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HUNGARY

Foreword

Can anyone think of Hungary without immediately recalling its great, ongoing contribution to the arts and to science? Everyone knows the names of Franz Liszt and László Bíró, of course. But not everyone is aware of the sheer depth of creativity and ingenuity that springs from Hungary. How many people know that the helicopter; the binocular; cathode ray tubes; even the Ford Model T, were all invented or created by Hungarians? If you think of great Hungarians from Hollywood, then probably the legendary Zsa Zsa Gabor springs to mind. But does it come as a surprise to learn of the Hungarian origins of Tony Curtis, Goldie Hawn and Rachel Weisz?

Nowadays, Hungary is becoming famous not only for its art and invention, but also its design. The nexus where design, branding and cutting-edge technology meet is fast becoming a key area of intellectual property in the global economy. It is an area where young talent is particularly needed, bringing freshness to established capabilities. Happily, Hungary has such talent, and it takes very seriously the need to assist the upcoming generation to make our world a better place through creativity and imagination. The young talents of Hungary deserve a first class exhibition to showcase the wonderful, prize-winning contemporary state of their design, along with their art and science. WIPO could not be more proud to host, here at its headquarters, just such an exhibition. I would like to extend my very sincere thanks to all the dedicated women and men who are responsible for designing this very original, entertaining and informative exhibition, and for having brought it here to WIPO. Special mention must go to Judit Osvárt, the exhibition's brilliant Curator.

Everyone knows the Rubik's Cube. Invented in 1974, well over 350 million cubes have been sold worldwide. Nonetheless, it is safe to say that very few visitors to this exhibition will have seen a Rubik's Cube with a design as remarkable as the one you will see here today. I wish all our guests a splendid and spellbinding time unlocking the secrets of this very special cube.

Francis Gurry
Director General

IN

ROU

Foreword

We experience a dynamic shift in the role of design these days, its business importance and social value are continuously increasing. The fields, in which designers can play a genuine role, are also changing, as well as how they can utilize their skills, their knowledge. The traditional concept where the primary concern was that our environment, our objects have aesthetic qualities is no longer the only and most typical aspect.

Designers also play a key and irreplaceable role in helping us better understand the changes in our natural environment and lifestyle, by revealing the processes resulting from the connections between technology and business. It is the possibility of creative minds and professionals, the responsibility of decision makers to recognise the interests and needs of the individuals and the communities. The role of design is to generate processes, services, and situations that can bring sustainable results to improve our standard of living.

It is by necessity a global process that can be tackled in Hungary as well, and this is precisely what this exhibition reflects on. It presents the outstanding achievements of contemporary Hungarian designers, which do not only give answers to the challenges of our times, but also demonstrate that the new generations of designers are well prepared to take a proactive role in the processes defining and shaping our future.

József FÜLÖP, DLA

Professor, Rector of the Moholy-Nagy University of Art and Design
member of the Hungarian Design Council

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Introduction

A significant chapter of Hungary's most recent history is occupied by tools and procedures which have achieved worldwide fame by spreading in many countries and are still in use today. The ball-point pen, known as "biro" (László Bíró, 1938), the Rubik's Cube (Ernő Rubik, 1975) and the Neumann architecture, the basis of all modern computers (János Neumann, 1945) are only a few of the ideas which burst out of the heads of Hungarian inventors, industrial designers and engineers — and propagate Hungarian creativity all over the world.

The 21st century also abounds in Hungarian inventions, patents and industrial designs which have achieved great success worldwide. The generations that have grown up in Hungary since the change of the political system in 1989 are more competitive in the international market thanks to the high-level of education as well as, the strengthening eco-system of the creative industry and innovation gaining space in more and more areas. An increasing number of enterprises in Hungary and in Central and Eastern Europe have realised the economic importance of design, and work with industrial designers, graphic artists, packaging designers and other experts; this provides the opportunity for highly-trained, prepared designers to take part in the creation of products and services that are successful by global standards. Two recent examples of Hungarian design success on the international market for years include the continuously developed ARCHICAD (developer: Graphisoft), one of the most widespread architectural software products used by about 100,000 architects; and the Inarchi lamps which have won the Red Dot Design Award, one of the most prestigious prizes in the design industry.

In the 21st century, science and innovation form a solid bridge spanning generations and nations reaching into the future, to which Hungary adds its building blocks. The exhibition titled *Shaping Hungary - Design in the 21st Century* showcases the ideas and projects of today's young Hungarian industrial designers, inventors, and engineers confirming that they are worthy successors of the 20th century generation which laid the foundations of Hungarian creativity.

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Our everyday effects

AY

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Means and gadgets we can take in our hands and use in our everyday activities — the form of design that all of us encounter every day, and where for this reason ergonomics and the use of materials are important aspects, and, of course, aesthetics as well.

DSI Inhalo and Nosiboo

Dry salt inhaler and nasal aspirator for children

DSI INHALO DESIGNER: CO&CO
DESIGNCOMMUNICATION
NOSIBOO DESIGNERS: CO&CO
DESIGNCOMMUNICATION, ATTRACT
CONTACT@COANDCO.CC

2012 AND 2014



DSI INHALO CLIENT: SALT PHARMA SRL,
WWW.INHALODSI.EU
MANUFACTURER: GIA FORM LTD,
GIAFORM.HU

NOSIBOO CLIENT,
MANUFACTURER: ATTRACT LTD,
WWW.NOSIBOO.COM

DSI INHALO AWARDS:
RED DOT DESIGN AWARD, 2012,
HUNGARIAN DESIGN AWARD, 2013
NOSIBOO AWARDS: RED DOT DESIGN
AWARD, 2014, GERMAN DESIGN
AWARD SPECIAL PRIZE, 2016

WWW.COANDCO.CC

The success of the two products is the result of the consistent work pursued for years by the designers and a Hungarian design enterprise. In the case of both products, the company controlled the entire design process from its planning to the technical details of production, and to certain marketing elements. The dry salt inhaler is an ergonomic portable medical device which allows the user to enjoy the benefits of salt therapy anywhere. The product is made of 100% degradable and biocompatible plastic. Nosiboo is an electrical premium category medical device used for fast and efficient cleaning of the nasal cavity. It is commonly used in Hungary, mainly for small children. Using Nosiboo, in early childhood can prevent sinusitis. The strength of the suction can be set to the ideal value according to age. The container unit of the product is easy to clean, and the product is made of soft material with a friendly style.

