





Therefore, one of the key motives for launching the network is the **urgency for the strategic and long-term action** of regional design organizations and institutions on **linking the sectors of design and business**. Equally important is to establish more efficient **cooperation with state institutions** in order to understand better systematic investment in the creative potential of the Balkans and its particular implementation by the business sector.

One of the first joint activities of the Balkan Design Network is the further development of the well established **regional talent competition and travelling exhibition ‘Young Balkan Designers’**, a seed project that motivated two partner organizations to join Mikser initiative in 2013 and encouraged regional cooperation in supporting young design talents. From this year on, Balkan Design Network will offer young designers far more **visibility** at the relevant regional and international events, **enhanced mobility** of the designers themselves, possibility for **further education** through educational workshops and lectures, as well as **intense practical training** in the leading regional companies such as ‘Prostoria / Kvadra’ – the award-winning furniture manufacturer from Croatia and The Buck Company – Serbian leader in lightning manufacture and the winner of prestigious European design awards.

Future steps in developing the network as a sustainable, robust and firmly built up organization are aimed at **developing crucial strategic and operative activities** that support the growth of the design sector, like **R&D projects** that are related to design innovations, but also to **economic aspects of design**, exhibitions and promotional activities, **exchanges with educational institutions**, **cooperation with manufacturers**, as well as **membership expansion** by including many more participants from all countries in the region.

Special attention is placed on creating a **common designers and production resources database** among member organizations in the region, implementation of unifying ‘zero study’, a thorough **research on design sector** and articulation of **regional design strategy** which would empower the designers’ community status on national levels, renew the multicultural cooperation in the Balkan and affirm **Balkan design** as a cultural phenomenon with its **recognizable identity** on the global scene.



The key role in the development of the Balkan Design Network will also be given to the impact of **international partner institutions present in the Balkan** countries for their experiences and exchange of their best practices of applying design and creative disciplines in the promotion and development of their countries and regions, such as Scandinavian countries, Great Britain, Australia etc. Their representatives are welcome to offer **strategic support to our initiative**, in the belief that design, as an elemental and inseparable part of society and everyday life, can contribute to the **improvement of human prosperity and better efficiency in the public sector**.

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