

# D.T3.2.1 THREE DIMENSION WORKSHOPS

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Westpomerania Region

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# THREE DIMENSION WORKSHOPS

Date	Dimension	Event Title	Location	Participants	
				AVM	CCI
September 24, 2021	Future Trends (Meet the experts)	<b>Future trends workshop: How to implement trends into the company needs.</b>	Acadaemy of Art in Szczecin (Próznia)		20
September 24, 2021	Technology (Hands on knowledge)	<b>Technology Workshop: VR technology implementation, why and how to use it.</b>	Acadaemy of Art in Szczecin (CPK)		30
September 30, 2021	Mindset of AVM (Mindset PREP)	<b>Mindset workshop: Speculative design: What if perspective.</b>	Acadaemy of Art in Szczecin (CPK)		20
<b>TOTAL</b>					<b>70</b>

## Project relevance:

These events are based on the concept for the three dimensions workshops (D.T2.3.2). Events were organized as a face to face meetings almost by the end of 5<sup>th</sup> period of the project. The goal was to focus on needs which were discovered in the project, the most important were: creating a space for discussion, networking and collaborative tasks. That is why we focus on local needs and invited lecturers who speaks polish language. During first workshop we thought companies how to implemented new knowledge into the company and where is the place of design in business. During second workshop we thought about VR technology and helped companies to set up in design process. During third workshop we have worked on a long perspective by presenting speculative design approach questioning today's narrative in social and economy reality.

## Future trends workshop

### DESCRIPTION

Dimension: Future Trends (Meet the experts)

It included a lecture for young creators and entrepreneurs on trends and development scenarios, and a workshop for young creators and entrepreneurs.

### FEEDBACK



Young designers and entrepreneurs look more boldly at the upcoming changes and look for information on how to meet the challenges. For this age group, the workshops are one of the ways of supporting the development of their potential. Participants see the opportunities that arise from cooperation between sectors during the workshops. General observation: high level of commitment, activity, openness to cooperation, the possibility of holding longer sessions.

## Technology Workshop: Hands on Knowledge

### DESCRIPTION

Dimension: Technology (Hands on knowledge)

The meeting included a lecture by a specialist in the field of VR and AR, in the field of current technologies, potential areas of application, trends, and technology development scenarios. It was extended with a workshop from the creative sector and entrepreneurs from the region of the West Pomeranian Voivodeship. Conducted by 2 lecturers. Implemented in thematic groups.

### FEEDBACK

Participants point out the lack of knowledge in the field of new technologies and places in which they can obtain this knowledge in a manner appropriate to their sector, industry, type of market challenge. This workshop was the most "eye-opener".

General observation: currently low level of knowledge of new technologies; Most of the participants are interested in further specialist workshops, there is a visible concern about the high costs of implementing new technologies.

## Mindset workshop

### DESCRIPTION

Dimension: Mindset of AVM (Mindset PREP)

The meeting included a lecture by a specialist in the field of designing the future, speculative design, business strategy based on design, and a workshop for the creative sector and entrepreneurs from the region of the West Pomeranian Voivodeship. Conducted by 2 lecturers. Implemented in thematic groups.

### FEEDBACK

The event for some participants was a reminder of the previously known methods, but the majority admitted that they do not use the methods with the appropriate frequency and need more knowledge. It is important for them to be able to verify the appropriate use under the supervision of a specialist.

General observation: visible support needs while building business strategies and anticipating risk. Participants willingly interact with each other, exchange knowledge, insights, and suggest potential solutions to each other.

## FOLLOW-UP

The events were implemented at the end of September 2021, therefore further activities are in the design phase. Preparations are based on general feedback from participants, most of which point to more frequent, but shorter, narrow-scope meetings.



PHOTOS