Paprikum

Spice mill for professional amateurs

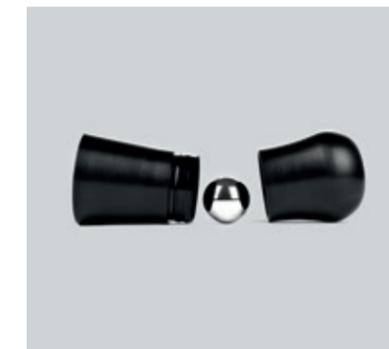
DESIGNER: Péter TORONYI
TORONYI.PETER@GMAIL.COM

2012

MANUFACTURER:
GIA FORM LTD, GIAFORM.HU
PHOTO: György KACZÚR,
SOMNIUM STUDIO

AWARDS: HUNGARIAN
DESIGN AWARD,
SPECIAL PRIZE, 2012
PAKK PACKAGING DESIGN
COMPETITION,
1ST PRIZE, 2012

WWW.PAPRIKUM.EU



Paprikum is the blend of a symbol, a rite and a real object conveying an important element of our gastronomic heritage into the material culture in an imaginative manner and with good practical sense. It is not only an object, but also carries the ritual of grinding with which we also grace our traditional spice: a versatile spice mill with the emphatic consideration of ergonomic and aesthetic aspects. When creating Paprikum, the designer was inspired by the gastronomic revolution, the awareness and care with which we relate to food, as well as the kitchen becoming an increasingly valued part of our homes. His creation evoking the form and colour of the world-famous Hungarian spice: paprika, also symbolizes Hungarian gastronomy.

Notch

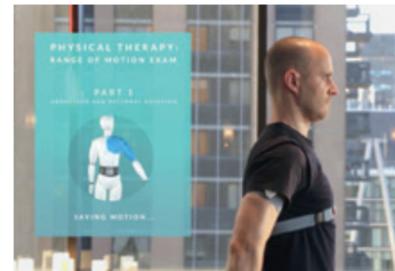
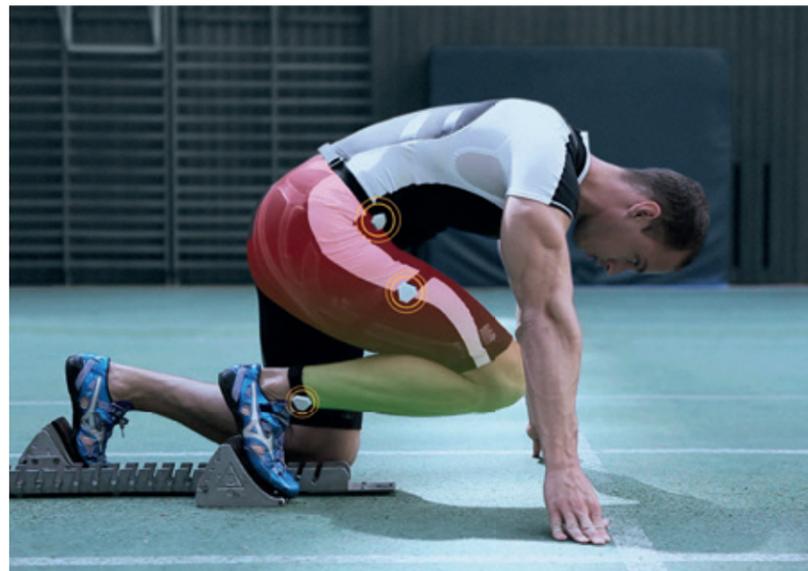
Wearable Sensor Network

DESIGNER/MANUFACTURER:
NOTCH INTERFACES INC
CONNECT@WEARNOTCH.COM

2016

PHOTO: NOTCH
INTERFACES INC

WWW.WEARNOTCH.COM



Notch is a wearable sensor network which records the data movement of the human body using sensors placed on the body. Data transferred by the sensors can be analysed from various aspects, and the related "Powered by Notch" platform offers an opportunity for enterprises to develop products based on movement reconstruction. The product was created as a result of designing the physical sensors and the entire process may be used for the development of a wide range of products or services in the areas of sports, health care, gaming and other areas that are based on the actual physical movement of the human body. Recently, Notch was also invited to the OECD conference on economic development in Paris in 2016.

Logifaces, Logiplaces

Logical games

LOGIFACES DESIGNERS:
Dániel LAKOS, Zsanett BENEDEK
LOGIPLACES DESIGNER: Dániel LAKOS
HELLO@LOGIDEEZ.COM

2014 AND 2015

PHOTO:
Balázs DANYI

LOGIFACES AWARDS:
HUNGARIAN DESIGN AWARD, 2013,
1359 CM³, FINALS, 2013

LOGIPLACES AWARDS:
WHAT-TO-PRINT-IN-3D,
1ST PRIZE, 2014

WWW.LOGIDEEZ.COM



Logifaces is based on simple geometric forms, and the further developed version, Logiplaces modelling urban architecture, is a three-dimensional puzzle, which requires three-dimensional thinking. Its unique elements made of concrete leads to one single solution of the puzzle, developing logical and spatial thinking as well as motoric skills, and helping with relaxation at the same time. The system has been worked out by the joint work of an industrial designer and an architect, and has achieved a wide range of success among both children and adults.

