

ROMANIAN

DESIGN

WEEK

ROIG



# PIATA AMZEI

## AMZEI MARKET

The 4th edition of Romanian Design Week, which took place over 17 days, between the 20th of May and the 5th of June, showed over 200 Romanian design projects in the Main Exhibition and in more than 50 connected events all over Bucharest and in the central space of the event - Amzei Market.

EXPOZIȚIA CENTRALĂ  
20 MAI - 5 Iunie  
L-D 10.00 - 22.00

ACCES EXPOZIȚIE  
INTRAREA LIBERĂ





# MAIN EXHIBITION

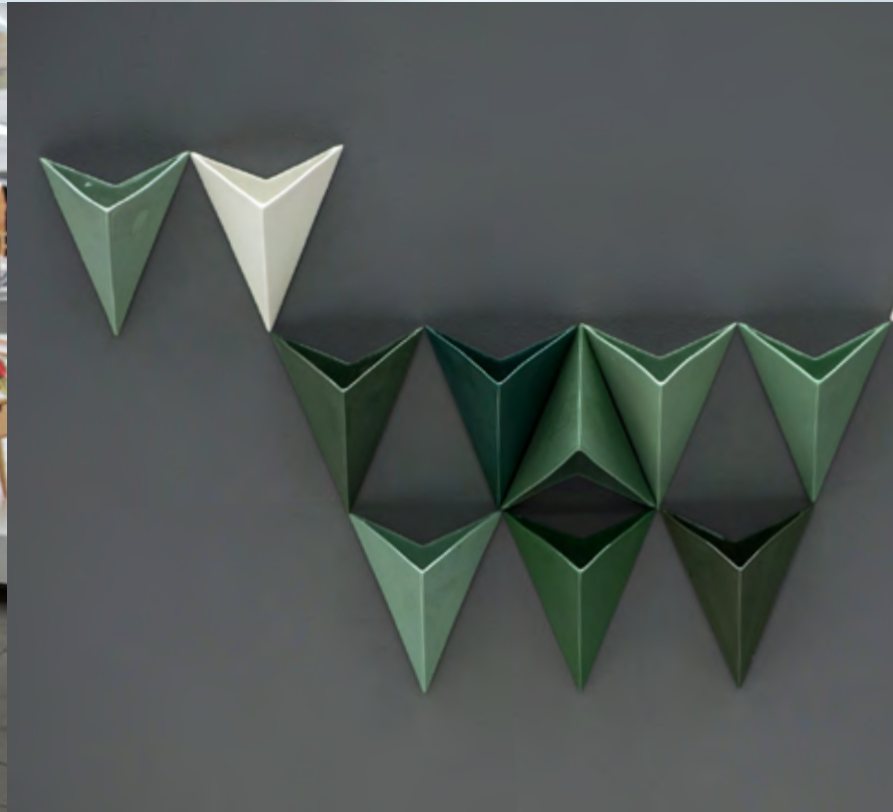
The main exhibition has been seen by almost **25000** visitors and has consisted of the best projects of the last year, created by over **150** designers and architects, from the following domains: Architecture and Urbanism - supported by [Gealan](#), Product Design - supported by [Lenovo](#), Graphic Design and Illustration - supported by [Grolsch](#), Fashion - supported by [Burn](#), Craft Design - supported by [Philips](#), and a series of multidisciplinary projects at the confluence of different design areas, reunited under the Hybrid Design - supported by [Sony](#).





