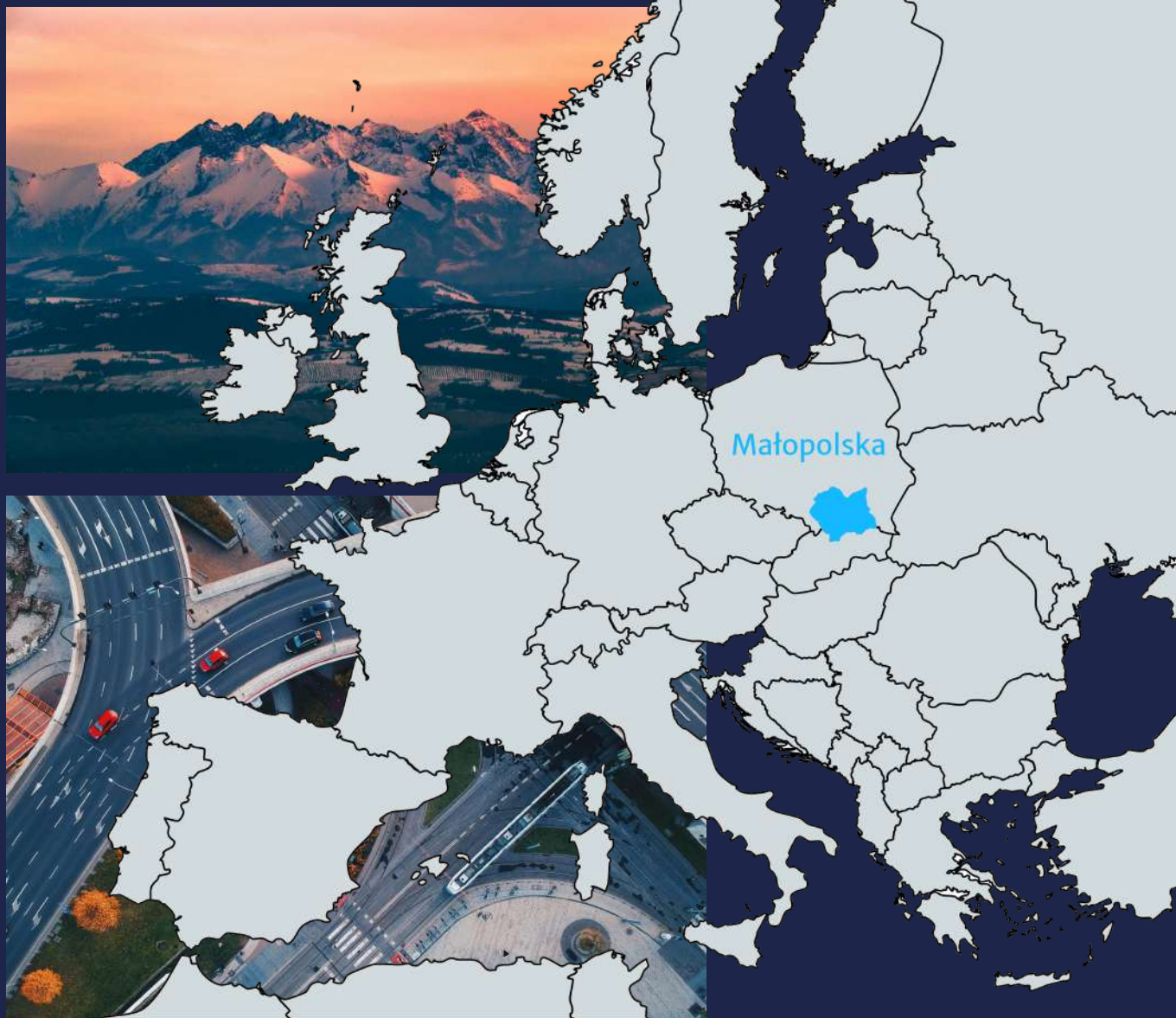




małopolska  
**open  
eyes**  
economy hub



**PROMOTION OF BUSINESS-IDEAS  
FROM MAŁOPOLSKA REGION  
TRADE MISSION ORGANISED AS A PART OF  
MAŁOPOLSKA OPEN EYES ECONOMY HUB**

EINDHOVEN



We are presenting a catalogue of selected Małopolska's **design companies** which have decided to promote the potential of the region during the mission.