Bocuse d'Or

Team Hungary Presentation system

DESIGNERS: APLI DESIGN –
Apor PÜSPÖKI, Lili ZSABOKORSZKY
PUSPOKIAPOR@GMAIL.COM

2013, 2016

PHOTO: LE PHOTOGRAPHE

WWW.APLIDESIGN.COM



Design is an essential element of high-level gastronomy. Apli Design has been designing the presentation system of the official Hungarian team for Bocuse d'Or, the most prestigious cooking contest in the world, for years. This work requires close co-operation with the chef representing the country so that artistic food compositions are presented in the best possible way on the plates. The elaboration of the system and its harmony with the food served, as said by many, has contributed to the series of success of Hungarian chefs for many years, and also to Hungary winning the finals of Bocuse d'Or with chef Tamás Széll in 2016.

Vector

Scissors

DESIGNER: Tamás FEKETE
TAMAS.FEKETE.DESIGN@GMAIL.COM

2013



PHOTO: Tamás FEKETE

AWARDS:
HUNGARIAN
DESIGN AWARD,
CERTIFICATE OF
MERIT, 2014

WWW.VECTORSCISSORS.COM
WWW.BEHANCE.NET/FEKETETAMAS

These scissors with a unique design offer a solution to an unresolved problem: they guarantee linear manual cutting. The working principle of the scissors is provided by the special design of the handle, where a special stabilizing element has been introduced which facilitates the alignment of the tool with the cutting surface. The tool guarantees more precise work than before and can ease work in many professional areas, while the opportunities of further development may even make industrial use possible.

wor.my

Compact fishing systems

DESIGNER: Szabolcs NÉMETH
WOR.MY@MAIL.COM

2015



MANUFACTURER:
VAS 15 LP 2013 POMÁZ,
MEGGYFA U. 31.
PHOTO: Milica MRVIC

AWARDS: HUNGARIAN
DESIGN AWARD, PRIZE, 2015

WWW.WOR.MY

Wor.my is a compact, modular fishing-rod with massive structure, made of durable materials built around an aluminium reel seat. Used backwards, it can be completed with various wooden handles, and when used forward, the body of the rodsprings can be fitted with various mechanical properties, which may be varied freely. The created device is a customizable, easy-to-use fishing-rod offering an alternative for anglers, which is practical, may be stored in a small place and is quite close to the professionalism of traditional models.

Piston

Corkscrew

DESIGNER: József BECZE
JOSEPH@JOSEPHBECZE.COM

2014

PHOTO:
Luca HÉJJA
AWARDS: HUNGARIAN
DESIGN AWARD,
CERTIFICATE
OF MERIT, 2015

WWW.JOSEPHBECZE.COM



József Becze's work offers a new solution to an old problem. The spring, used to remove the cork is transformed into a decorative element which makes the function and working principle of the object evident. This funny and very functional piece is available in several colours, and it is expected to be a design success story for daily use which can be sold in large quantities.