Craft  
Design



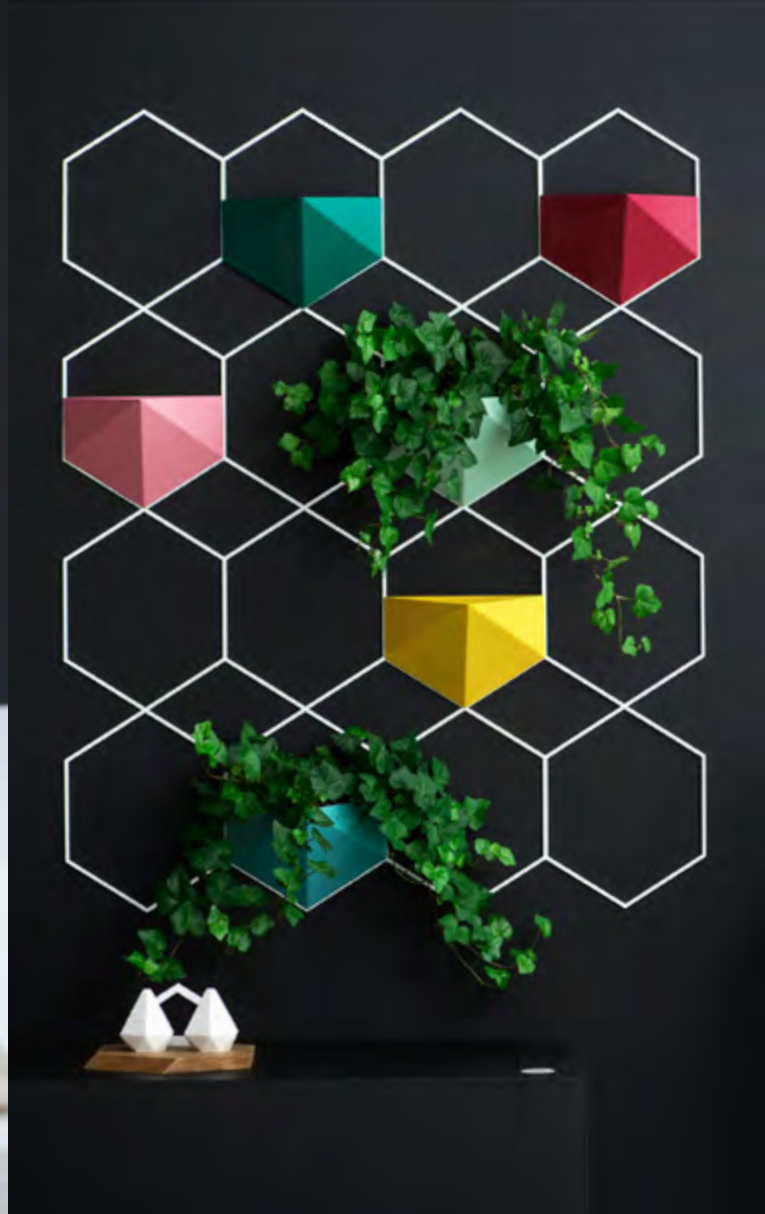






Product  
Design









Hybrid  
Design









Architecture







# Graphic design











Fashion









## CURATORS

The selection of the works was made by the organizers, together with a board of consultants: Adrian Soare, Partner Architect SYAA, Domnica Mărgescu, fashion editor Elle, Maurice Munteanu,

fashion editor Elle, Mihai Gurei, creative director and founder Intro, Ovidiu Hrin, graphic designer and Ștefan Barutchieff, creative director Pilotfish Munchen. The design of the main exhibition was created for the fourth year in a row by the architect Atilla Kim.





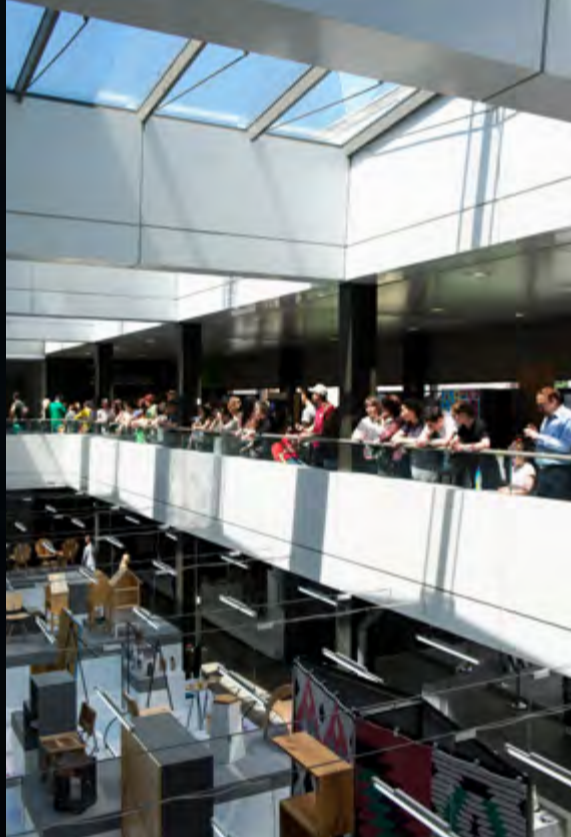


## DESIGNERS' PARADE

Amzei Market hosted Designers' Parade on the 28th of May, a concept fashion show made to announce the launch of the online platform Who's Who by ING, staging a catwalk of the designers and the architects from the Romanian Design Week's main exhibition. The Who's Who platform, developed together with ING Bank and curated by Romanian Design Week, brings in the spotlight architecture offices, fashion brands, advertising agencies and freelancers from all the design areas and reunites the community created around the events made by The Institute. The goal of this online project is the one The Institute has committed to from its beginning: to modernize Romania by promoting the creative industries.



București 20





A photograph showing the back of a person's head and shoulders. They are wearing a white t-shirt. The t-shirt has a black logo that reads "THE INSTITUTE" in a bold, sans-serif font, with "MIȘCAREA INDUSTRIILOR CREATIVE" in a smaller, all-caps, sans-serif font below it. The background is blurred, showing warm, out-of-focus lights.

