



ACADEMY OF APPLIED  
TECHNICAL STUDIES  
BELGRADE

OFFICIAL SELECTION OF **BUDAPEST  
DESIGN  
WEEK**



## RS

Пројекат Одговорни дизајн ( $\infty$  дизајн) промовише мултидисциплинарни приступ и процес јачања везе између области уметности, дизајна и техничко-технолошког поља. Идеја је да се нове технологије, нови приступи и концепти одговорног дизајна приближе студентима завршне године Катедре за дизајн (смерови Графички дизајн, Модни дизајн, Продукт дизајн и Дизајн ентеријера) и усмере их на принципе дизајна који су одговорни према производњи, потрошачима и животној средини.

Пројекат је подржан од стране Министарства просвете, науке и технолошког развоја Републике Србије у оквиру конкурса „Развој високог образовања“ за школску 2021/22 а на изложби ће бити представљени радови студената и предавача који су настали у наставном процесу уз имплементацију принципа одрживог и одговорног дизајна.

## HU

A Felelős design ( $\infty$  design) projekt a multidiszciplináris megközelítést, a művészeti terület és a műszaki-technológiai terület közötti kapcsolat erősítésének folyamatát segíti elő. Az alapötlet szerint a Design Tanszék utolsó éves hallgatói számára (grafikai tervezés, divattervezés, terméktervezés és belsőépítészeti) közelebb hozza a felelős tervezést, új technológiákat, új megközelítéseket és koncepciókat, és ráirányítja figyelmüket a gyártási folyamatokról és a fogyasztókért, valamint a környezetért felelős tervezési elvekre.

A projektet a Szerb Köztársaság Oktatási, Tudományos és Technológiai Fejlesztési Minisztériuma támogatja a „Felsőoktatás fejlesztése” pályázat keretében a 2021/22-es tanévre, és a kiállítás a megvalósítással együtt az oktatási folyamat során keletkezett alkotásokat mutatja be, fenntartható és felelős tervezésre való különös tekintettel. A KRUG Művészeti Tér koncepciója a magyar és szerb alkotók kapcsolatainak erősítése, helyet biztosít a határon átvágó projekteknek. Ezzel a kiállítással is új színt hoz Budapest kulturális kínálatába.

## EN

The Responsible Design ( $\infty$  design) project promotes a multidisciplinary approach and aims at strengthening the connection between the fields of art, design and technology. The idea is those new technologies, new approaches and concepts of Responsible design are presented to final year students of the Department of Design (Graphic Design, Fashion design, Product design and Interior design) thus directing them to design principles of responsible production, consumerism and the environment.

The project is supported by the Ministry of Education, Science and Technological Development of the Republic of Serbia within the call “Development of higher education” for the school year 2021/22, and works that will be presented at the exhibition were created in the teaching process by students and teachers with the implementation of the principles of sustainable and responsible design.

# Boxing Up Youth Knowledge and Opinions on Sustainable Packaging in Serbia (2021 research)

Jelena Drobac, Dragana Gardašević, Predrag Maksić i Marina Stamenović

## DEMOGRAPHICS



### AGE

- under 18 years old 19%
- 18-24 years 71%
- 25-34 years 6%
- older than 35 years 4%



### GENDER

- female 70.72%
- male 28.97%
- no answer 0.31%



### STUDY AREA

- graphic design 51.09%
- product design 26.79%
- graphic technology 20%



### EDUCATION LEVEL

- 45.77% high school
- 45.14% bachelor studies
- 1.57% specialist studies
- 6.58% master students
- 0.94% doctoral students

## PACKAGING Q13 - Q17



Q13=What is the main feature of sustainable packaging in your opinion?

- recyclability 38.8%
- prolonged use 11.5%
- cleaner environment 35.2%
- preservation or saving of raw materials 13.1%
- better packaging quality 3.4%

Q14=Would you decide to buy products in sustainable packaging, if that increases the price of the product?"

- yes 41.4%
- not sure 50.8%
- no 10.9%

Q15= Why would you, as a consumer, decide to buy products in sustainable packaging, if that increases the price of the product?"

- pays off in the long run 23.7%
- it is of better quality 17.4%
- it is better for environment 63.6%
- product is more exclusive and more desirable 2.8%
- social responsibility 30.8%
- it will last longer 12.8%

Q16=What is the main obstacle when buying products that are packed in sustainable packaging?"

- higher price 45.2%
- lack of information 38.6%
- can't see the benefits of such purchase 5.3%
- other 10.9%

Q17= What is the main emotional consequence for you of buying products in sustainable packaging?"

