



The Hungarian Design Council has been renewed

Budapest, 28 September 2015 – The renewed Hungarian Design Council (MFT) held its inaugural meeting today. Following the meeting, the Council also held its first professional event, the Jam Session program to promote the objective of fostering design-driven economic development. The program is aimed to support businesses of the creative industries.

The renewed body of the Hungarian Design Council held its inaugural meeting in the Museum of Applied Arts at 11 am today. The body which is presided by dr. Miklós Bendzsel and mandated for a three-year period aims to promote the role of design in the use of innovative capacities, economic growth and improving competitiveness by reinforcing the contact between design and technology. This task is well reflected in the composition of the body. The key to the dissemination of design approach and raising design awareness is the openness of the representatives of public administration, the profession, and educational and economic organisations for cooperation. To see more of the mission statement of MFT, the list of its members and the achievements made so far, please visit the renewed homepage of the Council: <http://www.hipo.gov.hu/hu/testuletek/mft/rolunk/az-mft-tagjai-2015-2018>.

As part of the series of events Design Week Budapest, a joint program by MOME+ and Start Up Guide was organised under the name 'Jam Session', which was hosted in the Museum of Applied Arts. The invited specialists of the creative industries discussed the tight connection between innovation and the creative industries, their strong economic impact and the social value of design in a Round Table debate.

Start Up Guide, the electronic publication of the Hungarian Design Council has been supporting early-stage designers in Hungary by offering them an insight into the market conditions of the creative industries for the last ten years. At this meetup, the good examples and inspiring ideas of the Start Up Guide editors – the Guide is also regarded as the 'Bible' of start-ups – advises on how to present ideas as a designer to the potential investors or what opportunities are included in the Széchenyi 2020 Program. The MOME+ Team led by Andrea Schmidt and Pál Koós – design mentors and their clients – demonstrated their experience and some designers who successfully developed through the early stage of their career such as S'39 Hybrid Design Manufacture and Goga Food Design talked about the opportunities inherent in design. The meeting also introduced the volume of MOME+.

"The publications and this meeting today sum up the information and experience to an innovative and creative generation and offer advice on how to capitalise on the accumulated knowledge in a partly unknown field." - said dr. Miklós Bendzsel, President of the Hungarian Design Council.

*Mission Statement

"The Hungarian Design Council aims to contribute to the improvement of life quality and increasing competitiveness of the national economy by the tools of design. With our joint efforts, we are trying to establish a flourishing country whose citizens live in an aesthetic and healthy environment, respect and cherish their traditions, consciously adopt their cultural identity and acknowledge that design largely contributes to well-being in the heart of Europe."

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President:

dr. Miklós Bendzsel – president, Hungarian Intellectual Property Office

Members:

dr. András Bauer – department head, associate professor, Faculty of Business Administration, Corvinus University of Budapest

Zoltán Cselovszki – acting director, Museum of Applied Arts

József Fülöp – professor, rector, Moholy-Nagy University of Art and Design Budapest

Gulyás Gábor – director, The Ferenczy Museum of Szentendre

Béla Karsai – president, Karsai Holding Plc.

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Pál Koós – associate professor, department head, Faculty of Design, assistant director, Institute of Design, Moholy-Nagy University of Art and Design Budapest

Péter Lelkes DLA – member of the Hungarian Academy of Arts, holder of the Munkácsy Mihály Award, designer, hab. private professor of the Budapest University of Technology and Economics

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Judit Osvárt – design specialist, Osv-Art Ltd., possessor, manager, project manager of Budapest Design Week

dr. Attila Simon – chief executive officer, Herend Procelain Manufactory Plc.

Judit Várhelyi – design specialist, BEDA board member, Icsid regional adviser