**THE INSTITUTE**  
MIȘCAREA INDUSTRIILOR CREATIVE

## **RDW DESIGNERS**

The list of all the designers selected for the 2016 edition and details about the projects they exhibited can be found on [institute.ro](http://institute.ro)



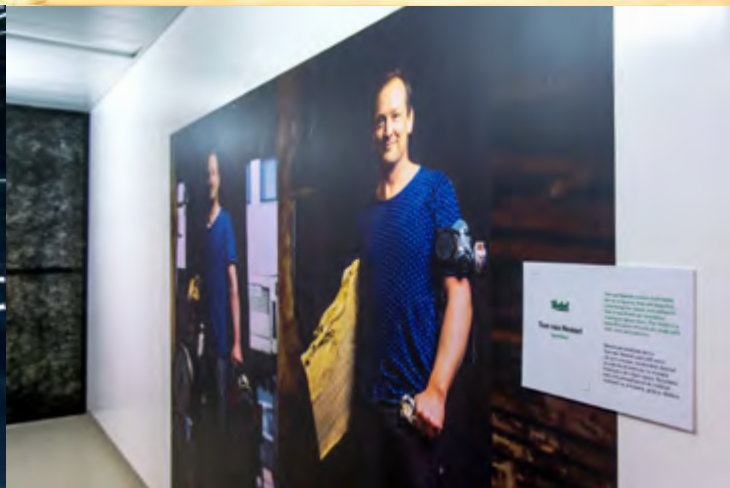
# SHOW OFF

The main venue of RDW, Amzei Market, also hosted the new platform developed by RDW: SHOW OFF - a space dedicated to and curated by brands and companies who understand and promote the design and the artistic initiatives, where they organized design-related exhibitions and presentations, with a focus on creativity and memorable experiences. This year, SHOW OFF presented the Found.Lost exhibition by Assamblage, Philips Innovation Capsule, Link Twin by Amber, Sony, X1 Anniversary by Illy, Work on Canvas by Grolsch, A-List editorial team, NeoGalateca Gallery Shop and Sneakers Art Exhibition by Burn.

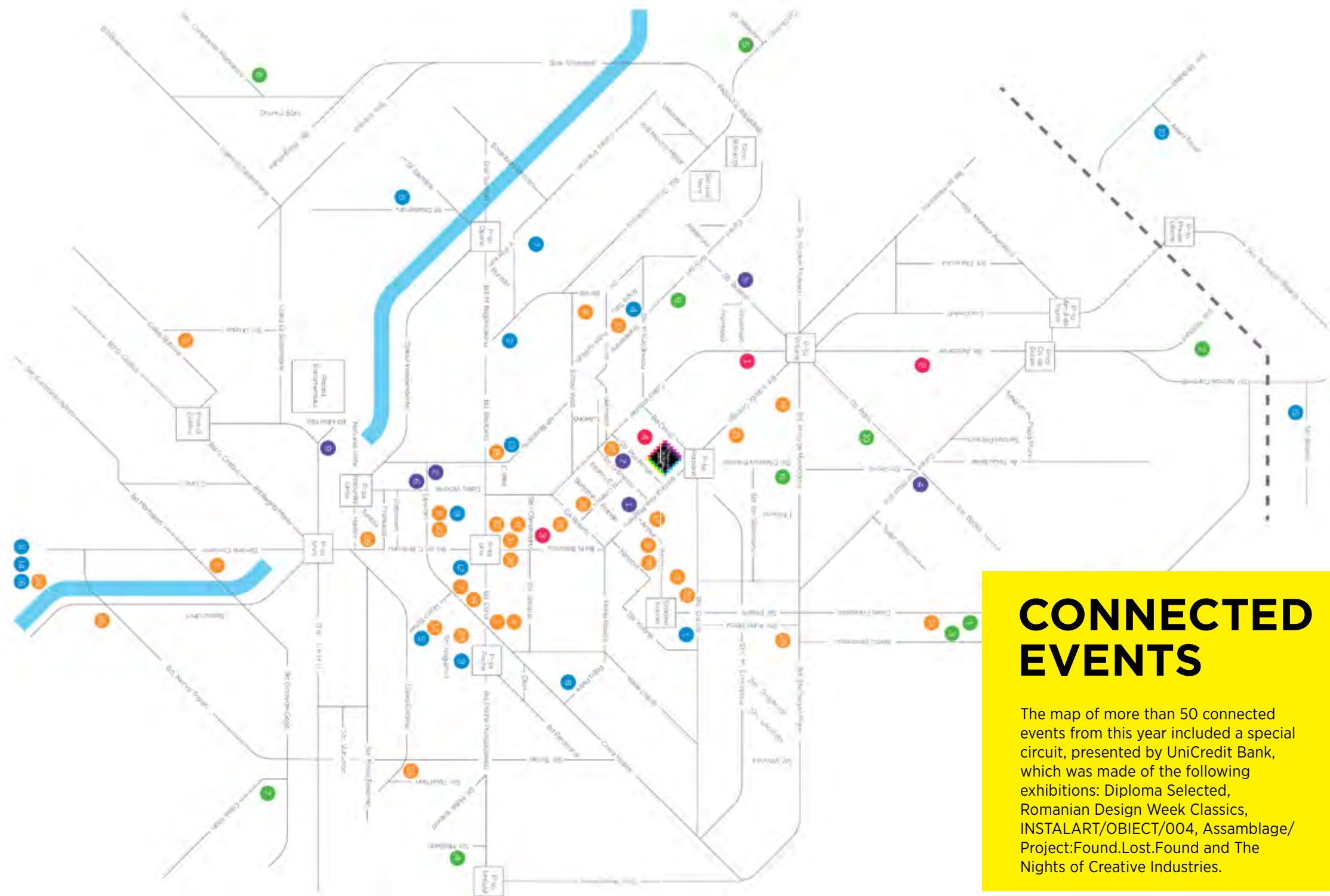
SHOW OFF is a new way of achieving the Romanian Design Week goal of finding and promoting multidisciplinary projects which can be seen as case-studies for collaborations between companies, designers and production companies or between professionals who come from different areas.











