost XL = udobna ležalna piramida za dva

Materiali:

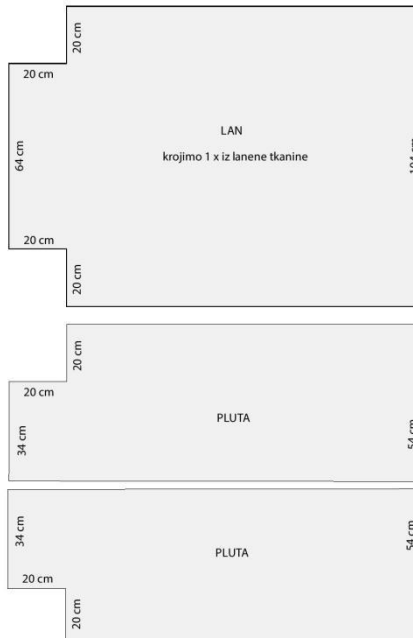
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1. SIMPL: prevleka: pluta + kompaktno bombažno pletivo
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Barve:

1. SIMPL: pluta - natur + kompaktno bombažno pletivo z odtenki modre (barvano z indigom)
2. BASIC: pluta - natur + lan / natur, siv, črn, moder
3. LUX: custom made for special orders

KROJ ZA ZUNANJO PREVLEKO:
krojimo 2 kosa po spodnjem kroju



osnovni model = SIMPL - S

možnost sestavljanja več sedal v nize:
sedala lahko spajamo s stranskimi zadrgami
in z zadrgo spredaj - dobimo daljše sedalo/ležišče
(ležišče za enega, mati + otrok, ki se gledata,
2 otoka, ki se gledata ...)



projekt InduCut2.0 - KREATIVNI IZZIV

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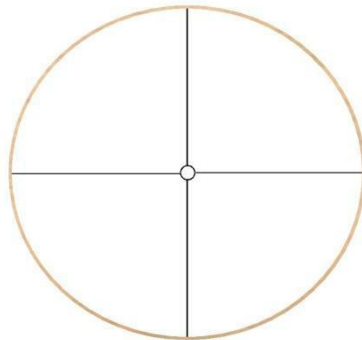
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SVETILA - IDEJNI NAČRT

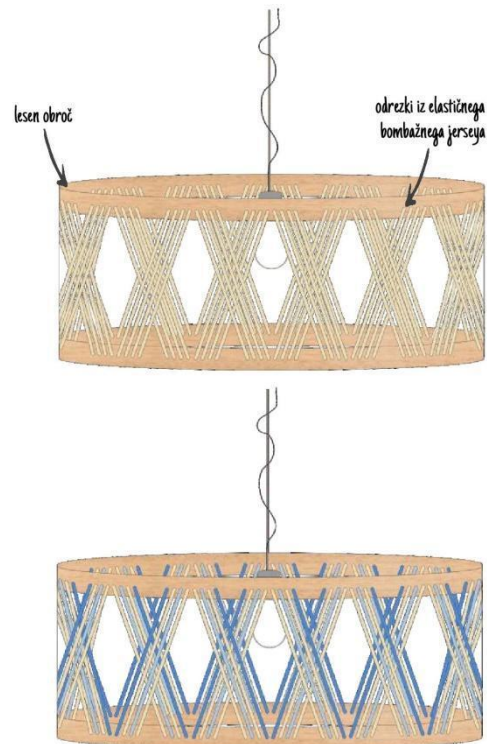
Oblika:
Izhajam iz dveh krogov / kolobarjev (skical), ki ju z distančniki sestavim v večji kolobar. Potrebujem odrezke raztegljivega bombažnega jerseyja - natur (odpadni material), ki jih vozlam na leseno osnovo tako, da dobim trikotne vzorce. S trakovi v modrih odtenkih (pobarvano z indigom) delam kontrastne vzorce v kontra smeri.

