

60 ■ autorica *author* **SANJA HORVAT** ■ koautori *co-authors* Ivana Fabio | Aleksandar Kovač | Ljubomir Mišćević

■ suradnici *studentsi* polaznici ljetne škole *collaborators* *summer school students* Maja Mesić | Bojan Drezgić | Marija Sporiš | Korina Hrnčir | Tajana Zver | Tena Letica | Hrvoje Bielen | Marko Jovanovac ■ projekt *project* Ljetna škola Studija dizajna Motovun 2005. Metamorfoza grada i komunikacija svjetlom | The Design Studio Summer School, Motovun 2005. Metamorphosis of the city and communication with light ■ 2005. ■ opis projekta *project description* --

- Ljetna škola Studija dizajna pokrenuta je kako bi ponudila dodatne sadržaje i znanja kao intelektualnu nadogradnju postojećega nastavnog programa u problematici dizajna, a namijenjena je najperspektivnijim studentima. Studenti imaju priliku ne samo usvojiti nova znanja kroz predavanja i studijske obilaskе, nego i produbiti ih kroz interaktivnu komunikaciju s voditeljima i gostujućim predavačima te kreativno reagirati vlastitim idejama sudjelujući na pratećim radionicama. Osnovni su ciljevi škole poticanje poštovanja tradicije, holističkog pristupa i multidisciplinarnе komunikacije i suradnje. Boravak u očuvanu srednjovjekovnom okružju Motovuna, uz predavanja i razgovore o istraživanju, vrijednostima i načinima očuvanja graditeljskog nasljeđa poticaj su studentima da spoznaju vrijednost i potrebu očuvanja tradicije. Posebnu vrijednost takva tipa nastave čine specifični uvjeti rada, u kreativno i misaono poticajnu okružju Motovuna i motovunskoga Studijskog centra Arhitektonskog fakulteta Sveučilišta u Zagrebu. Izravna, intenzivna i kontinuirana komunikacija studenata s voditeljima, predavanja i razgovori s gostujućim predavačima i sponzorima te studijski obilasci osmišljeni su kao dodatno poticanje studenata na sveobuhvatni pristup istraživanju te na otvorenost prema komunikaciji i suradnji s drugim strukama tijekom promišljanja i rješavanja problema. Metamorfoza grada i komunikacija svjetlom Među mnogim uočenim stvarnim potrebama s aspekta dizajna u kontekstu Motovuna i Istre, kao društveno i kulturološki aktualna a problemski vrlo kompleksna i zanimljiva, izabrana je problematika vezana uz Motovun Film Festival. Od 1999. godine Motovun je svakog ljeta domaćin svjetskome filmskom festivalu Motovun Film Festival. Lani je, tijekom pet festivalskih dana, 977 stanovnika gradske jezgre i okolice ugostilo više od 20.000 sudionika i posjetitelja Festivala. Broj posjetitelja svake je godine sve veći. Grad tijekom priprema za Festival i njegova održavanja doživljava velike i važne promjene, ali je fascinantno da tijekom tih promjena ne gubi svoju atmosferu i identitet. Jednako je fascinantna sposobnost i lakoća s kojom se grad nakon Festivala vraća svome miru. Uz prepoznate mnoge prednosti i pogodnosti takva događaja, uočeni su i problemi zbog boravka velikog broja posjetitelja u gradu i njegovoj okolici. Većina tih problema dosad se rješavala provizorno, više ili manje uspješno. U kontekstu Motovuna kao turističkog odredišta i domaćina filmskog festivala na otvorenome, uočena je velika potreba za vrlo specifičnom uporabom svjetla, čije su mogućnosti raznolike, u eksterijeru. Uporaba svjetla u oblikovanju prostora i komunikaciji izabrana je kao tema i zbog svoje globalne i lokalne aktualnosti i zbog multidisciplinarnosti informacija, istraživanja i razvoja inovacija. U težnji da studenti dane informacije i znanja dobiju kroz konkretno iskustvo, osmišljena tema kombinacija je stvarnih potreba i aktualnih informacija kao podloga za kreativno promišljanje. Desetodnevna Ljetna škola Studija dizajna Motovun 2005. zaključena je predstavljanjem radova i izložbom u Studijskom centru u Motovunu. Studentski projekti-koncepti i idejna rješenja na temu komunikacije svjetlom, nastali kao rezultat ljetne škole, predstavljeni su crtežima, maketama i simulacijama na računalu. ■ *The Design Studio Summer School was launched in order to provide extra contents and knowledge, as an intellectual add-on to the existing syllabus in the design area, meant for the most promising students. The students get the opportunity not