# CONNECTED EVENTS

The map of more than 50 connected events from this year included a special circuit, presented by UniCredit Bank, which was made of the following exhibitions: Diploma Selected, Romanian Design Week Classics, INSTALART/OBIECT/004, Assamblage/Project:Found.Lost.Found and The Nights of Creative Industries.













## **DIPLOMA SELECTED**

Diploma Selected is a capsule-exhibition which highlighted the artistic dialogue between 11 professionals from the creative industries and 13 fresh graduates from the vocational colleges.









prezintă

# ROMANIAN DESIGN WEEK CLASSICS

FASHION

IOANA CIOLACU

2014



2013



2015



2016



## RDW CLASSICS

Romanian Design Week Classics exhibition, which takes place at the Romanian Cultural Institute until the 8th of July, gathers projects created by four designers for all the four RDW editions and investigates the development of their techniques and style along the years: Atelier Mass, Dragoș Motica, Ioana Ciolacu and Paul Dersidan.







26 mai 2016

începând cu ora 8 p.m.

# THE NIGHT OF THE AD AGENCIES

The Night of the Ad Agencies and The Night of the Architecture Studios invited the public to take part at events organized by 10 ad agencies and by over 20 architecture studios.

**4 pastel**

Str. Constantin Marinescu, nr. 33B

**5 SCG-Smart Corporation Group**

Str. Semicercului, nr. 4

**6 Minio Studio**

Str. Alizeului, nr. 3

**7 ERKA Synergy Communication**

Șoseaua Nordului, nr. 94F

**8 Business Results by Smart Ideas**

Str. Căpitan Gheorghe Bulugea,  
nr. 6, et. 2

**9 FCB Bucharest**

Str. Barbu Văcărescu, nr. 137A

**10 The Group**

Str. Praga, nr. 3

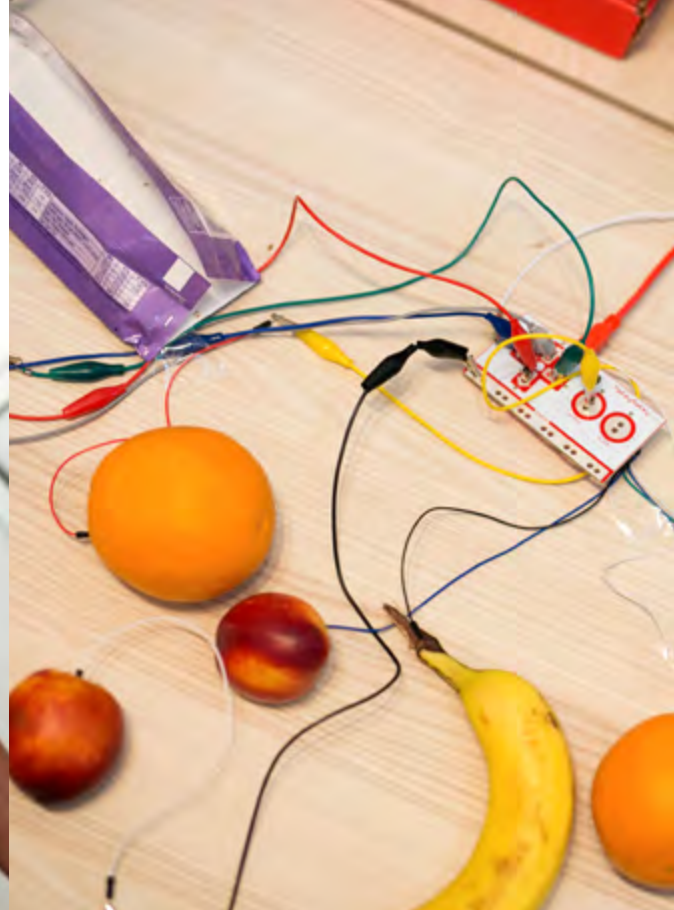
RDW este un proiect

**THE INSTITUTE**

MIȘCAREA INDUSTRIILOR CREATIVE









# THE NIGHT OF THE ARCHITECTURE STUDIOS

The Night of the Ad Agencies and The Night of the Architecture Studios invited the public to take part at events organized by 10 ad agencies and by over 20 architecture studios.

