CONNECTING DESIGN AND INDUSTRY

# Businesses in the value chain

## Maremico, d. o. o.

The firm Maremico, d. o. o., owns Lectus, a brand of top-notch waterbeds, and the Leticia brand of modular beds. Since its foundation in 1994, it has developed into a highly specialist firm in the field of waterbeds and modular beds, which are completely manufactured in Slovenia. Great attention is paid to design, which is increasingly important to users' satisfaction, business success and development.

*www.lectus.si, www.leticia.si*

## Mizarstvo Amek, Andrija Đalić, s. p.

Carpentry Amek manufactures customised solid wood eco-furniture from oak. The furniture is not varnished, but oiled, which guarantees that the wood remains a natural material also as a finished product. The focus is on the development of own brand-based innovative and discernible design.

*www.amek.si*

## Mizarstvo Strahovnik, Domen Strahovnik, s. p.

Carpentry Strahovnik has a long tradition in manufacturing customised furniture. The firm makes home, office and boat furniture. Their long-term success is founded on quality manufacturing, adjustment to the individual needs of customers, and heeding design and technological guidelines.

*www.mizarstvo-strahovnik.si*

## Špac, d. o. o.

Carpentry ŠPAC advises, designs, manufactures and assembles customised furniture for business premises (offices, shops, hospitality establishments), schools, nurseries and homes (kitchens, sleeping rooms, bathrooms, built in wardrobes). In manufacturing furniture, particular attention is paid to the use of quality materials and the aesthetic and functional design.

*www.spac.si*

## Tapetništvo Luka Debevec, s. p.

Upholstery Debevec manufactures upholstered furniture and marine upholstery and offers other upholstery services. In planning their production, they adapt to the wishes and needs of their customers, whereby they strive to design and produce products perfected in terms of design and function.

*www.debevec.si*

# Value chain

Initiator and organiser of the value chain: **Regional Development Agency of the Ljubljana Urban Region (RDA LUR)/Regional Creative Economy Centre (RCEC)**

Sincere thanks to all partners in the value chain:
**Institute for Economic Research (IER)**

**Academy of Fine Arts and Design, Department of design (ALUO)**

**Designers:**

Miha Štih (ALUO, 4th year), Jernej Koželj (ALUO, 3rd year), Klemen Smrtnik (ALUO, graduate), Dejan Kos (ALUO, 4th year), Manca Mencin (ALUO, 4th year), Blaž Habjanič (ALUO, 3rd year), Ernest Vider (ALUO, graduate), Neža Uran (ALUO, graduate), Petra Ždárska (Czech Republic), Žiga Culiberg (ALUO, graduate), Jaka Verbič (ALUO, graduate), António Vieira (Portugal), Matej Colja (ALUO, 4th year), Manca Kanc (ALUO, 3rd year), Pinar Alkan (Turkey), Miha Čuden (ALUO, 4th year), Blaž Dežman (ALUO, 4th year)

**Businesses:**

Maremico, d. o. o.
Šlandrova ulica 4,
1231 Ljubljana Črnuče,
T 01 56 10 900,
E: lectus@maremico.si,
W: lectus.si

Mizarstvo Amek,
Andrija Đalić, s. p.
Velika Ligojna 5a,
1360 Vrhnika,
T 01 7502 258,
E: MizarstvoAmek@amis.net,
W: amek.si

Mizarstvo Strahovnik,
Domen Strahovnik, s. p.
Vrečerjeva ulica 3,
3310 Žalec,
T 03 571 68 01,
E: domen.strahovnik@gmail.com,
W: mizarstvo-strahovnik.si

Špac, d. o. o.
Obrtniška ulica 2,
1353 Borovnica,
T: 01 754 82 46,
E: info@spac.si,
W: spac.si

Tapetništvo Luka Debevec, s. p.
Podplešivica 37,
1357 Notranje Gorice,
T: 01 756 50 98,
E: luka@debevec.si,
W: debevec.si

The Connecting Design and Industry project is run within the framework of the international partnership project 'Creative Cities'. For additional information about the project: *http://www.creativecitiesproject.eu/en/index.shtml in http://www.rralur.si/aktualni-projekti/kreativna-mesta/*

Contacts

**Regional Development Agency of the Ljubljana Urban Region**

Lilijana Madjar, MMSc, director
Tehnološki park 19
1000 Ljubljana

**Regional Creative Economy Centre**

Nataša Mršol
T: 01 306 19 23
E: natasa.mrsol@ljubljana.si

Tina Pezdirc Nagrašek
T: 01 306 19 21
E: tina.pezdirc@ljubljana.si

Aidan Cerar
T: 01 306 19 21
E: aidan.cerar@ljubljana.si

Petra Petan
T: 01 306 19 20
E: petra.petan@ljubljana.si

RRA LUR
IER
Ustanoviteljica RRA LUR Mestna občina Ljubljana
Univerza v Ljubljani Akademija za likovne umetnosti in oblikovanje Oddelek za industrijsko in unikatno oblikovanje

design_rok marinšek

# CONNECTING DESIGN AND INDUSTRY

## Interdisciplinary value chain

Creative Cities
CENTRAL EUROPE
EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND
This project is implemented through CENTRAL EUROPE Programme co-financed by ERDF

# About the value chain

The value chain **Connecting design and industry** is an innovative working process connecting young designers with huge creative potential with furniture manufacturers. The initiator and executor of the pilot value chain is the **Regional Development Agency of the Ljubljana Urban Region (RDA LUR)**. In order to promote successful economic operation among creative industries, RDA LUR founded a **Regional Creative Economy Centre (RCEC)**, which is already executing projects for an interdisciplinary association of creative industries with businesses in the region.

