

2024



**Design  
Wings**

Connecting emerging  
designers and business

[dizainosparnai.lt](http://dizainosparnai.lt)

# Managing the consequences of the COVID-19 pandemic

Measure  
prepared and  
initiated by



Project  
implemented  
by



Project funded  
by



2014-2020 Operational  
Programme for the  
European Union Funds  
Investments in Lithuania

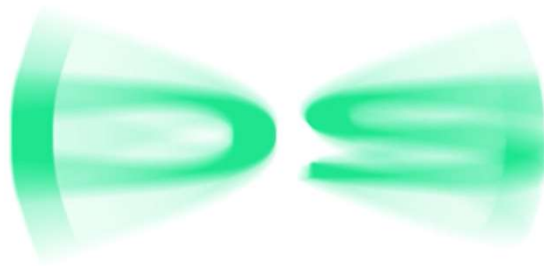
Financed by the European Regional Development Fund

# The main problems solved

- Reduce youth unemployment in the creative industries sector.
- To better know the design industry and opportunities for the companies and help them expand and increase their business competitiveness with design solutions.

# Design Wings

A project that brings together talent, knowledge and expertise to create competitive design solutions based on the principles of digital, innovation and circular economy.



**Dizaino  
sparnai**


*How does the project work?*

[Dizaino sparnai \(youtube.com\)](https://www.youtube.com/Dizaino_sparnai)

Enterprises  
develop  
and  
implement



solutions (activities)  
implementing the  
principles of digital  
economy



solutions (activities)  
implementing the  
principles of circular  
economy

# 34 design solutions in categories of

Product design  
(objects):

Industrial design; fashion, clothing, costume and textile design; furniture; transport design; food design. (3; 4)

Communication design  
(images, messages):

graphic communication design; visual communication design; graphic design; packaging design; typeface design; branding design; advertising design; publishing design. (8; 7)

Process, service and  
interface design  
(experiences):

strategic design; conceptual design; design research; social design; service design; multimedia design and User Experience (UX) design; User Interface (UI) design. (4; 8)

# Product design

**Botanique** is a modular soft furniture system for offices and public spaces, enabling everyone to personalize and create their unique garden. The furniture is easy to disassemble, and the fabrics are removable, making it easy to recycle or reuse the materials.

