

PAULINA KISIEL

PPNT GDYNIA | DESIGN CENTRE

Head of Department – Design Centre

Creative Director – Gdynia Design Days

BEDA BOARD Member

Design Manager – Design Driven Innovation for Businesses

Owner of studioturbo.pl



#NEWEUROPEANBAUHAUS

SMART INDUSTRY AND SERVICES

How do you understand it?

What is the price of digitalisation?

Is it taking away our freedom, creativity and imagination?

**"ONCE WE SEARCHED GOOGLE,
NOW GOOGLE SEARCHES US"**

"Surveillance Capitalism: The Fight for a Human Future
at the New Frontier of Power" by Shoshana Zuboff

SMART INDUSTRIES AND SERVICES

HOW CAN THE NEW EUROPEAN BAUHAUS HELP?

#SMARTINDUSTRYANDSERVICES



BEAUTIFUL

- Technology that serves peoples' needs
- Form follows planet
- Form is no longer value

SUSTAINABILITY

- Avoiding and minimizing digital waste and pollution
- Creating new business models based on services
- Economy of sharing
- Circular economy based not only on recycling –
refuse – reduce – repair
- Energy distribution

TOGETHER

- Inclusive design
- Avoiding biased data
- Reducing social differences

What role do you understand cross-fertilisation strategies to play? What specific role do you give to the creative aspects?



SMART INDUSTRY AND SERVICES

- Buildings and cities
 - Products and services
 - Logistics
 - Smart Home
 - Workplace and culture of organisation
 - Mobility and traffic
 - Digitalisation of processes
-

