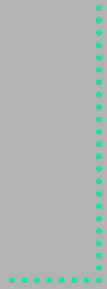


REGIONAL CREATIVE ECONOMY CENTRE



REGIONAL DEVELOPMENT AGENCY OF THE LJUBLJANA URBAN REGION





## VALUE CHAINS

### APPROACH TO DEVELOPMENT OF CREATIVE ECONOMIES IN THE REGION

Numerous sectors of the economy, such as the wood processing industry, grapple with the lack of innovativeness which is essential to successful marketing in Slovene and international markets. By developing value chains that innovatively involve creative individuals from creative industries in the development of new high added-value products, we encourage the creative economy in the region.

In order for products and services to achieve success in the market, it is of strategic significance that their development includes experts with varied knowledge in fields such as design, marketing and sales. That this is the right approach has been confirmed in practice by functionally and aesthetically perfected Slovene products that achieve sales success in international markets and have received distinguished design awards.

**REGIONAL DEVELOPMENT AGENCY OF THE LJUBLJANA URBAN REGION (RDA LUR)** believes that in order to have a successful and competitive economy in the region, we need creative industries that are successful in terms of business, and a more creativity-based enterprise sector. RDA LUR has already moved from analysis to action, founding the **REGIONAL CREATIVE ECONOMY CENTRE (RCEC)**, which has been actively establishing interdisciplinary links between creative industries and business.

Director Lilijana Madjar, MMSc  
Regional Development Agency of the Ljubljana Urban Region



VALUE CHAIN

PARTICIPANTS

### **ENTERPRISE SECTOR**

micro and small businesses in the furniture industry

Maremico d. o. o.

Mizarstvo Amek, Andrija Đalić s. p.

Mizarstvo Strahovnik, Domen Strahovnik s. p.

Špac d.o.o.

Tapetništvo Luka Debevec s. p.

### **CREATIVE INDUSTRIES**

educational institution

Academy of Fine Arts and Design (ALUO),  
Department of Design

### **ECONOMIC RESEARCH**

The Institute for Economic Research (IER)

### **COORDINATOR AND INTEGRATOR**

The Regional Development Agency of the  
Ljubljana Urban Region (RDA LUR)



## PRESENTATION OF

## PROJECTS

The Department of Design at the Academy of Fine Arts and Design (ALUO) played a powerful creative role in the project.

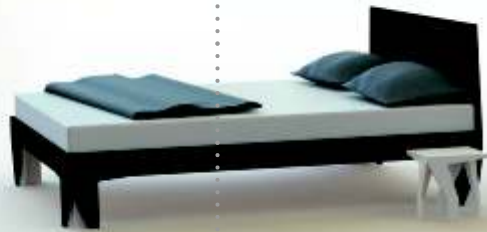
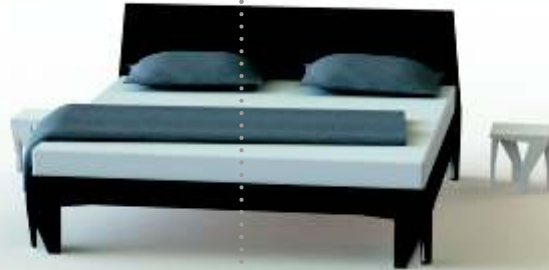
The mentor and leader of the design section of the project was prof Vladimir Pezdirc.

The participants in the project were students of the 3rd and 4th year and graduates of ALUO, and foreign students on the Erasmus Socrates exchange programme from the Faculty of Architecture at the Technical University of Lisbon, Tomas Bata University in Czech Republic and Anadolu University School of Industrial Arts, Turkey.

The creative process took place in five groups, with five firms from the furniture industry.

