

## **SONDA DESIGNED BY PEOPLE: DESIGN KRAŠ'S HOLIDAY COLLECTION FOR '23**

### **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 you 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, you 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 16<sup>th</sup> to March 8<sup>th</sup> in Sonda's creative center in Vižinada (Istria, Croatia), while Feedback, Production and Promotion will be held in Kraš (Zagreb, 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 Kraš's factory in Zagreb
- 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 Zagreb (Croatia) are covered by Sonda.

## WORKSHOP SESSIONS

### 1. The Briefing | 16. 2. 2023.

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. Concept | 22. 2. 2023.

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. Design | 2. 3. 2023.

The goal is to bring the participants closer to the design process and get a product design sketch.

### 4. Wrap Up | 8. 3. 2023.

Presentation for the client.

The goal is to create a presentation for the client Kraš, with a proposal for product design.

### 5. /6. /7. Feedback & Production & Promotion | To be defined during 2023.

- **Feedback**

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 design.

- **Production**

A visit to the factory .

The goal is to organize a visit to the Kraš factory in Zagreb, allowing participants to familiarize themselves with the production processes and lines, thereby gaining insights into product manufacturing.

- **Promotion**

Presentation of products and the project to the public.

The aim is to successfully conclude and promote the project, as well as the products themselves, to the public. Upon completion of the program, all participants will receive a certificate of participation.

## 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.