## **POLISH COMPANIES PARTICIPATING IN THE TRADE MISSION**

The participants include architecture studios, an interior design studio, a wooden furniture manufacturer, a wooden accessories manufacturer, a lifestyle and interior accessories manufacturer, and a branding and communication studio.

The Małopolska Region lies at the heart of Europe, in southern Poland, bordering with Slovakia. Here, you can find dozens of scenic places and routes that are attractive to tourists. These include clouded peaks of the Tatra Mountains or the Beskidy Mountains, the white rocks of the Kraków-Częstochowa Upland, historical towns with charming old houses, wooden churches, spas with mineral waters and baths. Kraków is the main city of the region.

Małopolska is among Poland's leading regions in the aspect of business growth. This is contributed to, among others, by businesses operating here, renowned not only across Poland, but also in Europe. Importantly, Małopolska has long been among the leading regions selected for the organisation of business and economic meetings.

Małopolska is a dynamically developing province with solid foundations that provide for long-term economic growth. For entrepreneurs, this means a dynamic and competitive environment. Therefore, it is not by chance that Małopolska has attracted global concerns (including Google, Cisco, Motorola, Shell, Rolls Royce, Philip Morris, Lufthansa, Delphi, R.R. Donnelley, Coca-Cola and Heineken).

# Admind\_



## ADMIND BRANDING AND COMMUNICATIONS

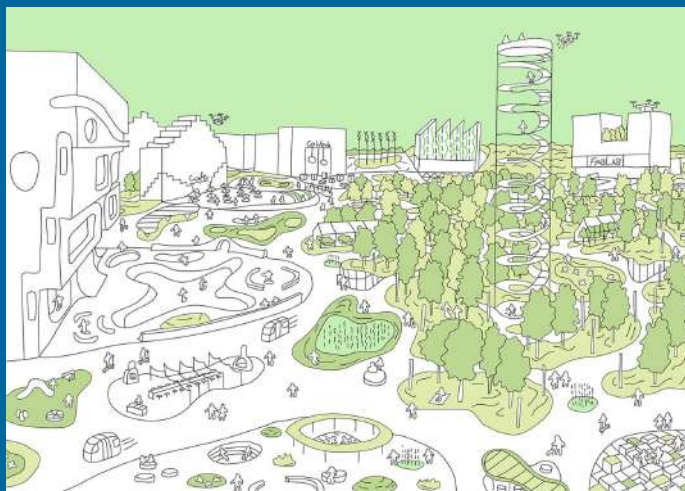
Admind is a creative agency specialized in branding, graphic design, communication and customer experience design. For several years already we are cooperating globally with large corporate clients such as ABB, Shell, Givaudan, Alcon and Amway – working on comprehensive service for their brands. Our agency employs more than 100 creative experts – graphic designers, 3D/motion designers, presentation designers and creative directors who watch over the consistency and aesthetics of visual communication of large brands, both in Poland and abroad. Admind works on internal and external communication of global brands, cooperating hand in hand with internal brand management, communication and marketing departments on the client's side. We have offices in five countries, and we operate in the Dutch, Swiss, German, Belgian, Thai and Polish markets. Admind agency has a representative office in Amsterdam. In 2020 we have won two Red Dot Design awards in the brands and communication category.

Let's work together on your brand transformation!



[WWW.ADMINDAGENCY.COM](http://WWW.ADMINDAGENCY.COM)

# BUD CUD



## BUD CUD

BUDCUD is a contemporary architecture practice led by Mateusz Adamczyk and Agata Wozniczka, it has been operating from Cracow, Poland since 2011. The office is concerned with exploring contemporary conditions through spatial design, furthering architecture's agency and currency. The name BUDCUD is indicative of our area of expertise and our design strategy. 'Bud' is a prefix that was added to many construction company's names during the period of early Polish capitalism. While 'bud' is derived from the Polish word meaning 'to build', 'cud' on the other hand, means miracle, a wonder! The combination highlights our desire to imagine architecture as a promise of multi-threaded journeys and interactions, informal activities and unpredicted events. BUDCUD makes playful formal decisions and creates artificial natures, where the background is rich, but references are neither obvious nor direct. Each project is then a new collage of atmospheres and textures, a small world of its own rules, populated with distinct characters and events. The scale of intervention thus becomes irrelevant — too small is never frustrating and too large is never overwhelming. Similarly, differentiated project timeframes are embraced in our projects: a singular spatial experience is as important as the ongoing occupation of a space.