MAREMICO d. o. o.

design  
MIHA ŠTIH  
4th year

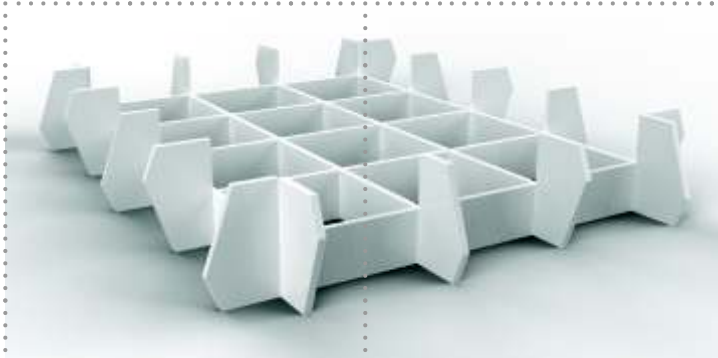


bed  
**VOGL**



MAREMICO d. o. o.

design  
KLEMEN SMRTNIK  
graduate



bed  
**BONES AND SKIN**

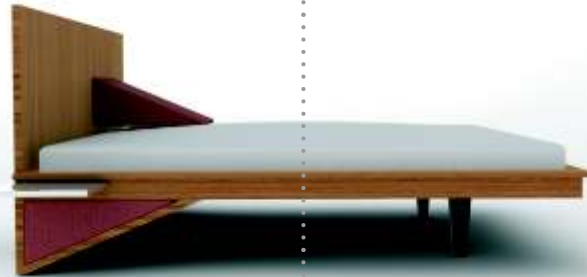


bed  
**OLD HABITS  
DIE HARD**



MAREMICO d. o. o.

design  
JERNEJ KOŽELJ  
3th year



bed  
**V1**





MAREMICO d. o. o.  
MIZARSTVO AMEK,  
ANDRIJA ĐALIĆ s.p.

design  
KLEMEN SMRTNIK  
graduate



bed  
**AFTERNOON  
DILAJT**

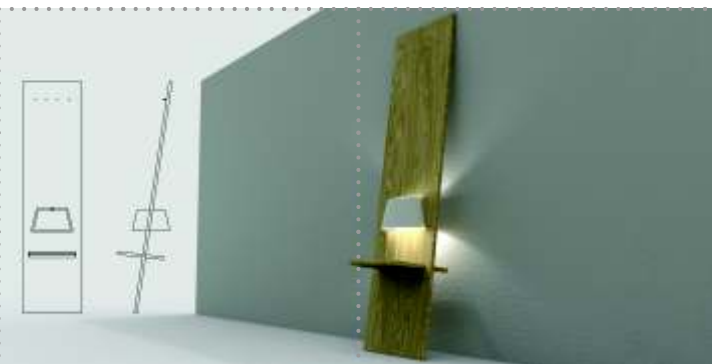


MIZARSTVO AMEK,  
ANDRIJA ĐALIĆ s.p.

design  
DEJAN KOS  
4th year

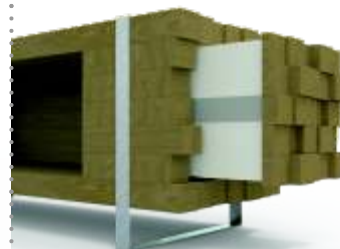
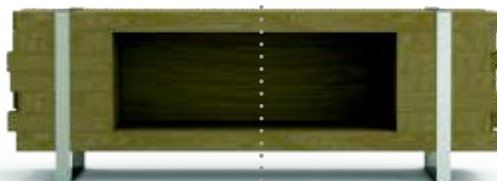


