

Decoding European Creative Skills



Creative Challenge
Salzburg

26 feb—02 mar 2018

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lebensDESIGN

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Decoding European Creative Skills

Workshops & Residences
in Barcelona, Eindhoven
& Kuchl



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Creative Europe Programme
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ELISAVA
Barcelona School of
Design and Engineering

TU/e Technische Universiteit
Eindhoven
University of Technology



FH Salzburg





INTRODUCTION TO THE PROJECT

Within the framework of the Decoding European Creative Skills project, three creative Challenge are organized in each of the partner universities.

The second creative challenge took place in Salzburg (Austria) from 26/02-02/03 2018. It was organized by the research team of design & product management, DE|RE|SA (Design Research Salzburg). On the first day, five SME from the region of Salzburg presented their design challenges and answered questions from the students.

10 interdisciplinary teams of 4 or 5 students (Master students from design & product management, incomings and guests from Brno University) worked on these challenges during the following days. They were supervised by mentors from Salzburg University of Applied Sciences as well as from the center of Human-Computer Interaction in Salzburg.

Additionally, each team was observed by a researcher, who kept record of their behaviour during the first days.

COMPANIES AND CHALLENGES

The companies that took part and their respective challenges are the following five:

The Café HIPP

The Café Hipp has been practicing the rare craft of gingerbread and wax-making for over 400 years. Out of this long tradition today's Café Hipp evolved, in which they offer 400 café seats, high-quality chocolates and chocolate goods, pastries and loose tea. They were looking for new ideas for the consumption, sale and experience of their high-quality sweets.

www.cafe-hipp.de

Team 1 Café Hipp :

Denis Štajdohar
Andrés Llorca
Taïssia Visser
Anna Braunegger
Desiree Gärtner

Team 2 Café Hipp :

Tomáš Vevera
Eva Bajková
Eliza Viluma
Rosanna Haider
Luise Müller

lebensDESIGN

lebensDESIGN is a social design project born out of a cooperation between Lebenshilfe, Porsche Design GmbH and the Salzburg University of Applied Sciences. The idea is that people with handicaps can produce beautiful luxury products which customers never purchase out of pity but for genuine interest in the brand. The challenge included design development of urban/street furniture and lighting solutions for the current product range of lebensDESIGN.

www.lebensdesign.eu

Team 1 lebensDESIGN :

Sára Navrátilová
Paula Godoy Ortiz
Petya Petrova
Mayra Karina Garza Torres
Julia Färbert

Team 2 lebensDESIGN :

Michal Gábriž
Monika Kudličková
Eliska Otevrelova
Lucia Pierangeli
Fernando Zarco

Phantom Athletics

Phantom Athletics is a sports company based in the city of Salzburg. Their most important product is the Phantom Training Mask, a resistance breathing device, which limits your air supply during training. They want to add a pollen / fine particle filter to their existing Phantom Training Mask. They already had the proper filter material, but were looking for a solution to integrate the filter in the mask.

www.phantom-athletics.com

Team 1 Phantom Athletics :

Kateřina Vejrostová
Jaroslav Štieglar
Tomáš Kaleta
Tanja Kammler

Team 2 Phantom Athletics :

Eva Kolařiková
Iveta Žerávková
Mónica López Sarrió
Ellina Volkova
Maria Čarnogurská



lebensDESIGN



Phurdo

The organisation Phurdo is a center for consultancy and promotion of the Roma and Sinti community. Within this context of labor integration basket-weaving workshops are offered as well as traditional Baskets sold. At the moment the presentation of the shop's retail space towards the outside is less than optimal. The new concept has to be flexible, especially since a new location is being planned. The showroom should function for multiple purposes (coffee house, educational center, production).

www.phurdo.org

Team 1 Phurdo :

Anna Zuzana Dudková
Jakub Havala
Veronica Della Morte
Pamela Sada Coeto
Lena Zach

Team 2 Phurdo :

Dominika Kasarová
Marek Vávra
Iva Zlateva
Dimitrios Kioroglou
Pere Marin Peiro

Rainer Holzbau

Rainer Holzbau are a small timber construction company and carpentry with 5 to 10 employees. Their area of activity covers the whole spectrum of carpentry and wood construction including residential buildings, bridge construction, carports, wooden terraces, renovation and thermal strengthening. By developing a recognizable visual product language, a clear design strategy should become visible and tangible.

www.rainer-holzbau.at

Team 1 Rainer Holzbau :

Lukáš Šimala
Jakub Oulehla
Frederik Vangsgaard
Katarína Kováčová
Nicola Ritter

Team 2 Rainer Holzbau :

Darina Zelenitca
Michael Weiser
Tine Kalač
Martin Guillaume
Matej Binka

Phurdo
Salzburg

rainer-holzbau 
das sagt mir mein Gefühl.