- I feel better after such purchase 45.9%
- to provide an example of social responsible behavior 59.1%
- such products are desirable and trendy 5%
- to show social status 8.1%

## PACKAGING Q9 - Q12



Q9=Have you participated in actions of cleaning open, public spaces from packaging and other waste?"

- yes, wider actions 4.4%
- yes, small local actions 45.2%
- no 49.6%



Q10=How well do you think you know the concept of sustainable packaging?"

- poorly 12.5%
- grade 2 21.8%
- average 44.9%
- grade 4 17.8%
- excellent 3.1%



Q11= Are you familiar with domestic manufacturers who package products in sustainable packaging?"

- yes 38.3%
- no 62.9%

Q12= Do you recognize foreign producers in the Serbian market who pack products in sustainable packaging?"

- no 52%
- yes 49.2%



Ana Cvijanović

Coveted accessory line (2022)



The necklaces are part of a “Coveted” collection that is inspired by discarded pieces of leather. Necklaces were conceived as a symbiosis of living and non-living things like the transformation of life into an object of meaning - accessory. The circle, as an ideal shape in its infinity, permeates two contrasting materials. It also emphasizes the idea of the circulation of matter in nature, death and rebirth.



# Rade Pejović

## Leather composition (2019)

The composition was created by interweaving various stripes of differently colored leather with thermochromatic colors.

The resulting surface can be part of a half-armchair (as the seat), or or used on the wall or floor covering but also as a decorative object in the interior.

Dimensions of the work: 62 x 105 cm



# Maja Milinić Bogdanović: Sustainable design - inspiration and challenge

Interactivity with nature and the living environment is a need, not only today and tomorrow, but it has always been the case. Enhancing the living space, work space, with modular 3D printed ECO gardens, is the subject of this work. By researching new aspects of current artistic creation of contemporary design, with the application of science and new scientific achievements, the desire is to build a new visual field, but also to reach new sustainable design solutions with science, bearing in mind digital art, which represents a new form of expression in contemporary art of the 21st century with the use of 3D technologies.



# JJNikol JJNikol packaging (2015)



JJNikol is a handmade jewelry brand based in Serbia. Packaging is made from upcycled medical vials and folded paper holders that are cheap, recycled and easy to put on display while POS are decorated and branded with thrift and upcycled items.



# Ivan Erkić WooBox

Ivan have created a new brand in field of ecological packaging - WooBox. Multi-functional wood mobile box with natural wool temperature insulator. As a transport unit it keeps its natural features or it becomes a in store rack or an designed modern furniture piece when not used.



## student's work



## Recycled textile



Used remnants of materials from the clothing industry in the design of garments

Materials: linen, cotton, silk

Mentor: Jelena Zdravković, M.A.

Student works from attached photos:

Uroš Stamenović, Jasna Glišović, Stefana Stanković,

Aleksandra Jovanović, Tatjana Popov,

# Dragana Stanković

## eko moda



The thesis is an attempt to present alternative possibilities in the industry of leather products, to offer a humane and environmentally friendly solution for replacing animal skin with biomaterials.

Before the design of the clothes, the creation of biomaterials from the kombucha mushroom was started.

In this experimental-research work, guidelines were provided by the results obtained by the British designer Suzanne Lee, who succeeded in creating a material using bacterial and yeast culture bodies in controlled laboratory conditions.

The obtained material is dyed with food dyes, and the textile recycling technique is added to the design of clothing made of biomaterials, since the base of the garment is made from old clothes. The material is colored with organic, edible colors used in the food industry.

Mentor: Jelena Zdravković, M.A.

# Ksenija Ivanović

Mentor:

Jelena Zdravković, M.A.



# Recycling & Accessories



Zorana Todorović



Teodora Vesković

Mentor: Ana Cvijanović

The exhibited works were created as part of the Recycling and accessories project, where students used various scraps of leather in combination with other available materials. The idea was to create a newly usable products through the recycling process



Tamara Tanasković



Dragojla Risimović



Adrijan Jakić

# Shoe Design from scraps - Dual Education

Mentors: Maja Milinić Bogdanović & Jelena Zdravković



# Nightmares are vividly realistic

Mentor Predrag Maksić

Students:

Aleksandar Makiš

Darija Dabic

Mina Banić

Pavle Rađelović

Teodora Trninić

Veljko Lazić



Pavle Rađelović

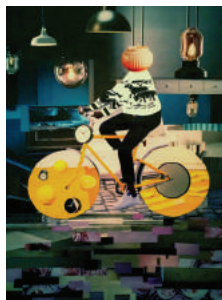
Create a scene/ figure /shape /form within the theme “Form / Scene from a dream”. It is necessary to present a scene or a character from a dream in the collage technique - a surreal scene. Take care of the composition, the filling or emptiness of the composition, as well as the positioning of the forms on the format. . It is possible to tell a story, make a performance of an imaginary character, send a message, or show a psychological state - the most important thing is to leave an impression in the artistic and aesthetic sense as well as the emotional experience.



