

Design on the wheels.

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Design on the Wheels is a project of six students Alica Horváthová, [Martina Rozinajová](#), Lubica Segečová, [Tomáš Klepoch](#), Matúš Lelovský and [Juraj Blaško](#) of Academy of Fine Arts and Design in Bratislava from the Department of Visual Communication.

The story began here, by the salami. You can wonder what are we showing you and even what are we doing here. We will get to the punch line soon. This salami contains about 40% of water, 30% of flour, 10% of soya and only 20% of meat. Despite of containing only 20% of meat this salami is the bestseller. People don't mind that this product is very far away from meat, because it's cheap. This salami contains about 130% of meat, but hardly anybody buys it. It is 4 times more expensive than previous one. People buy something that looks like salami rather than pay more for the real bunch of meat.

The same story is the visual culture in Slovakia. Every day we can see the products of the similar attitude. As we can see on these images. However this is an example of very avant-garde way of shop-window arranging. But this was created by accident not on purpose. We wanted to change this situation. We thought and still we think that it is possible to change the way of reception of design among common people.

We had to carry out the right way how to do it. Common way of solving the design problem that most of the creative agencies practice was not convenient. Our ambition was to bring the design to common people who don't look up for designers. They have several reasons for doing so: They don't know what is designer for, they don't know where to look up designer, they think that they can manage it without designer or simply they can not afford the designer. So if they are not looking up for us, we have to look up for them.

Last summer we founded Design on the wheels. First of all we had to get some money. Last year we got the grant from EU program Youth- culture and education, this year we didn't get any and we used our savings. Then we rented a van and packed it with the laptops instead of sunscreen and swimming suits. With the idea of up lifting the visual culture in Slovak villages we hit the roads heading the northern Slovakia, not to the sea where would go most of designers who have resigned to the condition of visual culture in Slovakia. We were visiting the villages and non-profit organization and offered them the design services for free or for accommodation and food as we did this summer. At each place we stayed couple of days trying to solve their design problems. During two one-week summer missions we were designing for two villages, one city, two non-profit organizations and one public library.

Most of our work was graphic design, like logotypes, promotional materials, posters, business - cards etc. And also the simple parts of city design as you could see at the begging. In children crises centre we found out that they were in visual crises and we redesigned their logo, made a simple info-system in their building and designed some promo materials. Last Christmas they started to use the new materials and during the Christmas fund raising drive they increased the funds they received by 400%.

In the village Staškov, where as the mayor said nothing happens, and the van full of cheap vegetable was more interesting as the van full of designers, was the biggest problem information board at the town hall. Mayor invited the local craftsman to consult the technical properties. We created new info- board, which was cheap and easy to construct in local conditions. It is made of three plywood panels, connected with hinges and typography is made of drilled holes. It is easy to undo the panels and put them somewhere else for example in front of the city hall.

In Sulov, village that is known by mountain climbing, the mayor wanted us to vectorise the sign of the village because he wanted to put it on his car. We found out that there are many tourists coming to this village but there was no map. So we created the information board with the map situated in the centre of the village. In this case we used metal profiles and simple metal grid. In the map we used the picture of the village taken from the plane. They had it shot several years ago when somebody proposed the idea of having the picture of the village from the sky. Everybody liked this perfect idea, but when finally when they got these nice pictures nobody knew what to do with them. Now it's used as a map. We made also some stickers and souvenirs for the tourists.

In Piešťany we reused the unused mast in front of the building of the city library and proposed to make the flags with the new logo we created for them.

In Žilina we designed the promotion materials such as banners, posters and stickers, for free Wi-fi Internet in the centre of city. But looking at this image I am not sure if the result is really helping to city design. They put the banner between two lamps on the main square, and it is the example how it shouldn't be placed. Communication with Žilina authorities was very strange. This year we didn't plan to visit Žilina and design for them, but on Friday afternoon when we were drinking the beer at the end of this year mission in Banska Bystrica they called us from Žilina city – hall. They wanted us to design the little promo campaign for the free wi-fi Internet in the city till Monday. They wanted to pay for it. We started to think about it: on one hand we design for free, on the other hand Žilina is big city and has enough money to pay for the design, and these money would help us to run Design on the wheels. So

we decided to make it for money, we made up the price and started to design. In two days we showed the assistant of Žilina authority our concept which he liked and everything was all right till the moment of telling the price, when he asked us if are we crazy. We gave them normal price, which was certainly much lower than the price of advertising agency. He offered us half of it. We decided rather to make it for free than working for half price. And so we did. Moral of this story is that city authorities understand that the design is important for them and they need the design but they are not wiling to pay for it yet.

Our project Design on the wheels shows that it is possible to change the design in the villages, it is possible to make people start to think about design and even it makes us – designer to think about design which serves to all parts of society not only to the world of commerce.