PROJECT CALENDAR

Activities

The challenge started on Monday with the kick-off meeting and closed with final presentation on Friday. On Wednesday, most projects were presented to representatives of the companies to allow them to give feedback.

Monday 26.2.	Tuesday 27.2.	Wednesday 28.2.	Thursday 1.3.	Friday 2.3.
				08:30 LAST BREAKFAST
10:00 KICK-OFF	Idea generation	09:00	Development and prepare presentation	
14:00 GET TOGETHER		13:00 INTERMEDIATE PRESENTATION		13:00 FINAL PRESENTATION
				Reflection about competences
		open end		

PROPOSALS

The final presentations on Friday demonstrated the great quality and enthusiasm of the participants. Representatives as well as the mentors were happy with the results and see great potential for the future realization of these ideas. The insights from the observations serve as further input for mapping and decoding European creative skills



CAFÉ HIPPIE

Packaging Design

WHO?

The Café Hipp has been practicing the rare craft of gingerbread and wax-making for over 400 years. Both products- beeswax for candles and votive offerings and the confectionery products- come from the bee and are still processed under the same roof with the highest craftsmanship quality. Out of this long tradition today's Café Hipp evolved, in which we offer 400 café seats for the enjoyment of high-quality chocolates and chocolate goods, pastries as well as coffee and loose tea. One of the most important parts of the Café is the production and sale of 100% natural chocolate-based sweets.

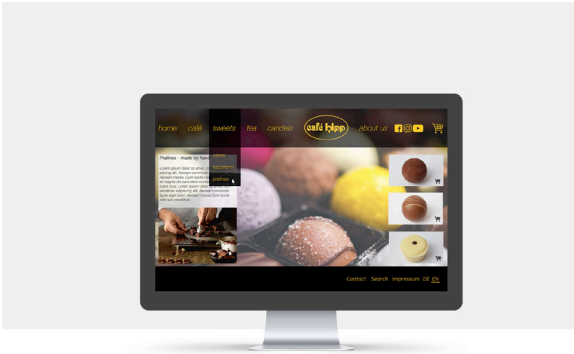
WHAT?

We are looking for radical new ideas for the consumption, sale and experience of our high-quality sweets.

WHY?

Both products of the bee- wax for the making of candles and honey for sweetening- were used in one and the same place for 400 years. Currently, Café Hipp is undergoing an expansion and re-branding, which will also include an online sales platform. We welcome ideas that combine tradition and innovation.





lebensDESIGN

Urban Furniture

WHO?

lebensDESIGN is a social design project born out of a cooperation between Lebenshilfe, Porsche Design GmbH and the Salzburg University of Applied Sciences. The idea is that people with handicaps can produce beautiful luxury products where customers never purchase out of pity but for genuine interest in the brand.

WHAT?

Design development of urban/street furniture and lighting solutions for the current product range of lebensDESIGN, preferably involving LED technology. Creation of conceptual ideas and less focus on technical details. Presentation in form of sketches, renderings and/or rough mock-ups.

WHY?

lebensDESIGN is a social project and therefore very relevant for society. Possible concepts can also be used for improving public spaces.

FOR WHOM?

Austrian communities and small cities.





PHANTOM ATHLETICS

Trainings Mask

WHO?

Phantom Athletics is a sports company based in the city of Salzburg. Our most important product is the Phantom Training Mask, a resistance breathing device, which limits your air supply during training. Our innovative Phantom Regulation System (PRS) allows the regulation of air resistance during workout and without taking off the mask. The cooperation with the Salzburg University of Applied Sciences should help us to develop the mask further and to be competitive in the years to come.

