

Get inspired by porcelain tradition & Design your own business

A cycle of practical workshops for ceramics and porcelain designers and product designers
October 25 – December 10 2021

Free of charge thanks to supporting of EU funded CerDee project



What you will learn:

- > Fundamental laws of designing and working with porcelain on a practical assignment
- > Design a modern, viable product inspired by history
- > Design thinking
- > Leading and controlling the design process
- > Dealing with clients
- > Design a business model and a business plan
- > Start-up own business as a freelancer, owner of a small studio or a workshop
- > Calculate and set the price of your products or services



What awaits you:

1

Introductory lecture and design workshop

online 25. 10. – 26. 11. 2021

Gabriel Vach

Ladislav Sutnar Faculty of Design and Art UWB
(consultation twice a week)

Do you want to learn more about ceramics
and porcelain?

What are the possibilities and what are the limits
of ceramic materials and what is good to have in
mind while designing a porcelain piece?

This design workshop will provide you with essential
and practical know-how of working with porcelain.

The course will open up (25. 10. – 26. 11. 2021) with
the introduction to the field of ceramics, continues
online with tutored designing for a porcelain material
using modern technologies of 3D modelling.

Results of this online workshop will be used
for a practical craft workshop (step 3: 5. 12. – 10. 12.
2021) and for making a real and functional prototype
of your design in material.

Capacity: 10 participants

2

Design / Business Thinking Camp

28. 11. – 4. 12. 2021

Jiří Hanek

Ladislav Sutnar Faculty of Design and Art /
Faculty of Economics UWB

We will learn simple and proven tools that help
the designer understand users' and clients' needs,
define a good assignment, discover and especially choose
ideas, decide which ideas are worth prototyping,
and implement. Thanks to the understanding of the whole
design process, you will be able to deal better with your
clients and customers, and you can involve them in the
cooperation that you all will enjoy.

The workshop is also intended for those who are preparing
themselves for professional practice (or have already
entered it) as freelancers, partners in a small studio,
entrepreneurs. We will show the "invisible side
of design" – how to prepare a good assignment of the
design project, estimate time and schedule work, value
the project and prepare an proposal to the client.
But we will go further – to your own business.

We will try to develop a business model, pricing
of your products and services.

Capacity: 15 participants

3

Craft workshop

5. 12. – 10. 12. 2021

Gabriel Vach

Ladislav Sutnar Faculty of Design and Art UWB

The realization of functional material prototypes
in the Ceramic Design Studio at the Ladislav
Sutnar Faculty of Design and Art.
Workshop participation presupposes participation
in the introductory lecture and design
workshop (step 1). Material for work and
accommodation is free (both funded by the
CerDee project)

Capacity: 10 participants

What awaits you:



You will be inspired by:

doc. MgA. Gabriel Vach

Designer and teacher. Head of Ceramic Design Studio at the Ladislav Sutnar Faculty of Design and Art of the University of West Bohemia in Pilsen. The former half of “Whitefruits duo” (which he founded together with Antonín Tomášek) and the founder of “Hidden Factory.”

Conceptually based projects with a large extent of irony are characteristic of him. His work is one of the most inventive in the present Czech scene in this field, with respect to functionality at the same time.

MgA. Jiří Hanek

Originally a graphic designer who deals with building bridges between the designers and clients. He is the author of the book “Invisible Side of Design,” which is intended for designers – especially beginners during the entry into practice. He likes to share his practical design experience in teaching, consulting services, and running self-business. He founded the association of design activists “PROTEBE live,” which is operating a gallery “SUPERMARKET wc” in Karlovy Vary. He engages in the implementation of design thinking methods into schools.

How to apply?

Fill in the application form:

<https://forms.gle/UdJvYP9ADZ3FLTPA6>

In the application form:

- Choose workshops (you can participate in all workshops of the cycle or choose some of them)
- Introduce yourself in brief
- Describe your motivation why it is important for you to attend the workshops

All registered candidates will be then contacted with further detailed information.

Thanks to the support of the CerDee project, the workshops are free of charge for participants.

If you have any questions, please contact: cerdee@fek.zcu.cz

More about the CerDee project:

www.interreg-central.eu/CerDee

www.cerdee.zcu.cz