[WWW.BUDCUD.ORG](http://WWW.BUDCUD.ORG)

# HUSARSKA



## HUSARSKA DESIGN STUDIO

HUSARSKA Design Studio is a creative space where visions and implementation of new things arise. We are a multidisciplinary design studio focused on product design. Our mission is to design solutions for a better future. We focus on product design for the users needs. We work with the product on many fields – from the development of concepts, prototyping, implementation market, to marketing and strategy activities. We have over 100 effective implementations in various branches of business on our account. We design for the furniture industry, sports industry, helpcare industry. We use the latest methodologies for implementing innovation. We are looking for new business partners focused on innovative and people oriented design. We want to take part in projects that change the world for the better. We believe that our passion to design will let us find new possibilities for growth.



[WWW.HUSARSKA.COM](http://WWW.HUSARSKA.COM)



## **KATMANDU FURNITURE**

We are a Polish family company that produces natural wooden furniture. Our mission is simple – we design, tailor and create solid wooden furniture that lasts a lifetime and doesn't harm the environment.

We make furniture for real homes with timeless creations which aren't short-term trends. We believe that every home deserves tasteful furniture that's made for real life.



[WWW.MEBLEKATMANDU.PL](http://WWW.MEBLEKATMANDU.PL)

# maggie PIU



## MAGIE PIU GALLERY

"Maggie PIU" is a brand created by the painter from Krakow, illustrator, architect by education whilst at the same time, it is the artist's pseudonym. "Maggie Piu Gallery" represents artist "Maggie Piu" and is a company that deals with art promotion (mainly painting), sale of paintings (originals and giclees with authenticity certificates), printouts of paintings on canvas, printouts in the form of artistic and decorative posters, printouts of artistic motifs on glass, fabric, ceramics and the use of art in practical solutions, for decorations, related to interior furnishings, fashion as well as designing and production of interior accessories. We operate simultaneously as an art dealer and as a brand selling commercial products (decorations, interior design, accessories, fashion) inspired by painting, in particular, by the original art of "Maggie Piu". We are currently working on the implementation of subsequent products which are and will be the concepts and original projects, distinguished by their own patterns and the recognizable aesthetic and artistic style of "Maggie Piu". Activities are carried out on the basis of the stationary art gallery and own brand store (Maggie Piu Gallery), online sale and promotion, participation in fairs in various areas as well as in artistic fashion and interior design events.



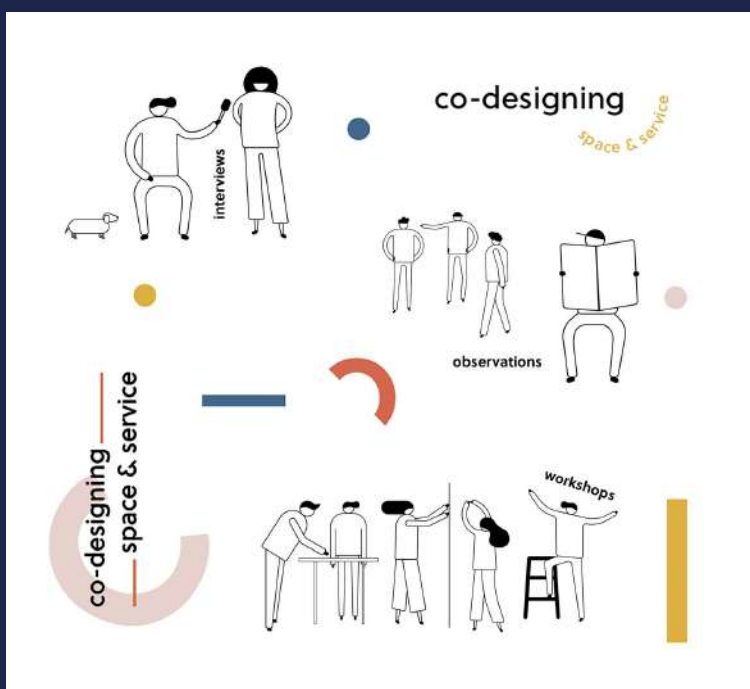
[WWW.MAGGIEPIU.COM](http://WWW.MAGGIEPIU.COM)