**4 Casa FTB OAR**  
Str. Sf. Constantin, nr. 32

**5 Republic of Architects**  
Str. Theodor Burada,  
nr. 7, ap.1

**6 Prodid**  
Str. Dr. Mihail Obedenaru,  
nr. 3

**7 Stardust & Nod Makerspace**  
Splaiul Unirii 160,  
corp C3-Filatura, etaj 2,  
Industria Bumbacului

**8 Wolfhouse Production@  
La firul ierbii**  
Splaiul Unirii 160,  
corp C3-Aripa 2, parter,  
Industria Bumbacului

**9 TEGMARK & NEAT &  
UNULAUNU**  
Splaiul Unirii 160, corp C3,  
etaj 1, Industria Bumbacului

**10 Skaarchitects/Tactic/  
Kub Planning/  
Amprinta Studio**  
Str. Smârdan nr. 9,  
Van Gogh Point

**11 SYAA/PZP/ARXTUDIO/  
CENTERPOINT**  
Str. Ion Brezoianu 23-25

**12 Studio Insign**  
Str. Sfinților, nr. 7

**13 Latitudine53 by  
Manasc Isaac**  
Bulevardul Hristo Botev,  
nr. 27, ap.1

**14 City Project**  
Str. Plantelor, nr. 27

**15 RIZI/ZEST Collective/  
LTFB Studio**  
Str. Popa Petre, nr. 23

**16 ADNBA**  
Str. Ion Voicu, nr. 3

RDW este un proiect

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## FOCUS: NORDIC COUNTRIES

The Romanian Design Week 2016 schedule included a series of international guests.

Denmark, Finland, Iceland, Norway and Sweden, the invited countries at the fourth edition of Romanian Design Week, have presented the “A Turn For The Better” exhibition: five nordic suggestions for urban development created by architects, urban planners and activists from these countries. The exhibition was orchestrated with the help of the embassies of Denmark, Finland, Iceland, Norway and Sweden in Romania and with the financial aid of the Nordic Cultural Fund and the support of Iceland Design Center.









## INTERNATIONAL EVENTS

The RDW schedule also included the movie posters exhibitions “A window to the Spanish graphic art: movie posters from the 50s, 60s and 70s”, presented by the Spain Embassy at Point gallery, “The origins of design”, presented by the Polish Institute at NOD Makerspace and the events hosted by the Swedish Embassy - the projection of the “Bikes vs. Cars” movie and the photo exhibition “Swedish Dads”.



# A country in creative flux: highlights from Romanian Design Week 2016

DESIGN / 2 JUN 2016 / BY JESSICA KLINGELFUSS



## INTERNATIONAL DESIGN PRESS

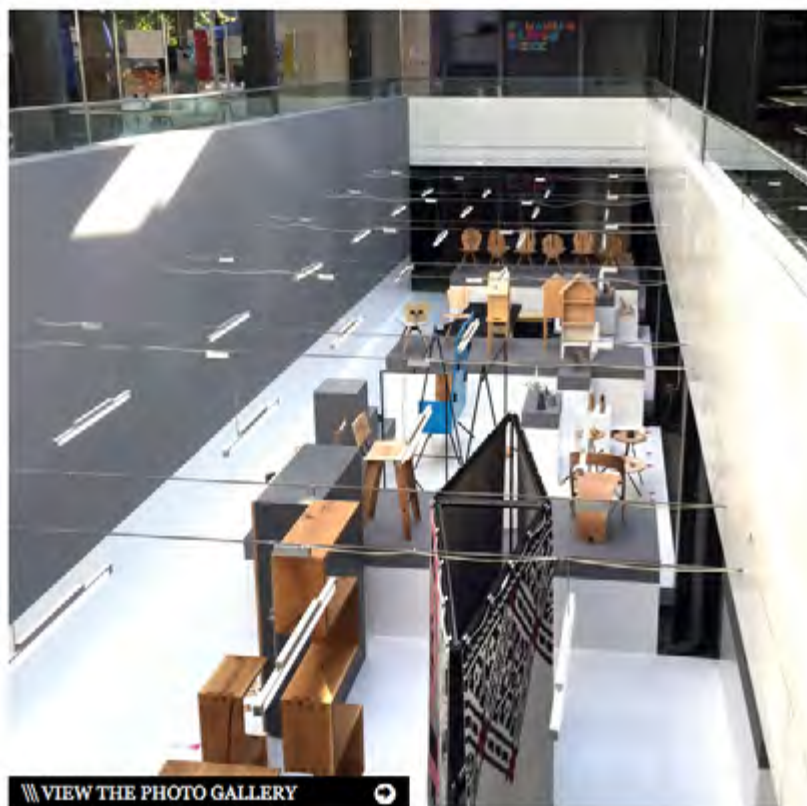
Due to a partnership with the Romanian Cultural Institute, RDW 2016 was honoured to welcome over 20 design and architecture professionals from Europe and many foreign journalists who covered the event for publications like Wallpaper, Dezeen, Design Milk, Fiera or Interior Magazine.