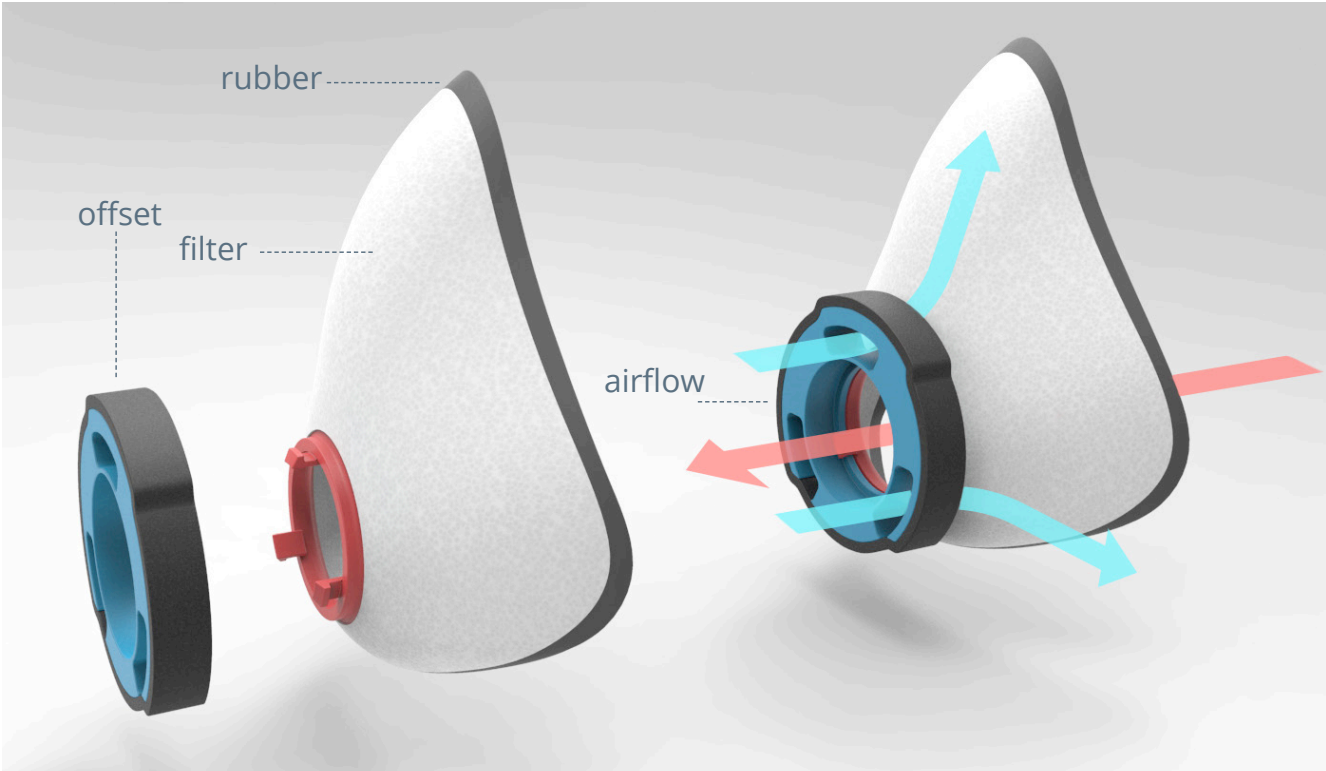
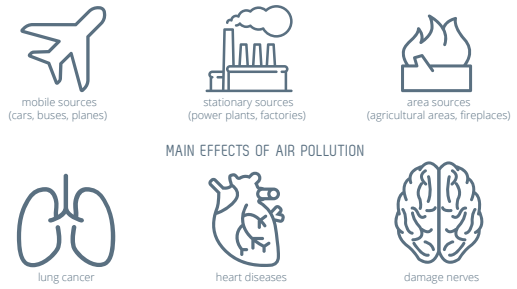
WHAT?

We want to add a pollen / fine particle filter to our existing Phantom Training Mask. We already have the proper filter material, but we are looking for a solution to integrate the filter in the mask. With this extension we want to make the Phantom Training Mask accessible to a wider range of customers, especially those living in areas of high air pollution.

WHY?

While knowing which material to use to filter pollen and fine particles, we only have a vague idea as to where / how the filter can/should be applied. Existing moulds should not be changed. The filter is meant as an accessory, to buy for an existing mask. The filter should be easily attachable and the filter area must be big enough to guarantee optimum filtration and longevity.





PHURDO

Shop Design

WHO?