table  
**PERGOLA**



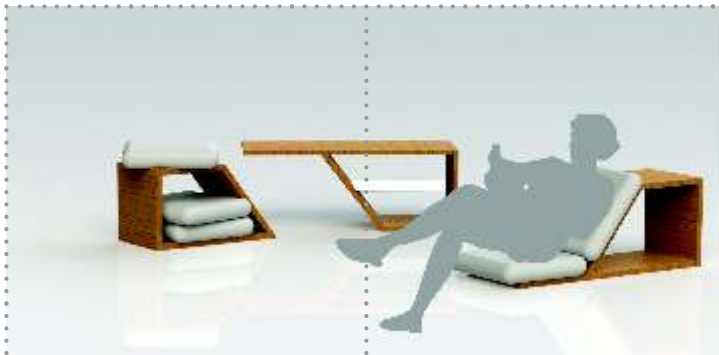
light/clothes hanger  
**AFTERNOON  
DILAJT**

small cabinet  
**TRAMEK**



MIZARSTVO AMEK,  
ANDRIJA ĐALIĆ s.p.

design  
MANCA MENCIN  
4th year



living - room furniture  
**RAY**

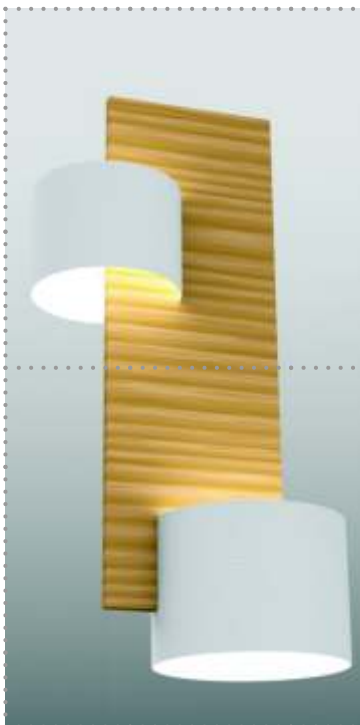


coffee table  
**IMAGO**



MIZARSTVO AMEK,  
ANDRIJA ĐALIĆ s.p.

design  
BLAŽ HABJANIČ  
3th year



light  
**SPIREA**



MIZARSTVO  
STRAHOVNIK,  
DOMEN  
STRAHOVNIK s.p.

design  
ERNEST VIDER  
graduate



table  
**GLOSS**

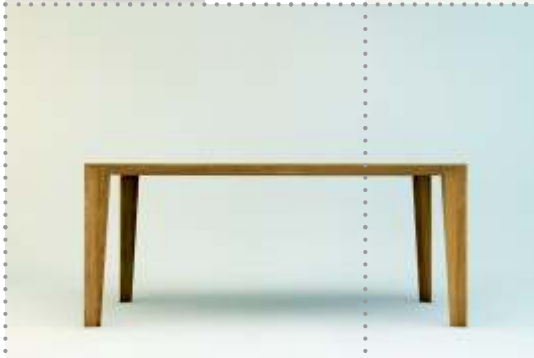
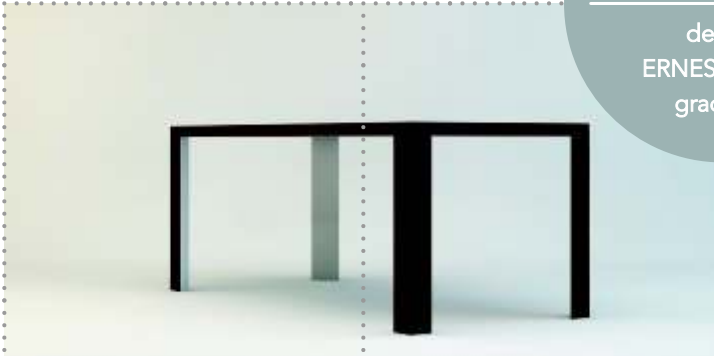


table  
**YON**



table  
**13**



MIZARSTVO  
STRAHOVNIK,  
DOMEN  
STRAHOVNIK s.p.

