

**DIZAJNA\_ARHITEKTONSKI FAKULTET** ■ projekt *project* **Reinvented Functionality** ■

suradnici\_studentsi Studija dizajna *collaborators\_design students* Ivan Veljača | Dora Budor | Carmen Mikuš | Luka Vucić | Nina Bačun | Korina Hrnčir | Tena Letica | Elvis Tomljenović | Maja Mesić | Antonio Šunjerga | Karolina Borković | Dino Smrekar ■ 2004. ■ opis projekta *project description* --- Radionica Reinvented functionality rezultat je suradnje između Studija dizajna i Hrvatskog dizajn centra, nastala kao dio projekta Dizajn za održivi razvoj. Osmišljena je s ciljem da među studentima potakne svijest o odgovornu pristupu procesu dizajna, kritičkoj analizi proizvodne okoline te kulturološko-socijalnoj vrijednosti dizajna. Zadatak je bio od dostupnih materijala i tehnologije osmisliti i izraditi opremu za stanovanje. Tome je prethodilo istraživanje odnosa između predmeta i korisnika, uz postavljanje novih konceptualnih vrijednosti radi unapređenja postojećih potencijala pri njihovoj upotrebi. Projekt se bavi temama kao što je utjecaj vremena na proizvode za svakodnevnu upotrebu ("umiranje proizvoda") i procesima kroz koje proizvodi prolaze do trenutka svoje "smrti". Metode rada uključuju dizajn iz ready made i postavljanje uporabnog predmeta u novi kontekst, čime se otvara mogućnost njegove nove primjene ("produljeni život" proizvoda). Provedeno je istraživanje fenomena second hand market, gdje su i nabavljeni pojedini redizajnirani proizvodi. Studenti svojim pristupom preispituju ustaljene norme i tragaju za alternativnim rješenjima. Proizvodi reinvented functionality ukazuju na intervenciju u funkcionalnost proizvoda na dvije razine. Na prvoj se odbačenu ili prethodno iskorištenu proizvodnju daje "novi život" tako da ga se upotrebljava u potpuno novom kontekstu. Druga razina rezultat je proučavanja procesa upotrebe određenog proizvoda, iz čega proizlazi intervencija u njegovu postojeću funkcionalnost, dodana vrijednost proizvoda. Projekt se bavi propitivanjem uvjetovane definicije proizvoda i mogućnostima njegove redefinicije u promijenjenom kontekstu. ■ *The Reinvented Functionality workshop is the outcome of collaboration between the Design Studio and the Croatian Design Centre that was itself part of the Design for Sustainable Development project. It was devised with the objective of inculcating in students awareness of an accountable approach to the design process, about a critical analysis of the production environment and of the cultural and social values of design. The task was to think up and make interior design goods out of available materials and technology. This had to be preceded by an investigation of the relationship between object and user, with the establishment of new conceptual values for the sake of improving existing potentials in their utilisation. The project deals with topics such as the effect of time on everyday use items (the death of products) and processes through which the products pass until the moment of their demise. Methods of work include design from ready-mades and the placing of the use object in a new context, thus creating the opportunity for it to be used in a new way (extended life). Research was carried out into the second hand market where some of the redesigned products were actually obtained. In their approach, the students were to reinvestigate settled standards and to search for alternative solutions. Reinvented functionality products show interventions into product functionality at two levels. At the first, the discarded, already-used object is given a new life by letting it be used in a totally new context. The second level is the result of the study of the processes of the use of a given product, which gives rise to the intervention into its existing functionality, the added value of the product. The project deals with testing out the dependent definitions of products and the possibility of redesigning them in a modified context.* ■ [www.hdc.com.hr](http://www.hdc.com.hr)