Velikosti:
Veliko centralno svetilo - viseče: premer kroga cca. 80 cm.
Stoječe svetilo: premer kroga cca. 40 - 60 cm

Barve:
natur bombažni jersey + modri odtenki (pobarvano z indigom)



projekt InduCult2.0 - KREATIVNI IZZIV

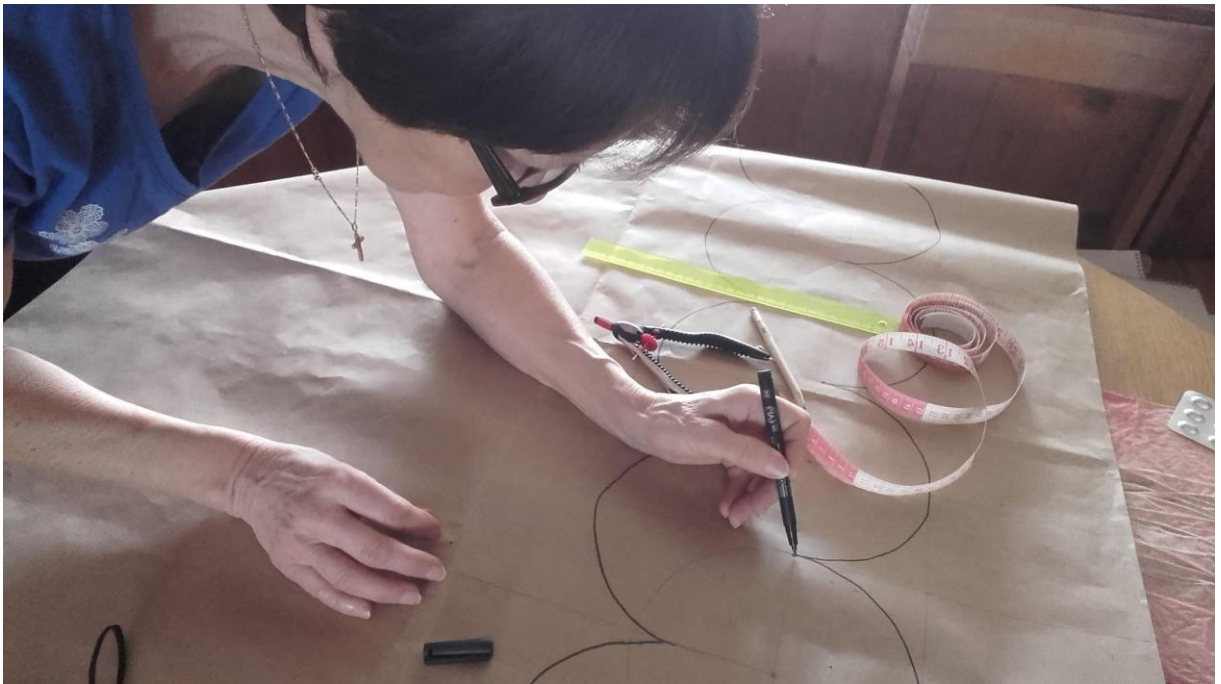
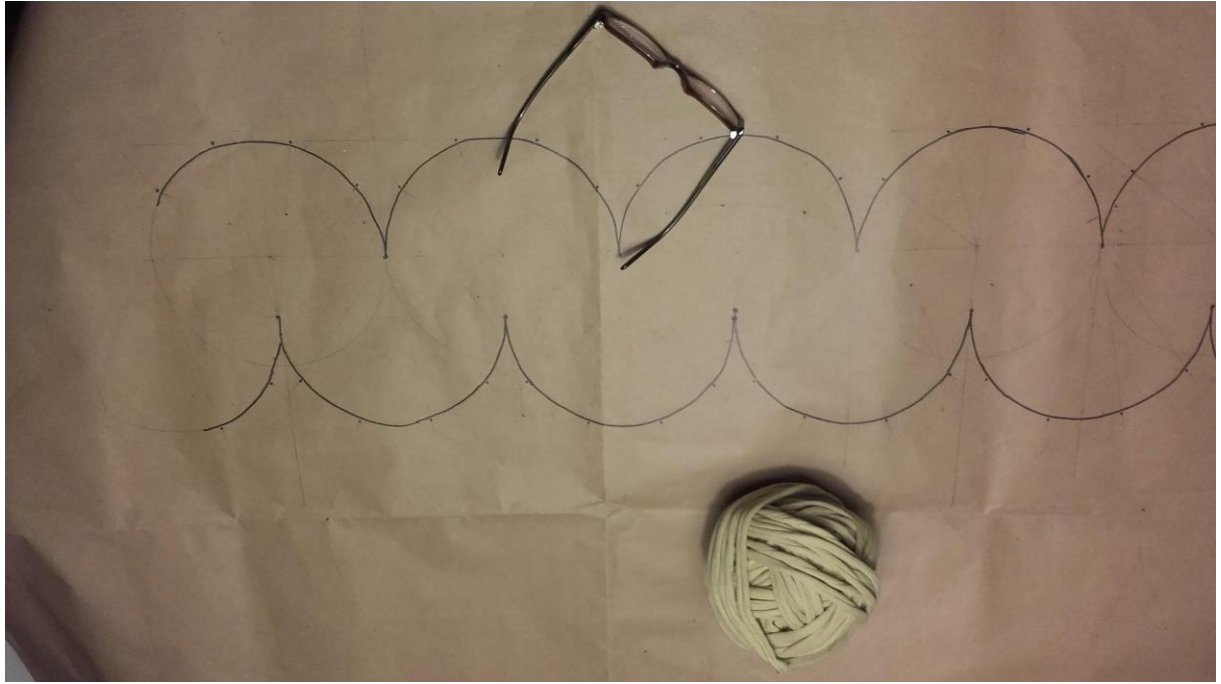