Now in its fourth year, Romanian Design Week presented its most ambitious programme yet in Bucharest with a diverse line-up included creative talents from a host of fields including art, furniture, graphic design, fashion, architecture and even video games. Pictured: 'On the Edge' lamp, by Noi Doi, for Menu A/S



## ROMANIAN DESIGN WEEK 2016 IMPRESSES

Posted by [Katie Tregolden](#) on 06.22.16 in [Art](#), [Home Furnishings](#), [Main](#)



▯▯ VIEW THE PHOTO GALLERY

We headed over to Bucharest for the fourth annual [Romanian Design Week](#) with no real expectations – Romania was a blank canvas in our minds, ready to be informed, inspired and educated – and Romanian Design Week delivered in bucket loads. Under communist control until 1989, the country's design industry is now blossoming.

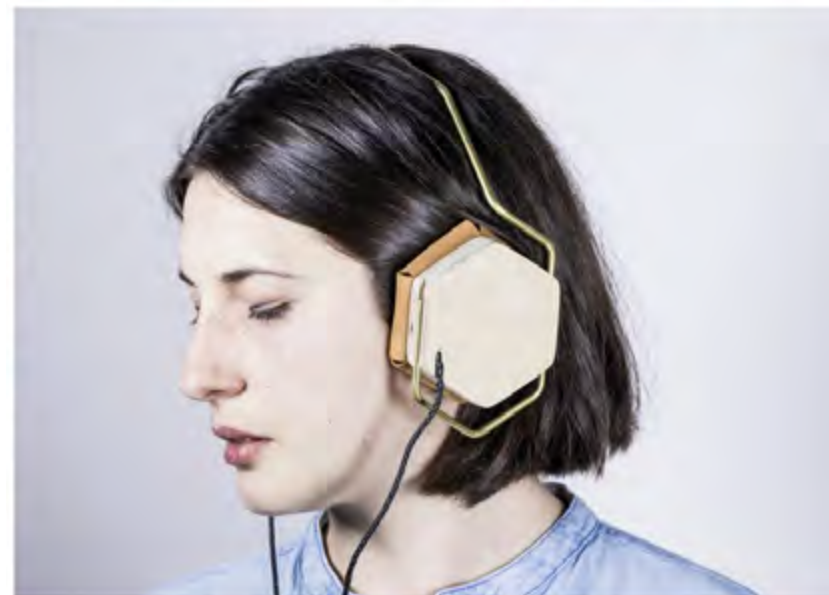
« [Newer story](#) | [Older story](#) »

### Seven designers helping to put Romanian design on the map

[Share](#) [1.2k](#) [Tweet](#) [Pin it](#) [Flip](#) [Print](#) [Submit](#)

15 June 2016 | [Leave a comment](#)

Categories: [Design](#) | [Slideshow](#)



Dezeen was in Bucharest for the fifth edition of Romanian Design Week last month. Here we select products by our favourite designers at the show, including modular children's furniture, wooden headphones and traditionally patterned rugs (+ slideshow).

Organised by creative agency The Institute, this year's Romanian Design Week took place across Bucharest from 20 May to 5 June and featured an exhibition of chairs in The Carousel of Light library, as well as a presentation of traditional Roma designs at concept store Mesteshakar Butiq.

The main exhibition – located in the Piața Amzei building – showcased the work of Romanian designers in fashion, architecture, graphic design and product design.

Cork, ceramic and wood were popular materials chosen by the product designers. Also evident was a focus on contemporary updates to traditional Romanian crafts.

We've highlighted the work of seven emerging Romanian designers who we think are contributing to the country's growing design scene:



# RDW CONFERENCES

Design for Change Center, an ING Bank initiative, hosted by The Institute cafe, presented a series of conferences held various specialists in design.







## A TURN FOR THE BETTER

"A turn for the better" approached topics related to urban planning and development. The speakers were the representatives of the five architecture studios from the nordic exhibition included in Romanian Design Week: Dissing + Weitling (Denmark), Uusi Kaupunki Collective and Studio Puisto (Finland), Krads Architects (Iceland), By-Bi, urban beekeepers (Norway) and the municipality of Helsingborg (Sweden).







# ROUTES TO MARKET

"Routes to market" talked about approaches in the design field, focusing on the necessary tools to develop a brand. The conference was carried out by: Kathrine Lønstad & Cosmin Cioroiu -NOIDOI Design Studio, Mihai Gurei - creative director and founder Intro, Ștefan Barutcieff - creative director Pilotfish, Dragoș Motica - founder and designer Ubikubi.







