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Change!

ŁÓDŹ
DESIGN
FESTIVAL 2011
CHANGE!
20–30/10/2011
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PATRON OF THE 5th FESTIVAL



Change! aims to draw the public's attention towards new ways of thinking about design. Within this context, the festival emphasizes changing social needs, as well as the responsibility of design and designers in shaping better places as they face new challenges: to produce less but in smarter ways, locally instead of globally, and universally rather than according to ephemeral trends. The [main programme](#) of the festival comprises two exhibitions: Redirection and Neofarm. The festival will also include contents that have been successful in the past: a review of international design schools, the *make me!* contest, portfolio reviews, lectures, films and discussions. For the first time, the festival will take place outside the Łódź Art Center, and be in the former Scheibler's factory buildings that have just been recently restored. Łódź Design 2011 will thus take place in a former weaving mill by Boris and Nahum Eitingon in the 1930s. The whole factory complex located at 35 Targowa Street, with its distinctive body of reinforced concrete and glazed elevations, is an example of pre-war modernist architecture. It has been subject to revitalisation since 2010. [See 2011 Festival's Timetable](#) Launched in 2007, the Łódź Design Festival has been an exchange platform for creative people and business crowds. The festival has since become the largest Polish design event of its kind only a few years following its inception. The festival today showcases design through various disciplines – from industrial design, arts and crafts, graphic design, architecture to fashion. It is organized by the [Łódź Art Center](#). *Source: Łódź Design Festival*

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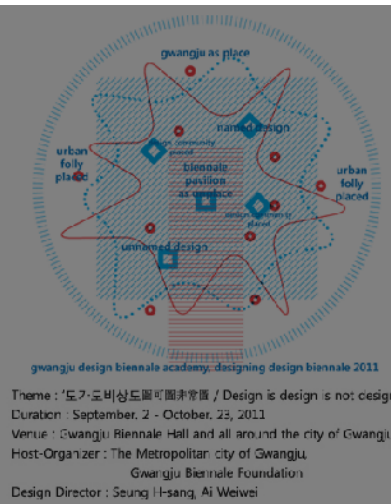
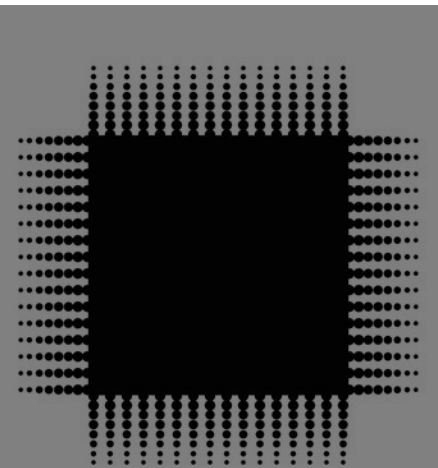
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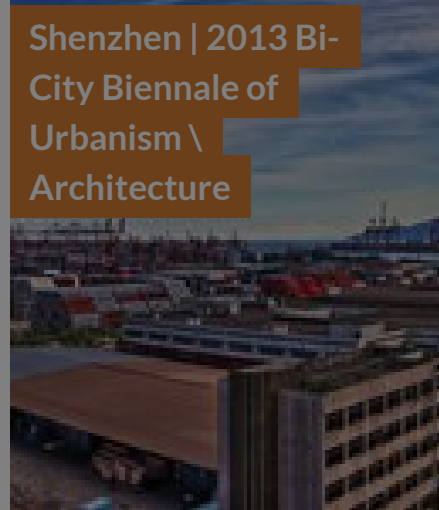


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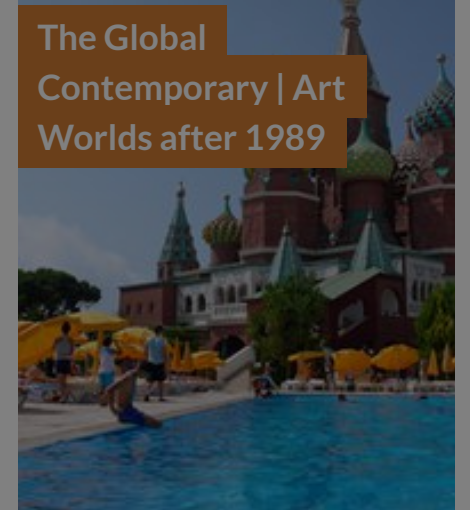
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