In realising the first project of the value chain of designers and furniture industry, RDA LUR associated with the **Department of design** of the **Academy of Fine Arts and Design (ALUO)** and the **Institute for Economic Research (IER)**. Under the mentorship of **Professor Vladimir Pezdirc** (ALUO), the designers prepared twenty-five draft designs for furniture products. Firms participating in the value chain decided to make eleven prototypes which could be successful in the Slovene and international markets.

*„Slovenia is ranked among the countries with a huge potential supply of wood. We have sufficient quantities of quality timber, carpentry expertise and a developed design discipline. What we need are fresh business models which will connect the wood industry with the design and marketing disciplines in a way that creates high added value wood products. At RDA LUR, we connect and operate for the purpose of transforming potential into genuine business successes for individuals, businesses and the entire region. Our RCEC is planning new value chains which will generate new forms of association of creatives from creative industries with businesses".*

***Lilijana Madjar**, Director of RDA LUR*

# Prototypes from the value chain

*Manufacturer:* Maremico, d. o. o.
*Product:* VOGL bed
*Designer*: Miha Štih

*Manufacturer:* Maremico, d. o. o.
*Product:* OLD HABITS DIE HARD bed
*Designer:* Klemen Smrtnik

*Manufacturer:* Mizarstvo Amek, Andrija Đalić, s. p., and Maremico, d. o. o.
*Product:* AFTERNOON DILAJT bed
*Designers:* Klemen Smrtnik and Dejan Kos

*Manufacturer:* Mizarstvo Amek, Andrija Đalić, s. p.
*Product:* TRAMEK cabinet
*Designer:* Dejan Kos

*Manufacturer:* Mizarstvo Amek, Andrija Đalić, s. p.
*Product:* SPIREA luminaire
*Designer:* Blaž Habjanič

*Manufacturer:* Mizarstvo Strahovnik, Domen Strahovnik, s. p.
*Product:* Dining table Yon
*Designer:* Ernest Vider

*Manufacturer:* Mizarstvo Strahovnik, Domen Strahovnik, s. p.
*Product:* Worktable X
*Designer:* Neža Uran

*Manufacturer:* Špac, d. o. o.
*Product:* SEZAMY club table
*Designer:* Žiga Culiberg

*Manufacturer:* Špac, d. o. o.
*Product:* POGANJALČEK children's play element
*Designer:* Jaka Verbič

*Manufacturer:* Špac, d. o. o.
*Product:* GROW UP children's furniture (bed, table, shelf and hanging cabinet)
*Designer:* Matej Colja

*Manufacturer:* Tapetništvo Luka Debevec, s. p.
*Product:* WETLAND upholstered furniture
*Designer:* Matej Colja

*Photo:* **Luka Ažman** */design:* **Klemen Smrtnik and Dejan Kos** /Afternoon Dilajt bed/ *manufacturers:* **Maremico d.o.o. and Mizarstvo Amek, Andrija Đalić, s.p.**

*Photo and design:* **Ernest Vider** /dining table Yon/ *manufacturer:* **Mizarstvo Strahovnik, Domen Strahovnik, s.p.**

*Photo and design:* **Žiga Culiberg** / Sezamy club table/ *manufacturer:* **Špac d.o.o.**

*Photo and design:* **Matej Colja** / Wetland upholstered furniture/ *manufacturer:* **Tapetništvo Luka Debevec, s.p.**

*Photo:* **Klemen Smrtnik** */design:* **Dejan Kos** /Tramek cabinet/ *manufacturer:* **Mizarstvo Amek, Andrija Đalić, s.p.**

## The value chain 2011/2012

**November 2011**
*Event introducing the value chain at Ambient Fair 2011, 160 attendees at the lectures of designers Ilkka Suppanen and Jure Miklavc; a roundtable on the role of design in the Slovene furniture industry.*

**December 2011 – January 2012**
*Businesses and designers enter the value chain.*

**March 2012**
*Participating furniture industry companies are presented to designers; they later visit manufacturers and become acquainted with technical capacities and production methods.*

**April 2012**
*Designers present their draft designs to companies.*

**May – June 2012**
*Exhibition of 25 draft designs in the central atrium of Ljubljana Town Hall.*

**September – October 2012**
*Production of 11 prototypes underway at company plants.*

**November 2012**
*Presentation of prototypes at the Ambient Fair 2012 in a shared showroom in Hall A2; lectures by Luke Pearson and Ellen O'Hara on British trends in design and creative industries.*