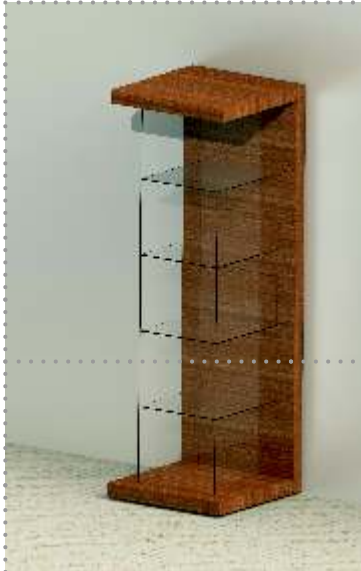
design  
NEŽA URAN  
graduate

desk  
**X**



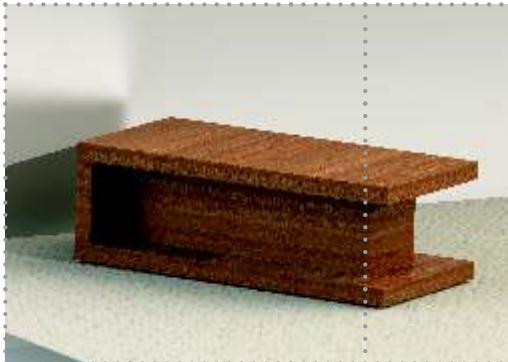
MIZARSTVO  
STRAHOVNIK,  
DOMEN  
STRAHOVNIK s.p.

design  
PETRA ŽDÁRSKÁ  
Czech Republic



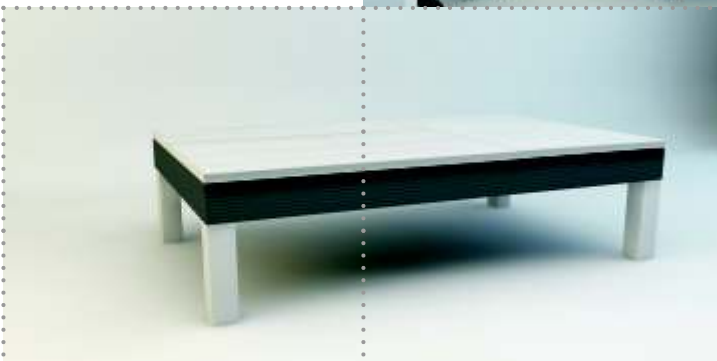
living - room elements

**UNIFORM**

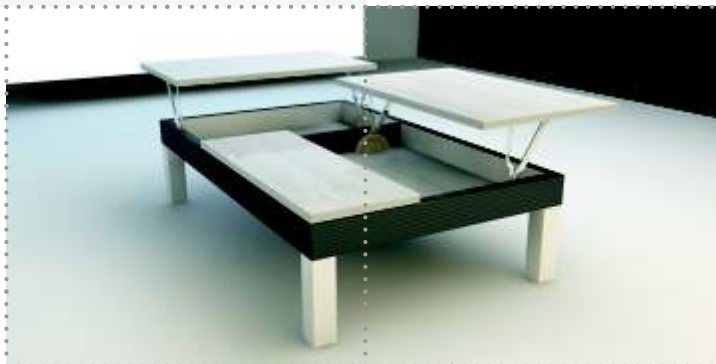


ŠPAC d. o. o.

design  
ŽIGA CULIBERG  
graduate



coffee table  
**SEZAMY**





ŠPAC d. o. o.

design  
JAKA VERBIČ  
graduate



didactic children's toys

**ŠPAS MOBIL**



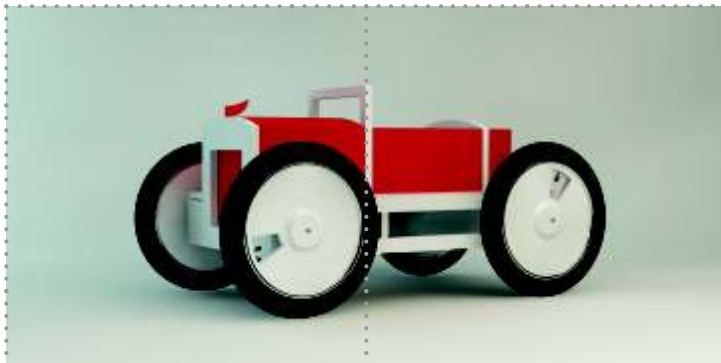
children's toy

**POGANJALČEK**



children's toy

**TRICKELJ**



children's toy

**ROLSROJS**

ŠPAC d. o. o.

