# Design in Croatia

This study was first written in 2013 and has now been updated to reflect the situation of the contemporary design scene in Croatia. The study consists of several parts which all have different purposes, and the main goal is to present the richness and variety of the overall design scene in Croatia. The reader can find a short description of design history in Croatia, and how its independence influenced the evolution of design. After that, there is a list of educational institutions which offer instruction in the field of design (be it architectural, industrial, product, graphic or fashion design) followed by explanations of various design fields and examples of Croatian designers’ works and projects. This study also includes an overview of events, projects and news/portals relating to Croatian design.

Being a designer in Croatia has always been a personal and professional challenge for everybody who contributed to the establishment of design as a discipline and practice in the local context.

The appearance of the term “design” in the Croatian language dates from the early 1960s, in close relation to the industrial modernization and tendencies to bring together art’s creative potentials with the technology of mass production.

When Mr Mladen Oresic, then chairperson of the Croatian Designers Association (Hrvatsko dizajnersko društvo – HDD), wrote the introduction for the 1st Exhibit of Croatian Design more than a decade ago, he was concerned about the need for design to affirm itself as a profession in Croatia.

Furthermore in the second edition of the book « The design encyclopedia (2004) », written by the American design historian Mel Byars includes, for the first time three significant names in Croatian design history (Tomislav Krizman, Bogdan Budimirov and Bernardo Bernardi).

Their work and efforts have been appreciated, mostly among members of the social elite who recognized the importance of design as a strategic tool of economic progress.

Therefore, Mr Fedja Vukic in his book ”Croatian Design Now”, is wondering whether it is possible to find elements of the new definitions of the profession, such as fitting in the corporate rules, complying with the agency standards of business, showing professionalism in the business and respecting the frames of the global business conditions.

In 1983, the Croatian designers association (HDD) was founded as the main professional organization in the country and it still exists as such nowadays. HDD organizes lectures, workshops and exhibitions and it has its own gallery space in the city of Zagreb.

If you wish to receive the full study, please contact us on [zagreb@hub.brussels](mailto:zagreb@hub.brussels)