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4. LADKA PENEŠ, mamaLadka

A carpet made in bobbin lace technique is made of jersey bands.

Bobbin lacemaking is one of the traditional handicraft techniques in the area. In October 2018 bobbin lacemaking in Slovenia was signed on the Representative list of intangible cultural heritage of humanity. Taking this important step into account and looking for the new useful values of bobbin lace, this carpet was designed. It is unusual to make big scale bobbin lace; usually it is made with cotton thread. In this case it is the reinterpretation of traditional technique and connection of elements of traditional culture with contemporary product design.





5. MOJCA PRETNAR, BARVITO POŠITO

Tabure seat is made of jersey textiles and bands.

With this piece the designer wants to present the different types of jersey textiles that she uses in her work in the recent years. It presents the tribute to long lasting production of spinning mill Gorenjska predilnica.

The seat has the impression of forest stump –all of her work is inspired by nature and designer wants to bring nature into people's home. The upper part of the seat is crocheted from the jersey stripes, circles represent the years of the tree. The colour of the crocheted work can be natural, or the circles in a light brown colour can be added. The outside of the seat is sewed from jersey textile in natural colour. On the seat will leaves will be applicated which is another characteristics or author's signature.



6. SILVA HORVAT, HAND WEAVING

Woven carpet or the hammock chair. Carpet made of woven jersey stripes forms a thick structure of textile. It last very long. Since jersey is cotton the piece can be washed in washing machine when needed. Carpet / mat / hammock can be used in the living room or it can be hung as a hammock chair. It can also be used outside, to lay in the garden, to have a picnic and enjoy outside.



All the different pieces designed are made in natural cotton colour so the products visually fit together.

GRAPHIC DESIGN THAT CREATES COMMON STORY

The starting point for the graphics and corporate identity of the family of created products were *cotton* (the inspirational material) and *Škofja Loka* (as the place of production of textiles and products).