Spotty&Zigzag

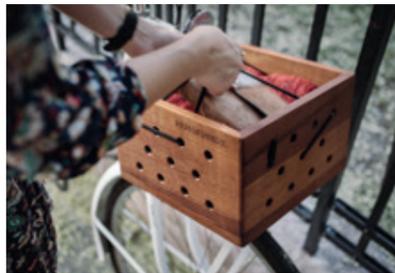
Wooden bicycle crates

DESIGNERS: Zsófia BAKÓ,
Ágnes BUBLA, Virág VIG
HELLO@PAPERSPOKES.COM

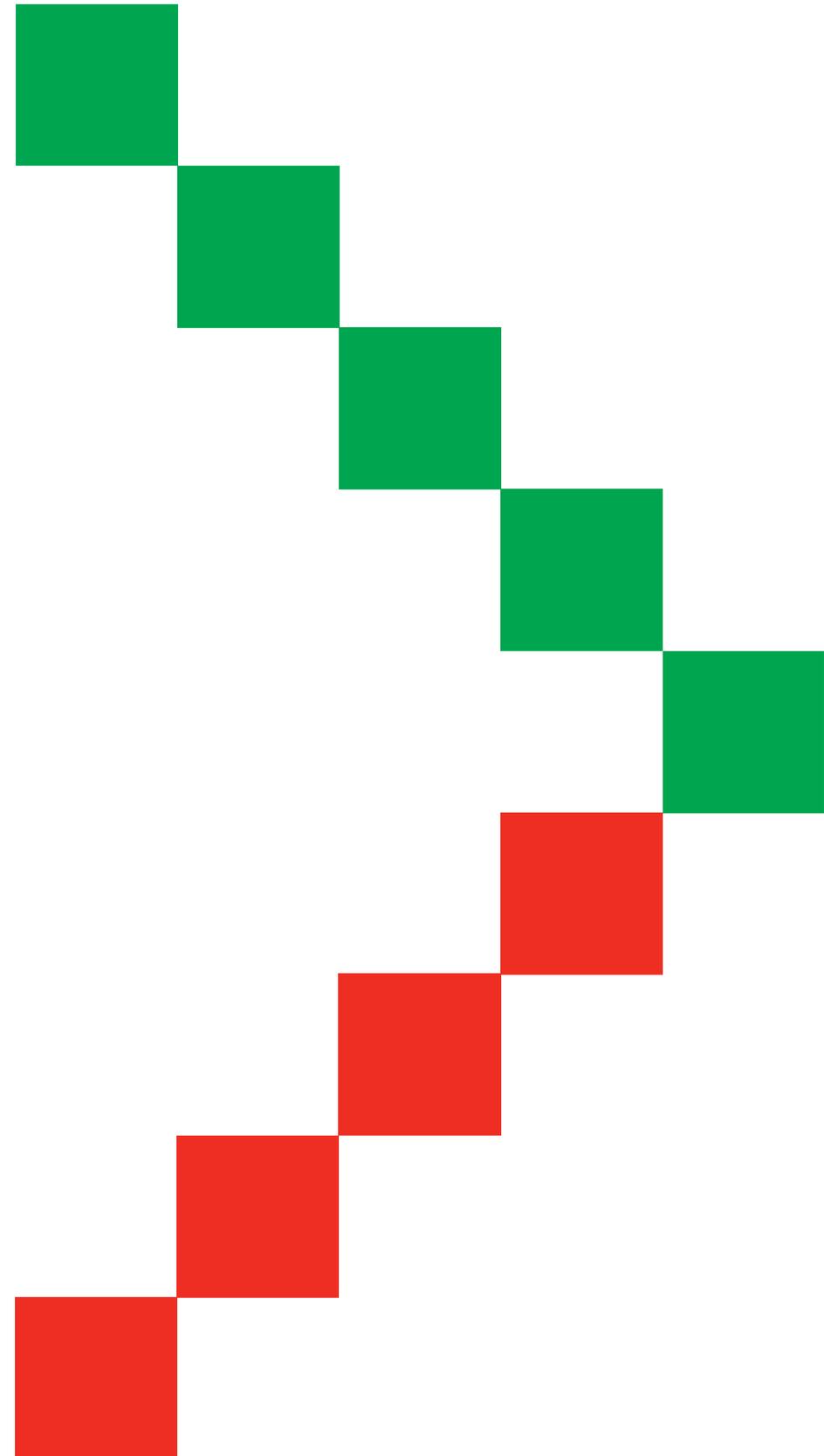
2015

PHOTO: Márk MIRKÓ,
Balázs DANYI

WWW.PAPERSPOKES.COM



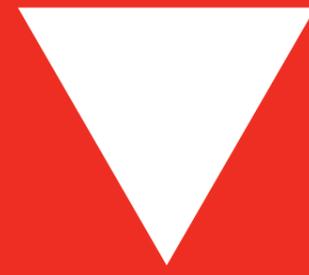
The explosive development of the urban cycling culture in the last decade has brought along new devices and innovative versions of the old ones. The bicycle crates of Paperspokes represent the latter: with their function, they are well-proven, lightweight storage units, but their styling and fixing method are innovative. They are meticulously designed pieces made of wood, which blend in well with natural trends, while their special finish makes them water-proof. The attachment method of Paperspokes crates is more playful and original than ever before, allowing great personal freedom to its user.



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ROON



The
elements
of our
built
environment

Household objects and the personal effects of our homes and internal spaces are chosen to last long — so in our case future-proof design, the use of high-quality materials, sustainability and energy-saving operation are especially important.

M

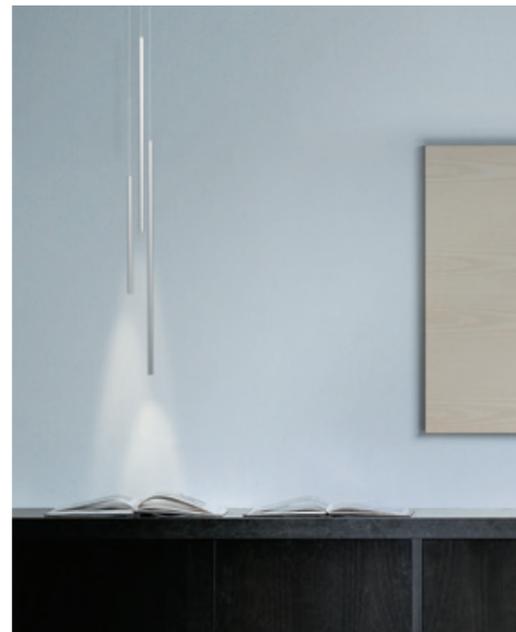
ENT

Rutil

Pendant lightning

DESIGNERS: János HÉDER
INARCHI LTD
INFO@INARCHI.COM

2015



MANUFACTURER: INARCHI LTD
1023 BUDAPEST APOSTOL U. 13/B
(+36 1 336 2692)