design  
ANTÓNIO VIEIRA  
Portugal

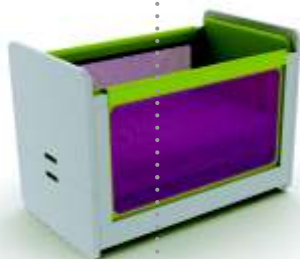


lights  
**OBLIQUA**



ŠPAC d. o. o.

design  
MATEJ COLJA  
4th year

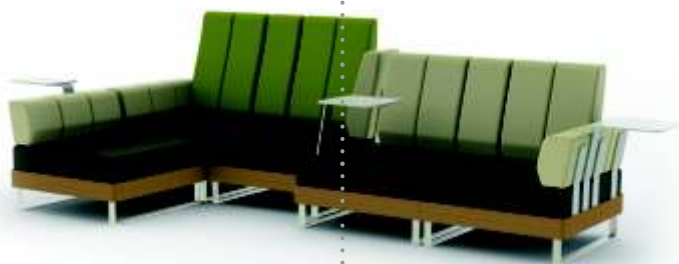


children's furniture  
**GROW UP**

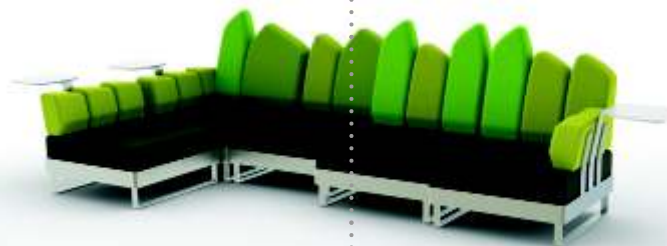


TAPETNIŠTVO  
LUKA DEBEVEC s.p.

design  
MATEJ COLJA  
4th year

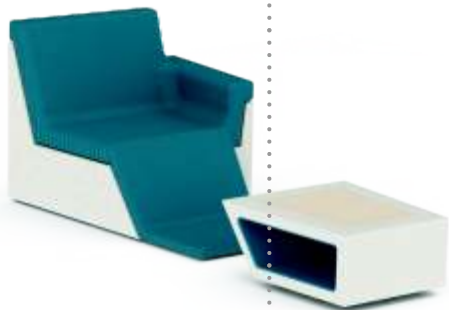


sofa  
**WETLAND**



TAPETNIŠTVO  
LUKA DEBEVEC s.p.

design  
MANCA KANC  
3th year



resting chair  
**RELAX**

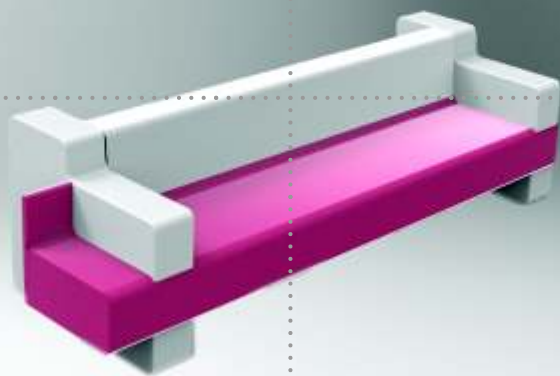


TAPETNIŠTVO  
LUKA DEBEVEC s.p.