Two basic elements were created – cotton flower which presents the material used and stem of the flower. The shape of the stem is inspired by one sample / element on the facade of one of the most famous houses in Škofja Loka town square, Homan's house (this presents the place of production).



For the presentation of all products within this creative challenge story presentation cards are prepared. Some examples:



In our designed living room, we have a modular seat and one big central lamp. A swing and hanging seat for the children and pets. On the floor there is woven and bobbin lace-made carpet and next to it there is a tabure where family can relax, read, play or listen to the music.

The exhibition of home products was opened in Art&Craft center in Škofja Loka on 12 March 2019 and will be opened until 16 April 2019.

6. Evaluation / transnational added value

The creative challenge was performed to set one example of collaboration and connection of industry and creative community that can bring new approaches in the product development. This approach is not a general practice and with-it products with high added value were created. The challenge was also important in sense of bringing different creatives together that has the same goal and objective.

It was very valuable also in sense of connecting creative community and to encourage individual designers to work on common challenge. We are now aware that the process is not easy and quick, but at the same time we managed to create more innovative and wide ranged solution for one simple challenge - how to use locally made textiles for the new highly added value products.

We did not succeed to implement the timeframe set up in challenge concept. It was a result of various factors but still we can evaluate the whole process as positive and enriching for all the participants. It was a polygon for learning and established an unseen practice in our region. All the stakeholders are benefiting from the creative challenge. Factory can present creative challenge and its results as contemporary and innovatively designed products. Designers got insight into the industrial production and the contacts with the company. It was also challenging to communicate product development as a whole story. Also, we as the coordinators of the challenge got an evaluated experience and knowledge for the future organisation of these kinds of creative challenges.

This initiative project can represent the beginning of the target-oriented actions resulting in industry and creatives connections. We hope that the project action will encourage other stakeholders to cooperate, too.

This kind of creative challenges is general guideline in contemporary product development and design. What all the stakeholders must be aware of is the importance of multidisciplinary approach to product development. It brings products with higher value and makes market entry more effective. It can be applied to other partner's areas and national partnerships.

7. Outlook and sustainability

We hope that our final result exhibition will be hosted also in other industrial towns in region (Kranj and Tržič) and in other towns of Slovenia and will present a good practice example connecting industry and creatives. We would like to share our experiences, positive and negatives parts of concept implementations and improve whole process in the future. Since the core stakeholders in the creative challenge also collaborates in creative hub content, we are well aware of need to continue these kinds of challenges in future and work also on development of results of this one. It has a big potential also for presenting developed products story in design fair in Slovenia and abroad.

On the regional and local level, we prepare the new project ideas and look for the future funding for the industrial culture field development and empower creative community to carry on the experiences and results.

Since all the stakeholders contributed in preparations of regional strategy for the industrial culture development in Gorenjska region there is a great potential to continue these activities and bridging the gap between industry and creative community in the region.

Long-term goal is to bring these connections with the industry in general working plan of the creative hub in Škofja Loka and to carry on these experiences. The long-term goal is to change the mind set of company managements to recognise the potential in target-oriented product design. One of the most important focuses in Municipality of Škofja Loka in the future is to develop creative hub and its activities and needs content and marketing development and support.

On the regional level there is a long-term goal to develop field as a whole. There is an idea of sustainable cooperation between all the stakeholders in establishing a regional industrial centre, like open museum or incubator in one of the former industrial facilities (such as BPT or Peko factory). The industrial centre would be a place where the industrial heritage, creative community and companies would work together every day. It would be an extended creative hub for the designers with some of the machinery for prototypes production and mentors for the young designers to learn from. There could be an exhibition space to present all the created products to the professional and general publics.

All the activities could connect with educational institutions and touristic offer of the area. At this point this idea it seems more like a vision that can be implemented in the early future. But since most of the regional stakeholders in the InduCult 2.0 project see this potential the idea is possible to implement in some point in future.

8. Photos of the product exhibition: Home with...Brane, Mitja and Poldi