PHOTO:
Hunor MAGYARÓSI

AWARDS: HUNGARIAN
DESIGN AWARD,
SPECIAL PRIZE, 2015

WWW.INARCHI.COM

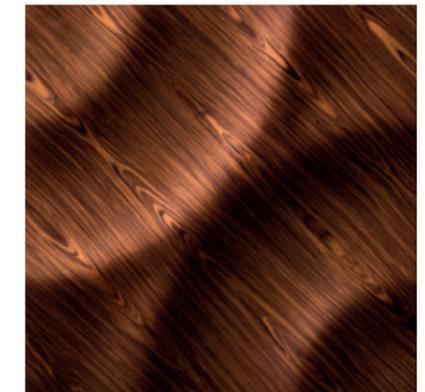
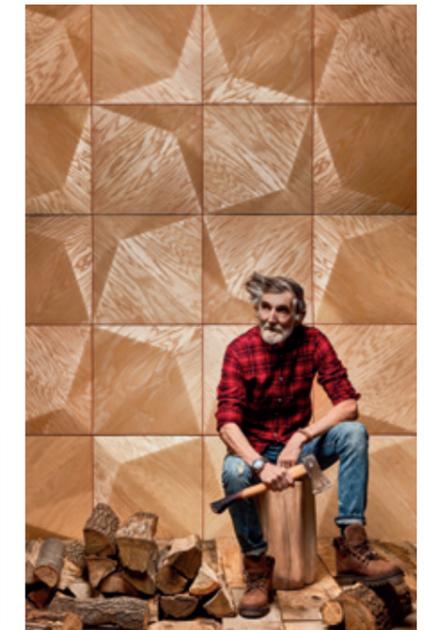
The Rutil lamp is a single, long, thin, hexagonal aluminium tube, in which a high-intensity LED light source is installed. A single, stand-alone piece may even suffice for the punctual illumination of a small surface, and the illuminated surface has a hexagonal shape. However, the true nature of Rutil appears when used in bundles: the elements can be arranged in any length, number, size and form, so Rutil may also be used in a public space with a huge internal height, as a lighting sculpture composition. Because of the wide range of possibilities, the product is very popular among designers of hotels, offices and other large surface interiors.

Moko Interior

Vertical sculpture

DESIGNER: Zsolt KARAJZ
INFO@MOKOINTERIOR.COM

2015



MANUFACTURER: MOKO
INTERIOR MANAGEMENT LTD
1077 BUDAPEST WESSELÉNYI U. 8. FE. 2.
(+36 1 633 3680)

PHOTO: Zoltán SÁROSI,
Csongor MOLNÁR

WWW.MOKOINTERIOR.COM

Moko Interior blends state-of-the-art technology innovations with traditional wall panelling elements. The large-sized wall panels made with various patterns blend in well into modern interior design trends, are easy-to-transport and install, and may be used in any quantity. The panels are made with meticulous care and a special surface finish was created through the fusion of tradition and wood industry know-how, in the language of contemporary arts.

Starry Light by Anagraphic

Pendant light

DESIGNERS: Anna FARKAS,
Miklós BATISZ

2013

MANUFACTURER: LINE & MORE LTD
1012 BUDAPEST, ATTILA ÚT 105.

PHOTO: Csaba VILLÁNYI,
FLASHBACK PHOTO

AWARDS: HUNGARIAN
DESIGN AWARD, CERTIFICATE
OF MERIT, 2013



The Starry Light lamp product line came into being from the co-operation of graphic designer Anna Farkas and interior designer Miklós Batisz. Its uniqueness lies in the individual bore-holes and the light source developed especially for this lamp projects the starry sky on the ceiling and the walls of a room when switched on. By specifying the date, the product can be customized based on the actual constellation of the sky at particular time.

WWW.STARRYLIGHTLAMPS.COM
CONTACT@STARRYLIGHTLAMPS.COM

Biela

In- and outdoor chairs

DESIGNER: András KERÉKGYÁRTÓ
ANDRAS.KEREGYARTO@GMAIL.COM

2015

MANUFACTURER: NEZOZEN LTD
2045 TÖRÖKBÁLINT TT INDUSTRIAL
SITE, BUILDING 13.
WWW.NEZOZEN.COM

PHOTO: András KERÉKGYÁRTÓ

AWARDS: HUNGARIAN
DESIGN AWARD, 2015

WWW.BIELACOLLECTION.COM



Biela chairs consist of two practically identical halves, one being turned as compared to the other (so they can be formed using the same template) which makes a monolithic but light effect. The basic elements of both versions (dining and resting chairs) are only 9 mm thick, which makes it easier to transport, store and also to manufacture the product, but the special shape provides extraordinary stability. The solid-surface material of the product is a transition between stone and plastic, which makes it easy to clean, offers a pleasant-feeling sitting surface, and may be used both outdoors and indoors.

Lampa MAGNIFICO

Lighting

DESIGNER: Dorottya KISS
DOROTTYA.KISS@YOUHU.HU

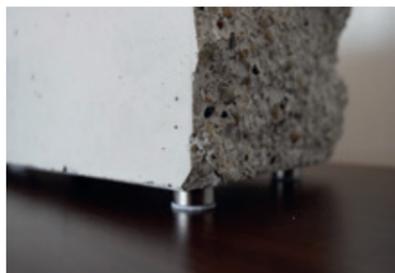
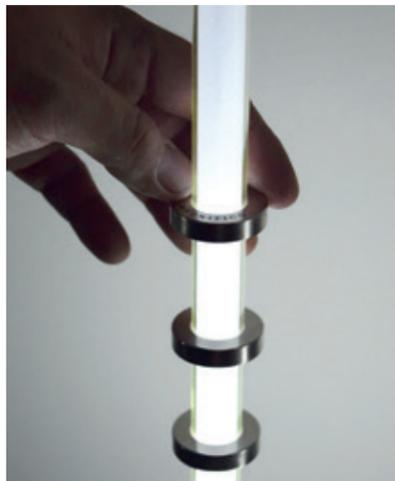
2015

MANUFACTURERS:
VPI CONCRETE MANUFACTORY
WWW.VPI.HU

RANYÁK ÜVEGTECHNIKA
WWW.UVEGTECHNIKA.HU

PHOTO: Szabolcs HORVÁTH,
Dorottya KISS

AWARD: JUNIOR MASTER
OF LIGHT AWARD 1ST PRIZE, 2015



Lampa MAGNIFICO is a step toward reforming everyday home object interfaces. The light switches on by a magnetic impulse that makes the activation experience playful. The automatic timer switch-off function lets this entertaining experience last as long as desired. The innovative and unexpected switch-on method with levitating ring magnets gives the experience of surprise, wonderment to the user and encourages him or her to explore the object further. Household devices evoking these intense experiences should have a place in everyday homes in the designer's approach.

