



gdynia
design
days

solidary*

Gdynia, 8 March 2021

GDD 2021 solidary*

This year will mark the 14th edition of our design festival and the first one to also tackle the subject of shared responsibility. This year's motto, *solidary*, is a call for action, urging us to take matters in our own hands.

Gdynia Design Days 2021 provides an opportunity to revise our actions in terms of their impact on the planet and our immediate surroundings, including our city, district, and local community. One of the elements that will reflect this approach is the festival's visual design.

Once again, we have invited Hardziej Studio – Patryk Hardziej and Ada Zielińska – to cooperate, and they have taken a very bold approach to this year's communications.

“*Solidary* pays attention to the social aspect of design, to shared responsibility, humanity, and friendship.

Such honest intentions cannot be promoted in an idealized, distorted manner typical for advertising. We decided to go for an uncompromising, and yet fully transparent approach. We opted for simple, black letters and the most widespread font, Times New Roman, to convey the messages just as they are – without any coquetry or distracting the viewers' attention. As a result, we can focus our communication on what's really important.”

*the 14th edition of the design festival and the first one on shared responsibility

where? www.gdyniadesigndays.eu

FB: facebook.com/gdyniadesigndays

Instagram: @gdyniadesigndays

official hashtag: #GDD2021 #GDD #gdyniadesigndays #solidarni #solidarity