## MAPPING THE CITY

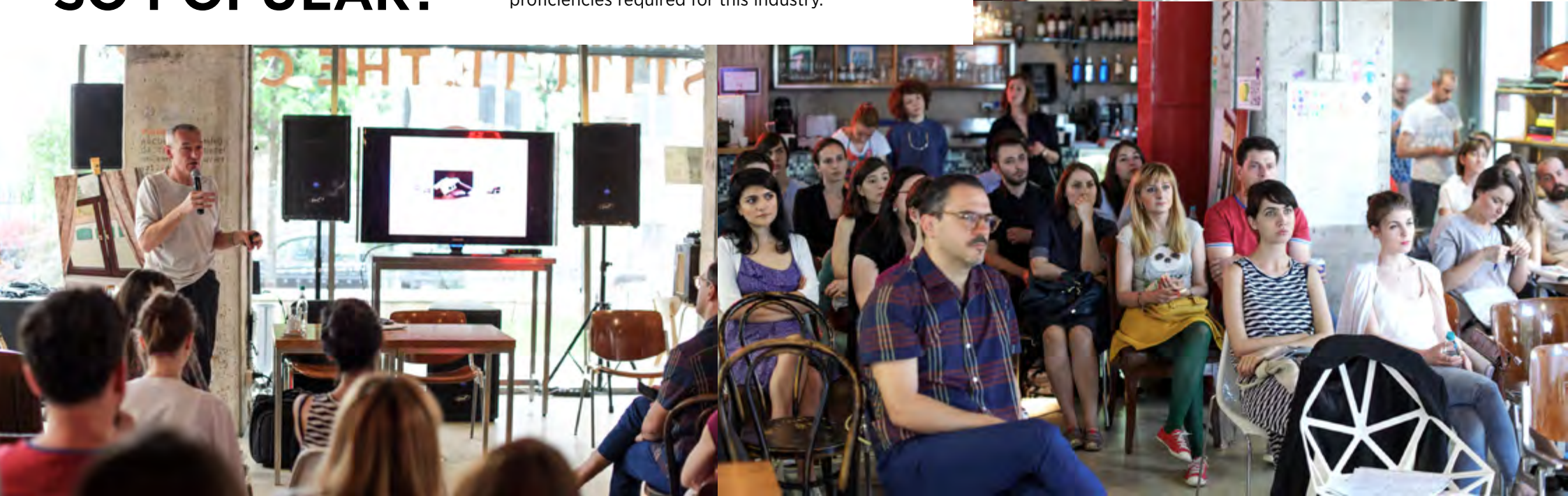
Marc Andrews & Christian Degen from andrews:degen, the coordinators of Mapping the city project- talked about the evolution of the social design and were backed by another panel composed of specialists in urban and community development and the heritage preservation using the contemporary design - Cristi Borcan- Studio Basar, Vera Marin- Association for Urban Transition, the coordinator of Urboteca project, Anamaria Vrabie and Irina Paraschivoiu from URBAN INC and Andrei Georgescu - Mesteshukar Butiq.





## WHY IS DESIGN SO POPULAR?

Lucas Verweij from Dezeen showed the challenges and the ramifications of design, focusing on the concept of “design thinking” and of the proficiencies required for this industry.