WWW.YOUHU.HU

Concrete Clutch

Genezis Collection

DESIGNERS: Katalin IVÁNKA,
Zsófia Anna KORMOS, Anett GÁLVÖLGYI
PRESS@IVANKACONCRETE.COM

2011

MANUFACTURER:
IVANKA FACTORY PLC
1165 BUDAPEST ÚJSZÁSZ U. 47/C

PHOTO: Balázs MÁTÉ,
Tamás BUJNOVSZKY



WWW.IVANKACONCRETE.COM

Being one of the most dynamically developing architectural and design enterprises in Hungary, IVANKA has been exploring the boundaries of concrete since the millennium. They make high-performance and versatile concrete for use in areas ranging — from architecture to fashion. The reference projects of IVANKA — currently having local branches in 21 countries and an annual manufacturing capacity of 150,000 m² — include facade and cladding systems, interior wall and floor coverings, urban and outdoor elements, furniture and bathware products, as well as highly customised solutions.

Luminari Glass

Glass product line

DESIGNER: S'39 HYBRID DESIGN
MANUFACTURE — Anna BARÓTHY
1074 BUDAPEST SZÖVETSÉG U. 39.
POSTA@S39.HU

2014

MANUFACTURER:
RÁKOSY GLASS LTD — Eszter RÁKOSY
1103 BUDAPEST NOSZLÓPY U. 3-5.
(+36 1 261 0445)

AWARDS: HUNGARIAN
DESIGN AWARD, 2015



LUMINARI Glass is a design glass product line distinguishing itself from the usual cladding and partition systems with its innovative material usage and special looks. It is characterized by the coming together of surprising materials and colours with a fresh and multi-coloured style that came into being through a contemporary design approach and the use of state-of-the-art technology.

WWW.S39.HU
WWW.LUMINARIGLASS.HU
HELLO@LUMINARIGLASS.COM

Avignon mirror

DESIGNER/MANUFACTURER:
Gábor KODOLÁNYI — CODOLAGNI
■ KG@CODOLAGNI.COM

2014

PHOTO: Gábor KODOLÁNYI

WWW.CODOLAGNI.COM



The Codolagni brand represents a new type design model: their objects are designed in-house, manufactured in small series, and worked on mainly manually by the firm. All the pieces dreamed up by designer Gábor Kodolányi are elegant, sophisticated and refined, and great emphasis is always placed on high-quality raw materials and the professionalism of workmanship. The Avignon mirror that is showcased is part of a large product line distinguishing itself from contemporary design furniture with its fine elegance.

Semmelweis Scanner

Hygiene tool

DESIGNERS: FLYING
OBJECTS DESIGN STUDIO LTD
INVENTORS: Ákos LEHOTSKY,
DR. Tamás HAIDEGGER, Péter RÓNA,
Melinda NAGY, László SZILÁGYI

2015

MANUFACTURER/CLIENT:
HANDINSCAN LTD
(+36 1 611 9543)
INFO@HANDINSCAN.COM

SELECTED AWARDS:
HUNGARIAN
DESIGN AWARD, 2015
RED DOT DESIGN AWARD,
BEST CONCEPT, 2015
SCCH GRAN PRIZE, 2016

WWW.HANDINSCAN.COM
WWW.FLYINGOBJECTS.HU



The Semmelweis Scanner — named after the Hungarian physician Ignác Semmelweis, who played a pioneering role in the area of hand disinfection — is an efficient tool which can assess the hygiene condition of an examined hand without touching it. As a result of the well-thought through design and modern technology, the scanner is easy-to-use, gives immediate feedback on the efficiency of the hand-wash, and also collects data for various tests and analysis.

Möbio

Blum & Wolf Wooden Lamps

DESIGNERS:
Farkas PONGRÁCZ, Virág ALBERT
HELLO@BLUMANDWOLF.COM

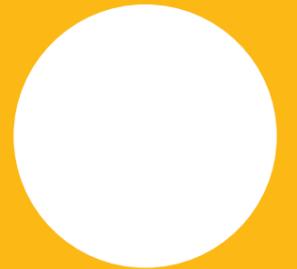
2015

MANUFACTURER:
BLUM & WOLF LUMINARIES —
POLIGON CSOPORT LTD
(+36 20 445 5389)



WWW.BLUMANDWOLF.COM

The beautiful, organic, twisted shapes of the Möbio and Loop lamps are created from thin plywood. The speciality of the luminaires is that the interplay of direct and translucent lights results in an individual effect and a cosy atmosphere. The luminaires provide heart-warming light, and their clean shapes catch the eye as decorative elements even when switched off. Another advantage is the cost-efficient use of material, which results in economical manufacturing, transportation and storage.



Large-scale complex, urban projects to shape the environment

Designers also play a great role in shaping our wider environment and cities.

The complex, joint use of their knowledge of materials and forms, architectural foundations, structural engineering and many other aspects can contribute to resolving such complex problems as global warming and the visualisation of data storage.