only to take on new knowledge through the lectures and the study tours, but also to deepen it through interactive communication with leaders and guest lecturers, as well as to react creatively with their own ideas through taking part in the accompanying workshops. The fundamental objectives of the school are to induce a respect for the tradition, a holistic approach and multidisciplinary communication and collaboration. A period spent living in the medieval town of Motovun, along with lectures and conversations about research into, the values and ways of keeping up the architectural heritage, are good inducement to the students to become acquainted with the value of the tradition and the need for its preservation. The particular value of this kind of teaching inheres in the specific conditions of the work, in the intellectually and creatively motivating surrounds of Motovun and the Motovun Study Centre of the Architecture Faculty of Zagreb University. Direct, vigorous and continuous communication of students with leaders, lectures and talks with guest lecturers and sponsors, as well as study tours, are conceived as additional inducement to the students to have a comprehensive approach to research and to be open to communications and collaboration with other disciplines during problem consideration and solution. Metamorphosis of the city and communication with light Among the many real needs observed from the design aspect in the context of Motovun and Istria, the issues surrounding the Motovun Film Festival were selected as being socially and culturally very topical as well as complex and interesting in problem terms. Since 1999, each summer, Motovun has hosted the international Motovun Film Festival. Last year, during the five days of the event, the 977-strong population of the city centre had to accommodate more than 20,000 people who were taking part in and attending the Festival. Each year, the number of visitors is greater. During the preparations for it and during its holding, the city undergoes large and important changes, and yet, fascinatingly enough, during these changes it does not lose its own atmosphere and identity. Equally interesting is the capacity of the town to reassume its own calm after the Festival is over. And yet with all the advantages of such an event, there are problems attendant on having so many visitors staying in the town and around. Most of these problems have to date been settled ad hoc, with more or less success. In the context of Motovun as tourist destination and film festival venue in the open air, a very considerable requirement for a specific form of lighting has been seen, with the use of lighting that is very flexible and capable of being applied in the open air. The use of light to give shape to space and for communication was selected as theme because of its simultaneous local and global currency and because of the multidisciplinary in the R&D necessarily present. Since the aim is for the students to acquire their new knowledge through hands-on experience, the topic has been so devised as to combine real needs and current information as the ground for creative thinking. The nine-day Design Studio Summer School, Motovun 2005, was concluded with the presentation of some of the works and an exhibition in the Motovun Study Centre. Student projects, concepts and conceptual solutions on the topic of communication with light created in the summer school were represented by drawings, models and computer simulations.*

- 01 Tena Letica Svjetleći korov | *Lighted weed*09 Maja Mesic Veli Jože | *Veli Jože*
- 02 Bojan Drezgić Ritam grada | *Rhythm of the City*
- 03 Tajana Zver Pop-up light | *Pop-up light*
- 04 Marija Sporiš Sat | *Clock*
- 05 Tena Letica Krijesnice | *Glow-worms*
- 06 Marija Sporiš Individualno svjetlo | *Individual light*
- 07 Korina Hrnčir Šetalište kao noćna izložba | *Promenade as nocturnal exhibition*
- 08 Bojan Drezgić Vrata koja nekud vode | *A door going nowhere*
- 10 Hrvoje Bielen | Tajana Zver | Marko Jovanovac Vizualni identitet Ljetne škole Studija dizajna | *Visual Identity of the Design Studio Summer School*