● ● Studij dizajna | School of Design



01 Nina Bačun, Ivan Veljača Stol: dodirni mi koljena! | Table: Touch My Knees

02 Nina Bačun|Ivan Veljača Niski stolić s jastukom | Low Table with Cushion

03 Nina Bačun|Ivan Veljača Stol sa šlapicama | Table with Slippers

04 Karolina Borković Reality TV | Reality TV

05 Carmen Mikuš Svjetiljka-kišobran | Umbrella Lamp

06 Dora Budor Polica za kupaonicu: hang on! | The Hang on Bathroom Shelf

07 Tena Letica Pločice sliders | Sliders Tiles

08 Luka Vucić Serijsa posuđa vinilka, svjetiljka vinilka | Series of LP Pots, LP Lamps

09 Maja Mešić Vanity table | Vanity Table

10 Antonio Šunjerga|Nina Bešlić Ladičar Mystic | Mystic Chest of Drawers

11 Nina Bačun Otirač | Doormat

12 Nina Bačun|Ivan Veljača Bikemopa | Bikemop

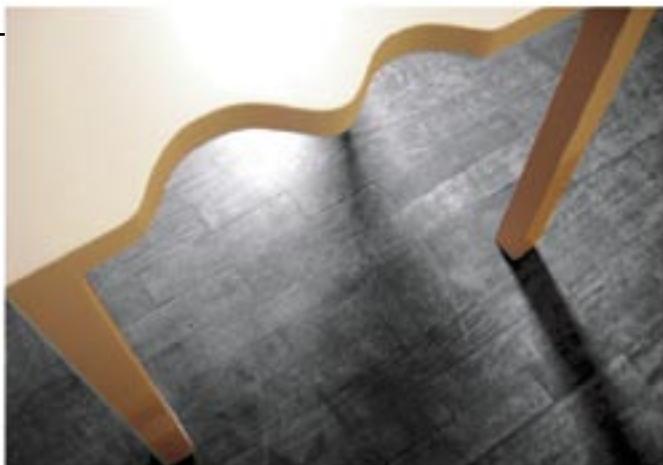
13 Tena Letica|Antonio Šunjerga|Korina Hrnčir Brailleove pločice za češkanje | Braille Scratching Tiles

14 Korina Hrnčir Ležaljka od teniskih loptica | Tennis Ball Lounger

15 Elvis Tomljenović Noćni svjetleći ormarić | Lighted Bedside Table

16 Nina Bačun|Ivan Veljača Grabljice za kapute "Gimme 5" | Coat Rake "Gimme 5"

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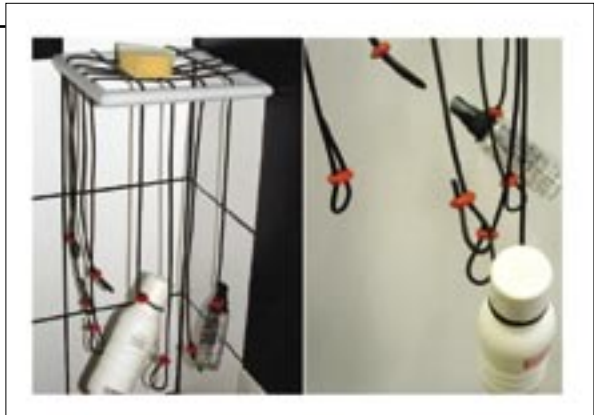
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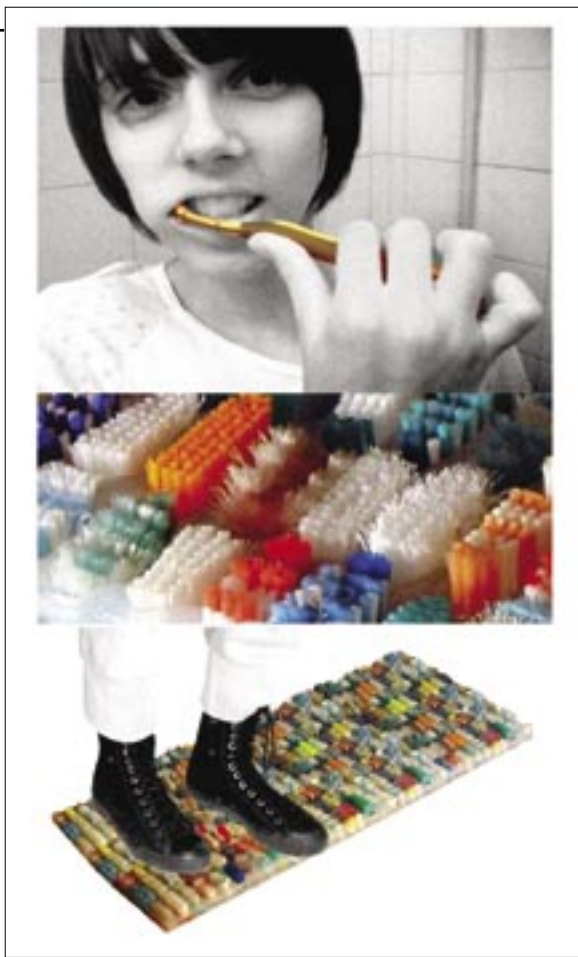
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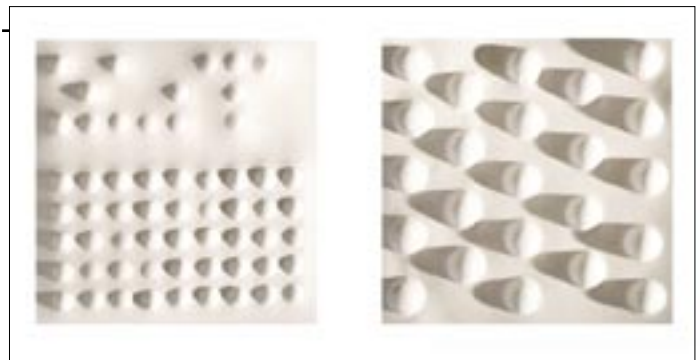
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