Aleksandar Makiš



Darija Dabić



Teodora Trninić



Veljko Lazić

# PIGMENTUM painting palette



Mentor: Željko Zdravković  
Students: Marija Perić, Danka Djurović

Project based on the idea of creating a more ecological and sustainable painting palette with guidance from a painter





# Dizajniranje kožne galanterije

Designing leather haberdashery

Mentor: Rade Pejović

Student: Andrija Vranić

The backpack was made from parts of old worn jeans (denim), parts of cans and scraps of leather. The parts are carefully cut and, using the technique of joining parts by sewing (patchwork), organized in the form of a useful object - a backpack.



# Fashion Design Dual Education

Students: Mina Carević and Marina Avramović

Mentors Maja Milinić Bogdanović and Jelena Zdravković

The Fashion design dual education project deals with responsible design through the use of discarded pieces of leather in the design of clothing items.

When making a garment from leather, it is strictly taken into account that all parts are made of leather of the same quality, the same surface treatment - the same texture, the same tone of the selected color, the same shine, etc. Due to such strict rules, individual pieces of leather are discarded and unused. Students made models of women's vests from scraps.



# Ana Ćurin

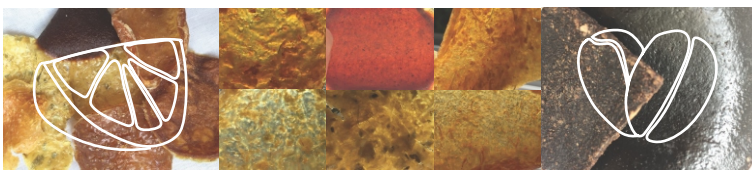
## Peel Pulp Lamp Shade (2022)

Mentor: Dejan Vračarević, DA

peel  
pulp



PELENTYPE			
KORPA NI PIVRATA LIČEPIŠKA	COU QIL SARAE	ARBAKADZIBO ENEE	EVROKE QIL JALAK
1. Kuvanje u vrućoj vodi	1. Kuvanje u vrućoj vodi	1. Kuvanje u vrućoj vodi	1. Kuvanje u vrućoj vodi
2. Sušenje u sušionici	2. Sušenje u sušionici	2. Sušenje u sušionici	2. Sušenje u sušionici
3. Kuvanje u vrućoj vodi	3. Kuvanje u vrućoj vodi	3. Kuvanje u vrućoj vodi	3. Kuvanje u vrućoj vodi
4. Kuvanje u vrućoj vodi	4. Kuvanje u vrućoj vodi	4. Kuvanje u vrućoj vodi	4. Kuvanje u vrućoj vodi



# Una Bakić - Recycling of clothes

Museum of Belgrade

Mentor Jelena Zdravković

Fashion show for a charity events  
featuring items made from recycled  
cloth and clothing.



previous projects

# Belgrade City Hall



# Belgrade Sava Center



# 2014 Budapest Museum Night - Objects of Desire



# BAFE - Balkan Art Fashion Event

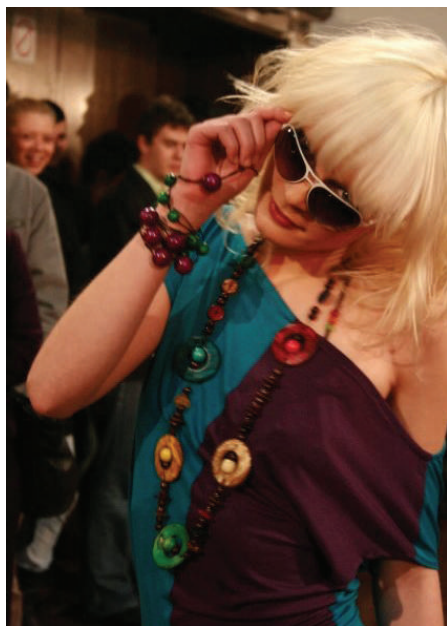




# 2019 Mikser festival




# Final student exhibitions 2008-2022 featuring projects from upcycled materials





 professor's work

 student's work

 previous projects

### **Project team**

Jelena Drobac

Predrag Maksić

Vesna Alivojvodić

Marina Stamenović

David Tipšin

Miloš Kocić

### **Sajt projekta**

[odgovornidizajn.edu.rs](http://odgovornidizajn.edu.rs)

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СТРУКОВНИХ СТУДИЈА  
БЕОГРАД

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