CALTROPe

Bioarchitectural structure

DESIGNER/MANUFACTURER:
S'39 HYBRID DESIGN MANUFACTURE
1074 BUDAPEST SZÖVETSÉG U. 39.
POSTA@S39.HU

2014

AWARDS: HUNGARIAN
DESIGN AWARD, 2014
JACQUES ROUGERIE COMPETITION –
INNOVATION AND ARCHITECTURE FOR
THE SEA AWARD 2014



WWW.S39.HU
WWW.CALTROPE.HU
CALTROPE@S39.HU

CALTROPe is an easy-to-install, modular structure reacting in a nature-oriented manner to the challenge caused by the loss of land owing to the rise of sea water levels. The modular system that can build up the lace-like dike structure consisting in part of concrete and in part of local materials can be used in tropical and subtropical river deltas. The dike system, which is in part artificial and in part consisting of live plants, conforms to the changes taking place in nature, and facilitates the filling up of the protected areas with sediment.

Hello Wood

Educational platform and design studio

DESIGNERS/MANUFACTURERS:
HELLO WOOD LTD – Péter POZSÁR,
András HUSZÁR, Dávid RÁDAY,
Orsolya JANOTA, Niki LAKATOS

2015



AWARDS:
ARCHITIZER AWARD, 2015
DESIGN MANAGEMENT
AWARD, 2015

PHOTO: Géza TALABÉR, Tamás
BUJNOVSZKY, Roland PELTÁN-BROSZ

WWW.HELLOWOOD.EU

Hello Wood is a studio organizing international architectural camps and other individual projects based on two basic principles: the use of wood and the blend of artistic and social commitment. The workshop regularly organises summer camps for students, builds small and large-scale temporary structures and carries out significant education and awareness-raising activities related to the responsibility of architecture and design as well as to propagating manual labour.

Litracon

Building material

DESIGNER: Áron LOSONCZI
INFO@LITRACON.HU

2001

AWARDS: RED DOT:
BEST OF THE BEST AWARD, 2005
IF MATERIAL AWARD, 2008
LEAF AWARDS, 2006

PHOTO: Áron LOSONCZI,
Antal SZENTENDREI,
James MORRIS



WWW.LITRACON.HU

The essence of the Litracon Classic® transparent building material is that millions of optical fibres are mixed into the concrete, and lead light through the hard material. The novelty is the homogeneous appearance of the material: the optical fibres, which are the size of a hair, are fully mixed into the concrete body, so the viewer — in contrast with earlier glass-concrete solutions — can see a uniform concrete surface which is also transparent. The widest area of application is architecture, where it can contribute to a general artistic effect with an individual atmosphere, but it works well in internal spaces as well even in the form of small objects or jewellery.

Cubilog

Modular sensor system

DESIGNERS: Péter L. MOLNÁR,
Géza CSIRE, Balázs LENKEI
INFO@MAFORMDESIGN.COM

2014

MANUFACTURER:
CUBILOG LTD 1119 BUDAPEST
PETZVÁL JÓZSEF U. 31–33.

AWARDS: HUNGARIAN
DESIGN AWARD, CERTIFICATE
OF MERIT, 2015

PHOTO: Zoltán MAJOR —
MAFORM LTD

WWW.MAFORMDESIGN.COM



Cubilog is an innovative system uniting modules consisting of built-in sensors for the purpose of consolidating, processing and controlling data. The modules may be selected and put together in a customized manner making a system that can be used in almost any industry, ranging from a number of areas in automation to agriculture or enterprise management. The system may be developed to any extent and in any direction, but its design makes it evident how each module can be distinguished and for what purpose it is used.

FU



Energies shaping the future



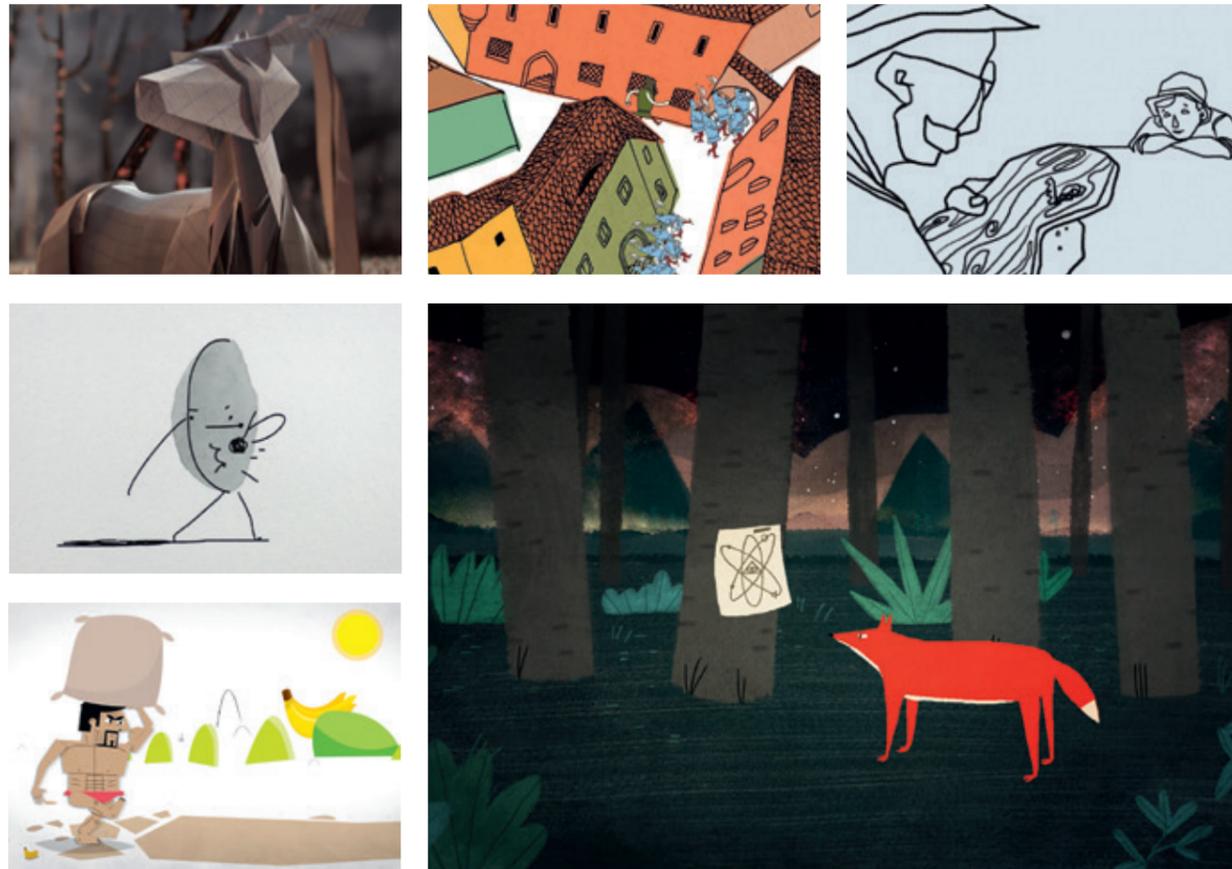
Design is able to predict the future: it reveals solutions and forms which exist today only virtually, but tomorrow they will determine the material environment around us. Animation used in more and more areas, the company image able to handle the entirety of products and services, and the service design are all areas that create a new reality.

