

CALL FOR STUDENT DESIGN AND LOGO COMPETITION

V4 Industrial heritage

results

Design factory in cooperation with the Faculty of Architecture and Design of the STU in Bratislava, announces a public international non-anonymous student design competition.

The aim of the competition was to create a new modern logo and visual style which will become part of building the identity of the project. Special emphasis is on raising young people's awareness of Visegrad cooperation and V4 common industrial history as a regional cultural heritage. The design of the visual form of the logo design should make visible the untapped potential of the industrial conversions, respond to current visual and digital trends.

The international public competition was intended for students and young professionals from secondary art schools, art schools and universities, architecture, design and students of related fields from the 3 participating countries (Slovakia, Czech Republic, Hungary). The maximum age limit for competitors is 26 years.

Attributes that the design of the new "Industrial Heritage V4" logo should meet

- Attractive, original and eye-catching
- Modern, current and timeless design
- Designed with a high expressive value
- Easy identification and memorability
- Respect for industrial heritage
- Highlighting the potential for the sustainable development and various conversions
- Versatility of using the logo in the international context of all V4 countries

Jury -Selection committee:

- Ing. arch. Zuzana Zacharová - Design factory, o.z. (Chairperson of the jury)
- doc. Milan Lukáč, akad. soch. - Head of the Institute of Fine Arts and Multimedia FAD STU
- Ing. Michal Brašeň, artD. – Institute of Design FAD STU - art director - MAD HAND, art & design
- akad. mal. Milan Pagáč - director of the Josef Vydra School of Art Industry in Bratislava
- doc. Mgr. art. Martin Uhrík, PhD. - head of the Data[LAB] - FAD STU

Invited jury member:

- Assoc. prof. Ing. Eva Kráľová, CSc. – Industrial heritage expert

Competition secretary and exhibition curator:

- Ing. arch. Vladimír Hain, PhD. - FAD STU - vladimir.hain@stuba.sk

The competition was announced on:

15.02.2024

Application deadline:

15.05.2024

Number of registered:

A total of 20 proposals were submitted to the competition, which the jury assessed and selected the 3 best proposals.



Winning proposal: Tímea Zhengxin An – Hungary (23 years)

The Commission emphasized the simplicity and clarity of the proposal - "the author has dealt well with the difficult task and interpreted completely minimalist level, containing all relevant information and colors."



"Graphic clarity allows a high degree of applicability in various forms and scales of presentation in an international context. The logo is clear, legible and identifiable. Congratulations to the winner."

2nd Place: Dániel István Bibó - Hungary (23 years)

3rd Place: Ádám Bagaméri - Hungary (23 years)

Recognition of the jury:

Recognition of the jury for the high quality of graphic processing: **Zsófia Ecsedi – Hungary (23 years)**

Recognition of the jury for the growth creativity: **Petra Šimonová – Slovakia (18 years)**



The competition will contribute to the development of awareness among students and the public about the importance of industrial heritage in the V4 region. Promotion of the results of the competition will be ensured in the form of a curated traveling exhibition under the auspices of designfactory, o.z., which will be held at FAD STU on June 20, 2024 and also during Industrial Days in November 2024.

The project is co-financed by the governments of the Czech Republic, Hungary, Poland and Slovakia through Visegrad grants from the International Visegrad Fund. The fund's mission is to promote ideas sustainable regional cooperation in Central Europe.

