

**Poznań Design Festiwal** with the motto “**Social Design**” with a new, autumn date.

We are different and therefore design should not be for all, but for a collection of differences. This sentence might serve as an introduction to this year's edition of Poznań Design Festiwal, to be held between **September 25 and October 3, 2020**.

The motto of this year's edition of the Festival is “Social Design”. It focuses on creative solutions to often complex problems, always with great sensitivity to social context. Social design involves ecological and economic responsibility, as well as the pursuit of positive change, i.e. improvement of people's quality of life.

This year's COVID-19 epidemic posed new challenges for the organisers. First of all, it changed the way of thinking about issues such as public space. Thinking about it changed almost overnight. Squares, parks, streets, offices, and courtyards are supposed not only to foster interpersonal interaction, but also to provide distance and guarantee access to clean air. Handles, lifts, pens, keyboards, screens, and hundreds of items that we unknowingly touch every day have suddenly become potential viral hazards, which we fight by wearing gloves, face masks and disinfecting our hands with chemical agents.

"However, this does not mean that previously known problems have ceased to exist. These problems include climate change, progressive urbanization of the world, the ageing of entire societies, access to elementary goods and services, and the plague of loneliness. All these issues will also be the theme of this year's Poznań Design Festiwal, which will take place for the seventh time", says Andżelika Jabłońska, Festival Director.

The organization of the event itself has become a different kind of challenge, starting from shifting its date to autumn. The organisers hope that the restrictions related to the state of the epidemic will not be tightened up again and the exhibitions planned from September 25th to October 2020 will be able to take place, ensuring vibrant yet safe contact with the objects on display. The whole festival will follow a hybrid form. The exhibitions will be accompanied by online presentations. Meetings, discussions and lectures will be broadcast online and recorded. This will make the events of Poznań Design Festival accessible to those concerned about their health or for other reasons unable to participate in person. It will also make it possible to hold the Festival even in case of another tightening of sanitary regulations related to the coronavirus pandemic.

The programme will be complemented by workshops for people of all ages and film screenings, prepared in cooperation with Short Waves Festival. There will also be extensive multimedia documentation which will provide access to festival resources in the future. Ensuring the sustainability of the effects is vital for the optimal and fullest use of resources (energy, raw materials, work, and knowledge), as well as public funding from the budget of the City of Poznań. As a result, admission to most events will be free of charge, although participation in some will require prior registration, due to logistical considerations and the intention to ensure comfort and safety for participants and hosts.

The principal venue of Poznań Design Festiwal 2020 will be Stary Browar / Old Brewery.

The organiser of the event is Fundacja Made in Art.

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