MOME Anim

Animated films

2010–2016

WWW.ANIM.MOME.HU
WWW.VIMEO.COM/MOMEANIM



The Animation Department of Moholy-Nagy University of Art and Design Budapest (MOME) has become one of the most predominant creative workshops in Europe. The Department runs the Bachelor's (BA) and Master's (MA) education programs, but it takes part in a number of international projects as well, and fosters the continued existence and renewal of Hungarian animation traditions. The number of awarded films produced within the Animation Department of MOME in recent years has directed attention to the fact that animation is receiving a more and more important role in the world and is a very versatile medium which can be used in a number of areas. The films presented: Symphony No. 42. (2013, Réka Bucsi), Paper World (Papírvilág, 2013, Dávid Ringeisen, László Ruska), Tale (Mese, 2014, Attila Bertóti), Heritage (Örökség, 2013, Zsolt Bukta), How the world began? (Hogyan keletkezett a világ?, 2013, Iván Tamás), Satellite dish (Parabola, 2014, Péter Váczi).

Liszt Ferenc Academy of Music

DESIGNERS: ALLISON ADVERTISING /
Anna FARKAS, ANAGRAPHIC@ANAGRAPHIC.HU
Gergő CUBA, GERGOCUBA@GERGOCUBA.COM

2013

CLIENT: LISZT FERENC
ACADEMY OF MUSIC
SZABO-STEIN.IMRE@ZENEAKADEMIA.HU

AWARD: RED DOT
DESIGN AWARD, 2014
DESIGN MANAGEMENT AWARD,
CERTIFICATE OF MERIT, 2015

WWW.ZENEAKADEMIA.HU



The Liszt Ferenc Academy of Music is one of the most prestigious cultural institutions in Hungary, both an educational and concert centre. The original building is an Art Nouveau work of art inspired by the laurel wreath on the ceiling of the Grand hall and the golden colour in its elements. The thematic image concept, realized later by Allison, was created by the communications team led by Imre Szabó Stein. The Academy of Music is an excellent example of how a complex graphic image can epitomize, systematize and visually represent the entirety of an institution with such complex activities.

ARCHICAD

Building Information Modeling software for architects and designers

DEVELOPER: GRAPHISOFT

FOUNDED IN 1982

WWW.GRAPHISOFT.COM

PHOTOS:
BRADFORD COLLEGE, UK
BOND BRYAN ARCHITECTS
WWW.BONDBRYAN.COM



METROPOL PARASOL, SPAIN
J. MAYER H. ARCHITECTS
WWW.JMAYERH.DE
PHOTO © DAVID FRANCK

ARCHICAD is an architectural Building Information Modeling software of Hungarian origin, the development of which began in 1982. Today, over 200,000 architectural practices rely on ARCHICAD worldwide. In many countries, it is the most widely-known architectural and design software on the market, and is currently the most robust BIM solution available. Its latest version is the first in the industry offering real-time cooperation regardless of the size of the project and the physical distances between the collaborating teams. The secret of its success is that ARCHICAD is developed by architects for architects.

BKK

Centre for Budapest Transport

DESIGNERS: Koppány BALOGH,
Zoltán BUKOVICS, Gábor DÁVID,
Péter GERÉB, András GÓBEL,
Dániel RUPPERT, Kristóf MUNKÁCSI,
PLATINUM STUDIO LTD,
HIDDEN CHARACTERS

2012–2014



CLIENT: BKK PLC
1075 RUMBACH SEBESTYÉN U. 19–21.

AWARD: DESIGN
MANAGEMENT AWARD,
CERTIFICATE OF MERIT, 2013

PHOTO: Dávid NYITRAI,
Simon NYÍRÓ

WWW.BKK.HU

The revitalisation of the design of public transport is a complicated task anywhere in the world because a number of different expectations and professional parameters have to be met in the process of its development. The organisation of public transport in Budapest has been transformed in recent years, and large-scale developments have started. In this wide-ranging system, the coherent use of a uniform design approach was especially important. The use of changing information systems, new services and communication devices shows the continuous application of design management. The communication of BKK is one of the key image-shaping forces of Budapest.

Imprint

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Curator

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Medence Group

Graphic design

Dániel NAGY / Stalker Studio

