



## INTRODUCING THE NEW VISUAL FOR THE 20th SLOVAK DESIGN AWARD 2023 – PRODUCT DESIGN

NCD23  
Press Release  
Bratislava, 24 March 2023

***Soon, we will be announcing the 20th Slovak Design Award 2023 – Product Design, celebrating its 30th anniversary. This milestone is also reflected in the competition’s new winning graphic visuals.***

From the six graphic designers invited to enter the call for creating a new visual identity and communication concept for the current NCD23, Matúš Buranovský and the trio of Tereza Maco, Aurélia Garová and Jozef Sklenka participated. After viewing the designs, the expert committee comprised of Maroš Schmidt (director of Slovak Design Center), Silvia Kružliaková (head of the Slovak Design Museum), Michaela Lipková (product designer and teacher), Ľubica Segečová (graphic designer and teacher) Andrej Barčák (graphic designer) and Martin Bajanič (graphic designer) selected the winning graphic design by Aurélia Garová, Tereza Maco and Jozef Sklenka at an in-person meeting held on 8 March 2023 in Hurbanove kasárne. Their conceptual design is based on the idea of celebrating both the anniversary of the Slovak Design Award and design itself.

*“Happy 30th birthday, dear beloved Slovak Design Award!*

*The National Design Award is celebrating the 30th anniversary of its inception. Our design is based on the idea of celebrating design and designers. We envision this year’s awards as a birthday party.*

*The central element of the identity used in the visual is an industrial connecting material – PUR foam – which serves as a parallel to whipped cream decoration. The similarity and shared character of these materials captured our attention. In the identity, we combine elements of connection, create unexpected spatial objects, and organic surface shapes. The photographic staffage used in the campaign represents us (the designers) as performative well-wishers,” stated Aurélia Garová, Tereza Maco and Jozef Sklenka in their concept.*



“Over the span of 30 years, the Slovak Design Award has consistently improved, and this year is no exception. In the past, we used to select graphic designers for the NCD identity from the pool of current NCD laureates. However, moving forward, we will organise a public tender for professional designers proposed by the NCD advisory body. This year, the jury selected a design by a trio of graphic designers: Aurélia Garová, Tereza Maco and Jozef Sklenka. We were captivated by their non-traditional approach to the assignment, the selection and application of key material, and the overall concept, which enables great variability,” stated Maroš Schmidt, director of the Slovak Design Center.



Author of the photo: Jakub Michal Teringa

Aurélia Garová, Tereza Maco and Jozef Sklenka graduated from the department of Visual Communication at the Academy of Fine Art and Design in Bratislava. They work on a plethora of assignments ranging from authorial, through commercial, non-commercial to communal. The authors like to collaborate with others not only from the field of design but also from interdisciplinary backgrounds. They share the joy of work, moments spent over a drink, and the infinite possibilities of the universe.

Tereza and Aurélia co-founded the Cancer Festival, Jozef and Tereza met while working at Pohoda Festival, and recently, have together co-authored the visual concept titled *“Happy 30th birthday, dear beloved Slovak Design Award!”*



Author of the photo:: Jakub Michal Teringa

## **Realisation Team**

NCD coordinator: Zuzana Böhmerová

Director of SCD, expert cooperation: Maroš Schmidt

Curator: Michal Staško

Graphic design: Aurélia Garová, Tereza Maco, Jozef Sklenka

Exhibition production and programmes for the public: Gabika Rybáriková

Head of SMD, expert cooperation: Silvia Kružliaková

PR and contact for media: Barbora Káňová

## **Partners**

Competition announcers: Ministry of Culture of the Slovak Republic, Slovak Design Center

SCD's general advertising partner: J&T BANKA

SCD's main partner: Antalis

SCD's main media partner: Designum

NCD's main partner: Repairably

## **NCD's media partners:**

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