**Poznań, 21 October 2019**

**PRESS RELEASE**

**ARENA DESIGN 2020**

**SLOWNESS, the motto of ARENA DESIGN 2020 in Poznań**

**Keep the last week of February for a meeting with contemporary design**

**Responsibility. Balance. Regionality. Every year the ARENA DESIGN trade fair triggers important debates on social and aesthetic aspects of design. In 2020 the fair will focus on the concept of *slowness*. So it is worth booking the last week of February for ARENA DESIGN 2020.**

ARENA DESIGN 2020 is a trade fair mindful of the ecological abyss the world has fallen into. It is sensitive to economic overproduction, keeping a close eye on the psychological consequences of these rapid changes. Last but not least, it is a fair that strives to challenge the contemporary times and opens up to a dialogue about new lifestyles, creation and production.

**Where and when**

ARENA DESIGN 2020 will be held from **25 to 28 February 2020** at the **Poznań International Fair**. In the coming year, producers, designers, exhibition curators and special guests will have the whole area of hall 3 at their disposal. Thanks to a separate space, specially arranged by the organizers and exhibitors, the audience will be able to get an even deeper feeling of the atmosphere at the 12th edition of the fair, as well as take part in an open discussion about the concept of *slowness*.

**Main theme: SLOWNESS**

The fast pace of social change, industrial overproduction and technological revolution have led us to live in a culture that is dependent on fast pace, maximal efficiency and one characterized by a surplus. We consume and throw away. Rushing each day we exploit the world without realizing the consequences of such actions. Confronted with an ecological disaster, ARENA DESIGN 2020 proposes to start a discussion on the idea of *slowness*.

Last year, the event was devoted to various aspects of ‘Transformation’ including social, technological and economic ones, but also those that are fundamental for design, i.e. transformations of materials, production processes or artist skills; changes that are rapid and strongly affecting the environment. This year's theme of *slowness* is therefore an outcome of last year’s debates. Slowing down and not rushing are no threat to the world economy. On the contrary, we are reaching the end of the planet’s sustainability. That is why it is worth looking for good, modern and innovative solutions, thanks to which we can introduce the goods manufactured back into circulation. We focus on quality, local character and sustainable development. We want ARENA DESIGN 2020 to become a space for thinking about implementing the *slowness* movement into business strategies or brand development strategies.

**Program: EXHIBITIONS, DEBATES, GUESTS**

ARENA DESIGN is a one-of-a-kind cultural event on the Polish market, where bold and innovative works by Polish and foreign designers are presented, and where aesthetic trends are created. It is also an event that provides an opportunity for a broad discussion about current and important problems of the design industry. This year the debates will focus on conscious use of raw materials, conscious branding and responsible design. ARENA DESIGN 2020 will host many **exhibitions** and **lectures** devoted to the slowness movement as well as **debates** addressed to interior designers and architects. It will be attended by **prominent figures in the field of contemporary industrial design**, as well as **authors who set new directions for design**.

“ARENA DESIGN 2020 strongly expresses its opposition to counterfeiting in the field of design. Taking into account new regulations concerning the manufacture of artistic works and protection of intellectual property rights, we will make every effort to ensure that ARENA DESIGN 2020 includes only original creations,” highlights Maria Jeglińska-Adamczewska, creative director of ARENA DESIGN.

**More information: [www.arenadesign.pl](http://www.arenadesign.pl)**

**ARENA DESIGN**

**Poznań International Fair, pavilion 3**

25-28 February 2020

ul. Głogowska 14

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**MEDIA**

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