

## **SONDA DESIGNED BY PEOPLE: DESIGN ELAN SKIS TOGETHER WITH SONDA**

### **MORE ABOUT SONDA DESIGNED BY PEOPLE PROGRAM**

Since we believe in the high efficiency of creativity in every individual, we want to create with you. Together with you and our business partners/clients and colleagues, we want to create globally relevant brands, products, projects, and programs created in an inspiring and authentic environment and always have real market success. But above all, always connect and create a better society.

Sonda Designed by People program will guide interested users through creative and practical processes that will result in concrete work for brands with which Sonda cooperates in its daily business.

The program is divided into seven sessions and includes lectures/workshops, practical activities as well as fieldwork. Under the guidance of a Sonda's mentor, participants will have the opportunity to go through all the processes regarding the creation of a specific product/design by doing practical activities and ultimately to go through the presentation/promotion of the project as well.

### **WHEN AND WHERE?**

- **workshops** will be held **once a week** in the period from **February 17<sup>th</sup> to March 17<sup>th</sup>**, in Sonda's premises in **Vižinada (Croatia)**
- the estimated duration of the workshops is **3 hours**, every Thursday **in the afternoon** in a pre-agreed time slot (4 p.m.- 7 p.m. or 5 p.m. - 8 p.m.)

In agreement with the participants, Sonda reserves the right to change the date and time slots. Workshops will be held in Croatian. Whether a translation would be needed, Sonda can arrange for hiring a translator.

### **CONDITIONS OF PARTICIPATION**

The program is free and intended for adults, but allows participants of different ages who, with a timely completed application form, meet the following conditions:

- 18 or older
- basic computer skills
- the possibility of reaching Vižinada on one's own and committing to regular participation in all workshops in their entire duration
- commitment and regularity in solving practical activities
- opportunity to go to field classes (optional) - visit to the factory that produces skis in Begunje na Gorenjskem, Slovenia
- workshops are free of charge, and the arrival and departure costs are at participants' own expense
- give permission to be filmed/photographed for the purpose of promoting the project

## **Additional notes:**

For the purposes of the successful implementation of the program, the number of participants is limited to six. The main criteria for selecting a candidate will be the expression of motivation to participate in the program.

Selected candidates will be asked to sign a cooperation agreement before participating. Travel costs to Vižinada are borne exclusively by program participants. As a thank you for participating in the workshop, the costs of visiting the factory in Begunje na Gorenjskem (Slovenia) are covered by Sonda.

## **WORKSHOP SESSIONS**

### **1. The Briefing | Feb 17<sup>th</sup>, 2022**

Let's get to know the client and the task

The goal is to instruct participants about the brand and the task as well as to establish clear guidelines about further work. Participants will receive topics for independent research before session 2.

### **2. The Concept | Feb 24<sup>th</sup>, 2022**

Defining a research-based concept

The aim is to obtain a document/concept based on research and reflection, according to which the design for skis will be created. Participants receive some basis for independent reflection on design elements before session 3.

### **3. The Design | Mar 3<sup>rd</sup>, 2022**

Ski design

The goal is to bring the participants closer to the ski design process and get a draft of the ski design itself.

### **4. The Wrap Up | Mar 10<sup>th</sup>, 2022**

Client presentation

The goal is to create a presentation for Elan, including a ski design proposal.

### **5. The Feedback | Mar 17<sup>th</sup>, 2022**

Presentation to the client and feedback

Getting feedback and understanding it.

The goal is to conclude the project. More precisely, reaching an agreement on the application of potential corrections for the purpose of finalizing the ski design.

## **6. Production | TBD (March/April)**

A visit to the factory

The goal is to visit the Elan factory in Begunje na Gorenjskem in order to get an insight into the process of making skis

## **7. Promo (TBD)**

Public presentation of the skis and the project.

The goal is the successful completion and promotion of the project, as well as the skis themselves. Upon completing the program, all participants will be given a certificate of participation.

The workshops will be held following the recommendations of the Croatian Institute of Public Health.

## **REGISTRATION**

To attend the workshop, you need to fill out an online application form. Although a prerequisite, a properly and timely completed application form does not guarantee the invitation to participate in the workshop.