design  
PINAR ALKAN  
Turkey

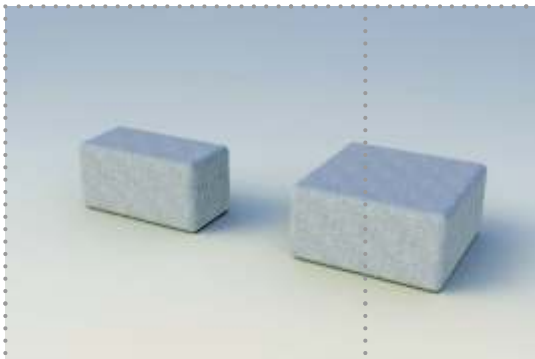


sofa  
**INGENIUM**

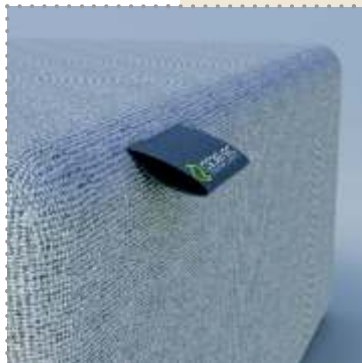
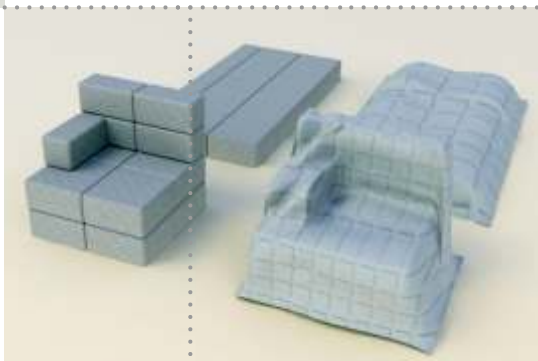


TAPETNIŠTVO  
LUKA DEBEVEC s.p.

design  
MIHA ČUDEN  
4th year



sofa  
**QUBIK**



TAPETNIŠTVO  
LUKA DEBEVEC s.p.

design  
BLAŽ DEŽMAN  
4th year



resting chair  
**F150**  
**KINGSTONE**





**PRESENTATION OF  
PROTOTYPES**

**FURNITURE FAIR  
AMBIENT LJUBLJANA  
2012**

Firms will produce prototypes on the basis of draft designs.

The prototypes will be presented at the **Furniture Fair Ambient Ljubljana at Ljubljana Exhibition and Convention Centre, 6 th - 11th November 2012.**

**You are cordially invited to join us!**

Our sincere thanks go to all the partners in the project:

mentor prof. Vladimir Pezdirc and all the graduates and undergraduates from the Department of Design at the Academy of Fine Arts and Design (ALUO).

enterprises: Maremico d.o.o., Mizarstvo Amek, Andrija Đalić s. p., Mizarstvo Strahovnik, Domen Strahovnik s.p., Špac d.o.o., Tapetništvo Luka Debevec s.p., who believe in collaboration and the significance of design in development processes,

the Institute for Economic Research (IER).

**Metna občina Ljubljana**





RDA LUR  
RCEC

CONTACTS

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Slovenia

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mobile: + 386 (0)51 472 541 mail: [tina.pezdirc@ljubljana.si](mailto:tina.pezdirc@ljubljana.si)

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mobile: + 386 (0)41 768 494 mail: [aidan.cerar@ljubljana.si](mailto:aidan.cerar@ljubljana.si)



PROJECT

CREATIVE CITIES

The activity 'Connecting design and industry' is part of the EU Creative Cities project.

More about the Creative Cities project:

[www.rralur/projekti/kreativna-mesta](http://www.rralur/projekti/kreativna-mesta)

[www.creativecitiesproject.eu](http://www.creativecitiesproject.eu)

[www.facebook.com/Regionalni-Center-Kreativne-Ekonomije](https://www.facebook.com/Regionalni-Center-Kreativne-Ekonomije)

**Creative  
Cities**



This project is implemented through the CENTRAL EUROPE Programme co-financed by ERDF.