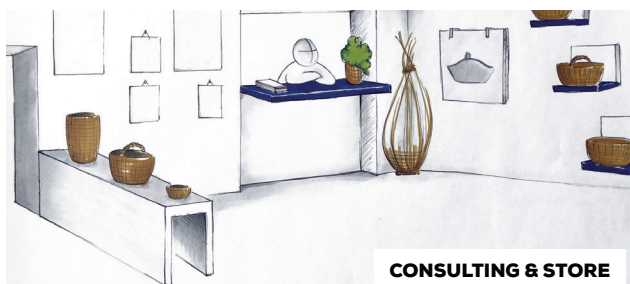
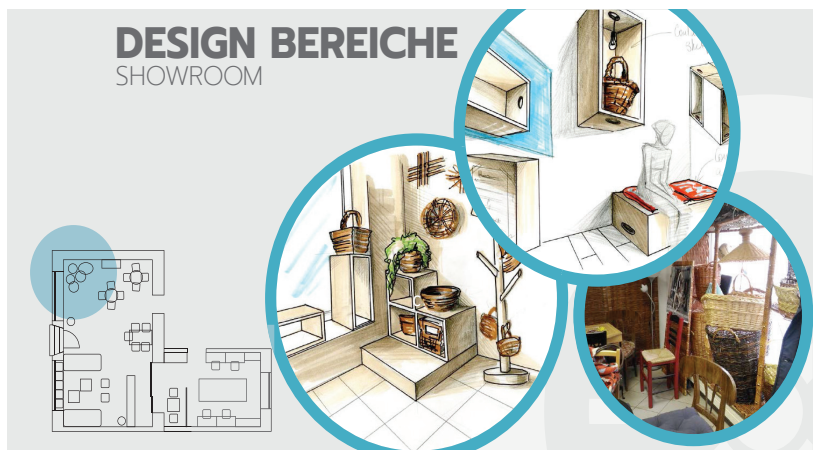
The organization Phurdo, Salzburg is a center for consultancy and promotion of the Roma and Sinti community. The European Social Fund (ESF), the European Union's main financial instrument for supporting employment as well as promoting economic and social cohesion, supports Phurdo financially. Within this context of labor integration basket-weaving workshops are offered as well as traditional baskets sold.

WHAT?

Design of a modular shop concept. Phurdo needs a flexible displays for their goods, which can be adapted to different requirements and locations. But our showroom should be more than a shop. We want it to function as a space for production, events and information, displaying the process of basket production. We are looking for a design that has the feel of a coffee house as well as an educational center.

WHY?

We want to create an open minded and protected shelter, and provide a touchpoint for Roma and Sinti and on the other side educating Salzburg citizens about the situation. We want to lower barriers, act on eye level and create a space for coming together. At the moment the presentation of the shop's retail space towards the outside is less than optimal. Thus, Phurdo is currently looking for another showroom in the old part of Salzburg for a better focus on the sale of Roma and Sinti craftsmanship.





**We
build bridges,
connect cultures,
empower people.**



RAINER HOLZBAU

Design Strategy

WHO?

We are a small timber construction company and carpentry with 5 to 10 employees. Our area of activity covers the whole spectrum of carpentry and wood construction including residential buildings, bridge construction, carports, wooden terraces, renovation and thermal strengthening.

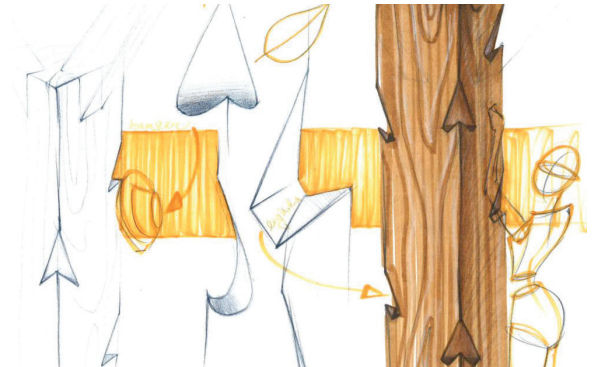
WHAT?

Development of exemplary design details for carpentry. By developing a recognizable visual product language, a clear design strategy should become visible and tangible.

In the past craftsmen have always understood how to differentiate themselves from others. Nowadays creative questions, especially topics concerning the design of details are often answered by architects and no longer carpenters or constructors.

WHY?

By creating a clear visual product language we want to differentiate ourselves from other construction/ carpentry firms. This could mean a real USP unique selling proposition for us.







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