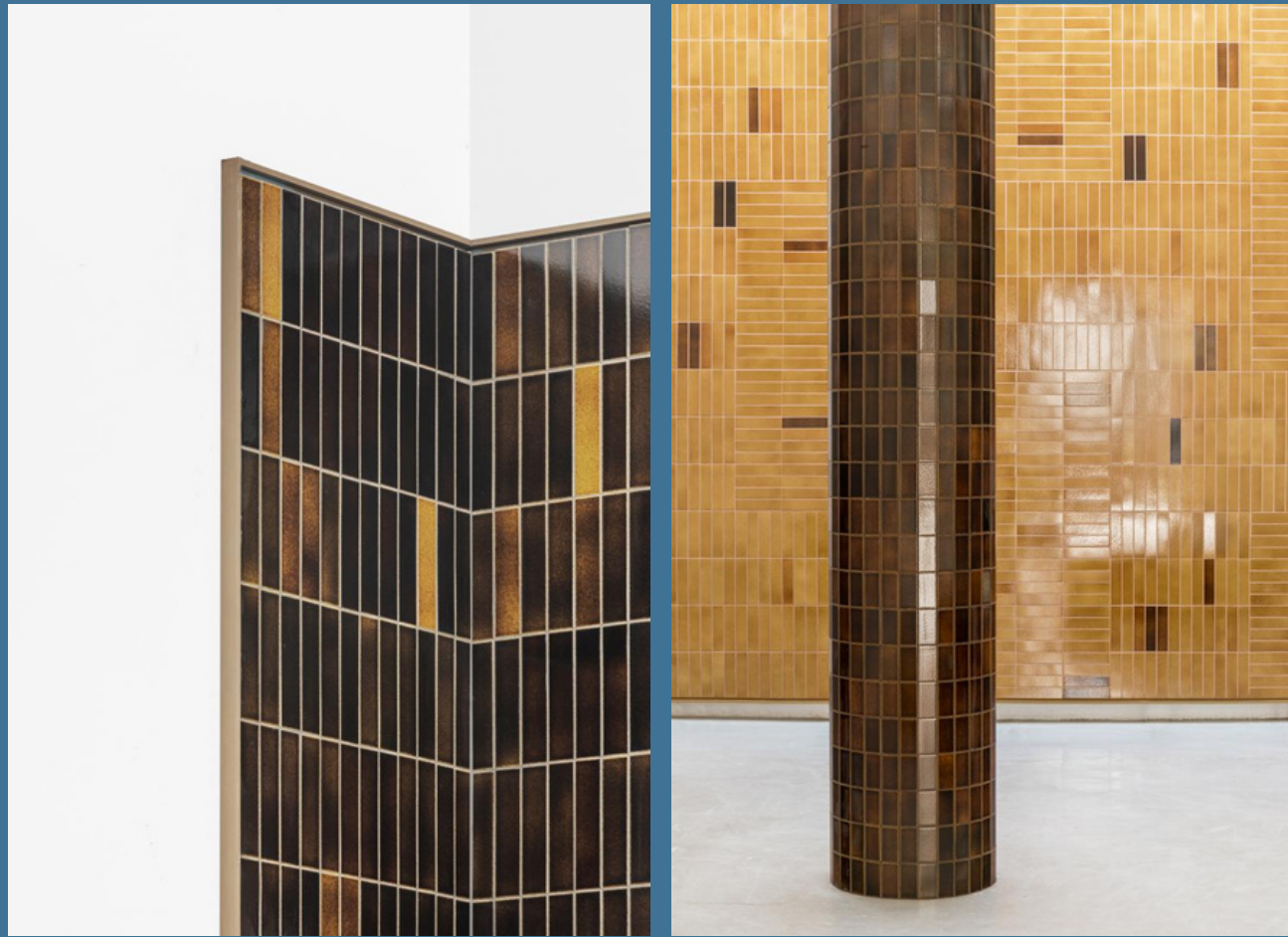
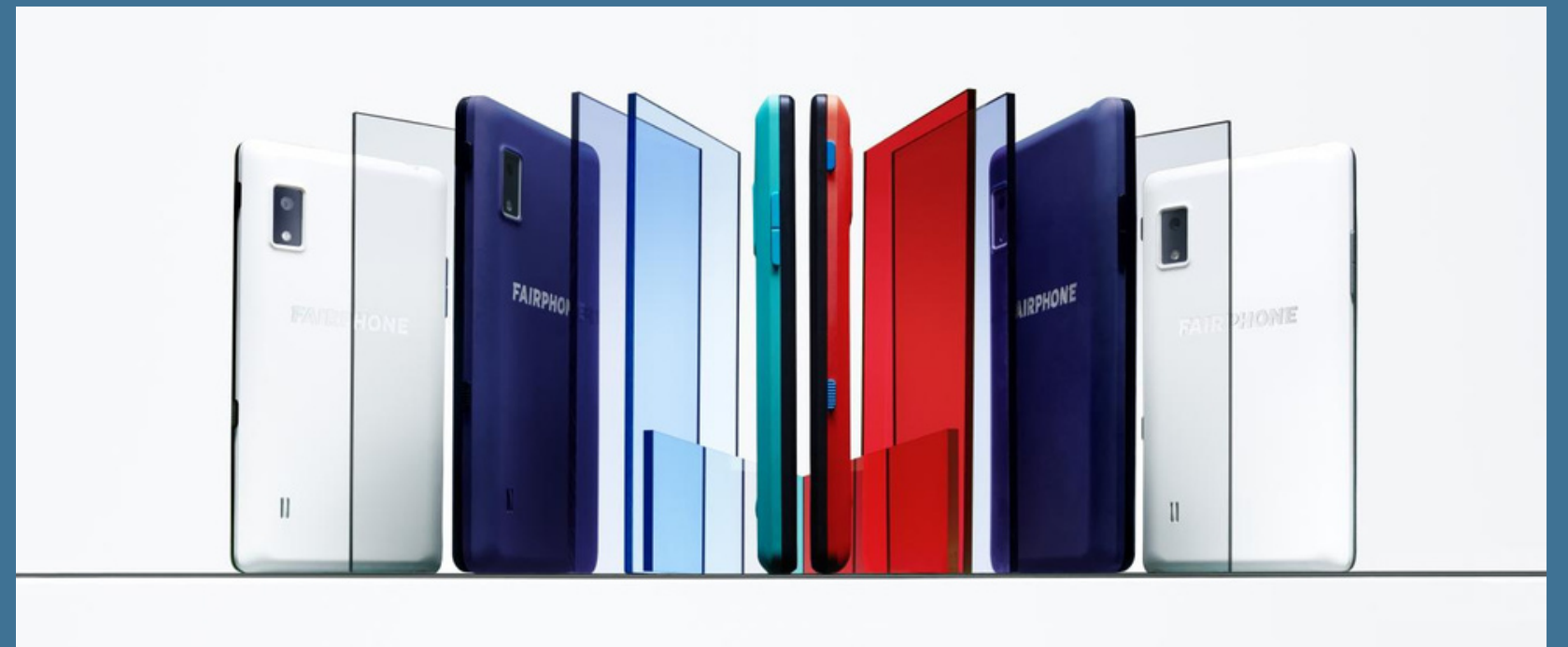


Photo: Delfino Sisto Legnani and Marco Cappelletti/Courtesy of Dzek

ExCinere
Ceramic tiles
Dzek i Formafantasma: Andrea Trimarchi i Simone Farresin
presented @GDD2020 at (In)attention exhibition



Fairphone
Smartphone

Presented @ GDD2020 at more no more exhibition



Wiesław Bartkowski
"Hello! I know You – I am You!"
Gdynia Design Days 2020
guide.gdyniadesigndays.eu