# re:ko lab



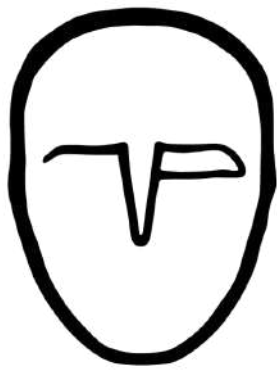
## RE:KO LAB

We explore the potential of co-design and other collaborative design methods as tools to develop new spatial strategies. The goal is to improve social interactions, redefine the culture, and enhance wellbeing, creativity, physical and mental health by transforming the spaces and services in our everyday surroundings – mostly focusing on workspaces. Our process is usually based on three key elements – interviews, observations, and workshops. These allow us to engage the users in the design process and create environments that will best respond to their needs.



[WWW.REKOLAB.CO](http://WWW.REKOLAB.CO)





zahrada



## ZAHRADA

ZAHRADA is a craft brut workshop situated in the Northern Carpathians, which forms a natural borderline between Poland and Slovakia. From the very beginning of even thinking about our craft activity we try not only to „make things" and sell them. We feel an eager desire to bring together the efforts of daily life with taking part in reviving space for good things – in our environment, relations, in us. Still keeping the distance from naive „changing-the-world" bullshit, choking with consumption, today's fetish of creativity and boorishness in workplace, we seek rescue in one thing that can save us (we believe) – the common sense. So, just to avoid losing it, we are back to say: „We only make things with blood, sweat and tears – to make a living". Name of ZAHRADA was inspired by the world of great Slovak filmmaker, Martin Šulík, and one of his best-known pictures – right under this title. „Zahrada" in Slovak means „garden".



[WWW.ZAHRADA.PL](http://WWW.ZAHRADA.PL)



małopolska  
**open  
eyes**  
economy HUB

The **Małopolska Open Eyes Economy Hub** is a project addressed to small and medium enterprises in Małopolska that operate in the area of intelligent specialisation of the region (creative and leisure sector, information and communication technologies), and want to grow through international expansion. It relies on the concept entitled BUSINESS-IDEA implemented within the Open Eyes Economy movement.



**open  
eyes**  
economy  
summit

The **Open Eyes Economy** is an intellectual and implementation movement encouraging people to adopt a new open perspective of economy, calls for action, and develops alternative (as compared to previously applied) methods of understanding of economy based on values.

The **International Congress of the Economy of Values, the Open Eyes Economy Summit**, is a summit we reach through numerous paths leading through various thematic areas and cities. We hold debates, seminars and conferences. The OEES is a melting pot of new ideas, a fusion of various horizons and a modern agora. It gathers and confronts the views of recognised politicians and social activists, scientists and students, journalists and artists. It is also a top opportunity to get to know the most important and the hottest trends in contemporary social and economic thought.



**open '20  
eyes**  
economy  
summit

ICE Krakow  
17-18 XI 2020  
[www.oees.pl](http://www.oees.pl)

Event is a part of the

**OPEN EYES ECONOMY  
ON TOUR**

## ORGANISERS



### Foundation of Economy and Public Administration

ul. Ks. Skorupki 22  
31-519 Kraków  
[www.fundacjagap.pl](http://www.fundacjagap.pl)

[oliwia.ostrowska@fundacjagap.pl](mailto:oliwia.ostrowska@fundacjagap.pl)



### Foundation Social Innovation Workshop

ul. Felicjanek 10/13  
31-103 Kraków  
[www.warsztat.org.pl](http://www.warsztat.org.pl)

[lukasz.maznica@warsztat.org.pl](mailto:lukasz.maznica@warsztat.org.pl)

### More Information:

[www.oees.pl/hub](http://www.oees.pl/hub)  
[www.oees.pl/en](http://www.oees.pl/en)

The “Małopolska Open Eyes Economy Hub” project – foreign promotion of Małopolska’s BUSINESS-IDEAs, is implemented within the Małopolska Regional Operational Programme for the period 2014 – 2020.