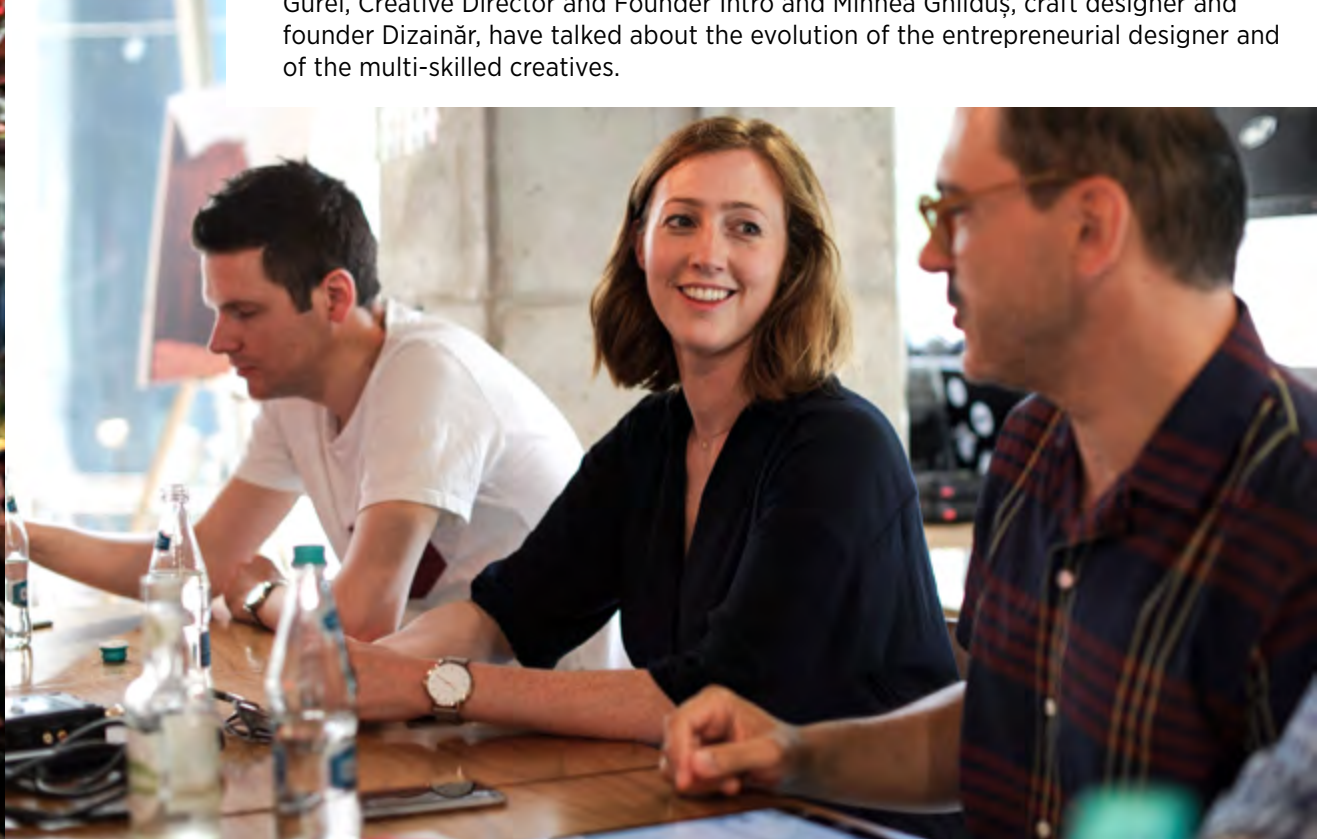






## THE DESIGNER'S NEW SKIN

Max Fraser, journalist, consultant, curator and editor of London Design Guide, Ali Morris, journalist at Wallpaper\*, Interior Design and The Guardian Weekend, Mihai Gurei, Creative Director and Founder Intro and Mihnea Ghilduş, craft designer and founder Dizainăr, have talked about the evolution of the entrepreneurial designer and of the multi-skilled creatives.







# GAME DESIGN

Gabriel Stancu and Francisc Apostu from Amber Studio talked about the way the video games influence us daily.







## RDW PRESS

RDW album presents all the projects selected for the main exhibition.

The newspaper included details about all the connected events in RDW 2016 program.

The two publications designed the perfect itinerary for RDW fans.









Romanian Design Week project has been supported by ARCUB and Bucharest Museum - Casa Filipescu-Cesianu.



MUZEUL  
MUNICIPIULUI  
BUCUREȘTI



20 ANI



# ROMANIAN DESIGN WEEK

20 MAI – 05 Iunie 2016

1000 designers în Piața Amzei / Expoziția Centrală  
2 săptămâni internaționale / Focus Nordic  
100 de evenimente culturale în București

Romanian Design Week is a cultural project co-financed by the Administration of the National Cultural Fund.

PROIECT CO-FINANȚAT DE:





# RDW Parties

Besides the exhibitions and the conferences, RDW means a good opportunity to see the entertaining side of the participating designers during a series of parties in which they are the center of fun (from DJ-ing to dance moves). And, of course, getting social with a smile on your face.










# REINVENTING AMZEI MARKET

By a signed partnership with the Administration of the Markets Sector 1, this year, The Institute will develop a consistent program consisting of events and cultural-artistic acts, promoting the entrepreneurs from the creative industries, with the goal of reinventing and advertising the Amzei Market space and its rebirth inside the urban circuit and for the general public.





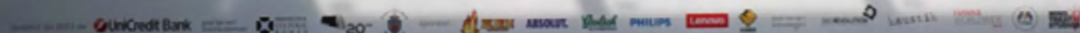
THE INSTITUTE & ING  SPONSOR  
MIȘCAREA INDUSTRIILOR CREATIVE

ROMANIAN  
DESIGN  
WEEK

20 MAI - 05 Iunie 2016

150 designeri în Piața Amzei / Expozia Centrală  
61 expoziții internaționale / Focus: Scandinavia  
50 de evenimente conexe în București

[www.institute.ro](http://www.institute.ro)



THE INSTITUTE & ING   
MIȘCAREA INDUSTRIILOR CREATIVE

## AMZEI MARKET MAKERS

All these activities will run under the Amzei Market Makers name, and, in order to achieve its goals, The Institute is happy to continue its partnership with ING Bank started in 2014, supporting the creative entrepreneurship in Romania and the urban development with the help of the energies and the resources provided by the creative and cultural industries.





IN GRAFIC & ILUSTRAȚIE  
'HIC DESIGN & ILLUSTRATION'

ROMANIAN  
DESIGN  
WEEK

For more info,  
please go to:

[institute.ro/romanian-design-week](http://institute.ro/romanian-design-week),  
[facebook.com/romaniandesignweek](https://facebook.com/romaniandesignweek).



# THE INSTITUTE

The Institute promotes the creative industries in Romania, wanting to push forward the national modernization. The Institute has initiated and has organized events for 18 years and has built a community that brings together entrepreneurs, professionals and the design-loving public from all over the country. Through its actions, The Institute tries to build a strong infrastructure for the development of the creative entrepreneurship in Romania and to grow and diversify the audience of the studios, the designers, small businesses, agencies and manufactories, to promote the creative professionals on a national and international level.

[Institute.ro](http://Institute.ro)

The image shows the exterior of a modern building with large glass windows. The glass reflects the surrounding urban environment, including a street with a motorcycle and a building with a balcony. In the foreground, large, light-colored wooden letters spell out 'INSTITUTE, THE CAFÉ' on a paved sidewalk. The letters are three-dimensional and have a natural wood grain. The building's facade is made of dark metal frames and large glass panels. The overall scene is set in an urban environment with some greenery visible in the bottom left corner.

INSTITUTE, THE CAFÉ