RUIKSA

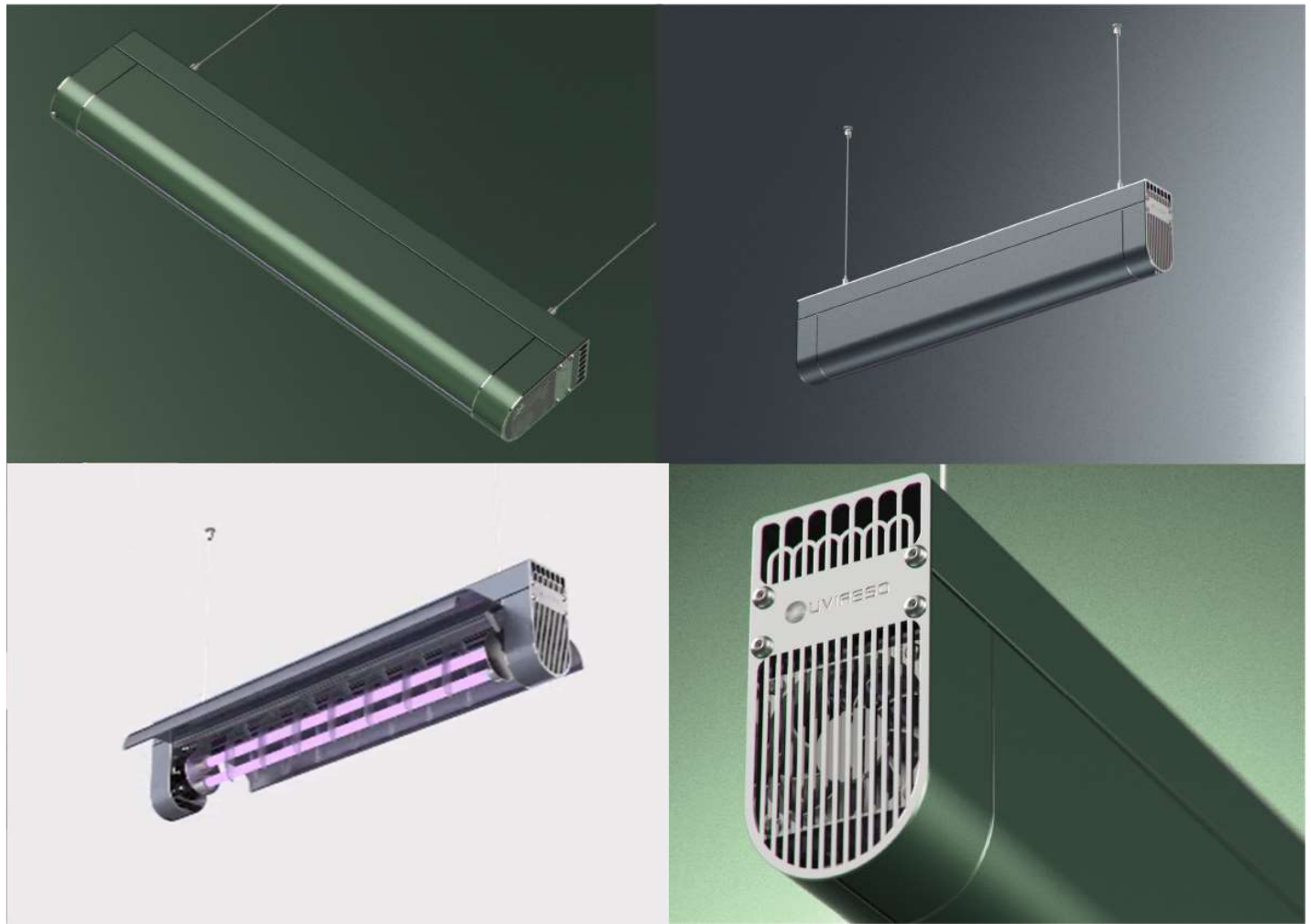


# Product design



Ultraviolet light  
disinfection device and  
interface for app.

Vartotojo sąsajos rekomendacinis dizainas



# Product design



New 12th linen textile designs.

- Created Innovative and modern style of linen products.
- Used recycled linen and cotton yarn.

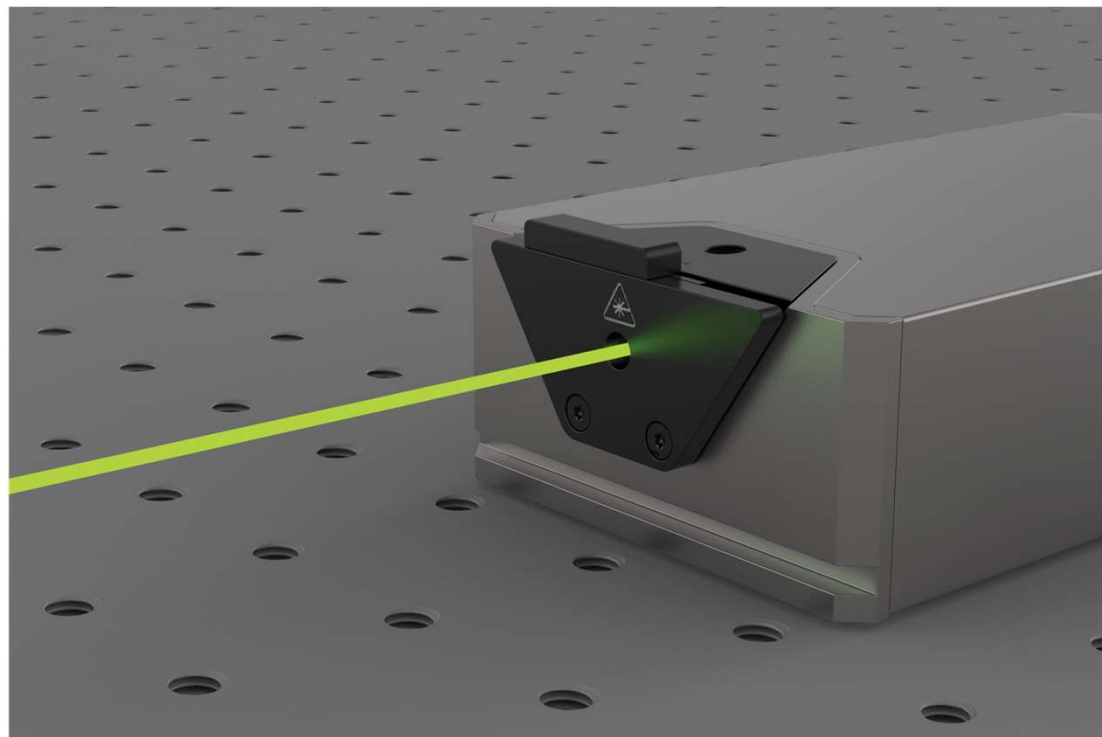


# Product design



The design of one new laser line and standardise the design of the laser accessories collection.

Also, the visual story for the company's new laser return, repair and rental service.



# Packaging design



Created packaging designs for the Valerijonas brand and Razalija using sustainable material and digital technologies to clarify the product's content.



# Packaging design



- New packaging designs for chocolate products
- New branding identity



# Multimedia design



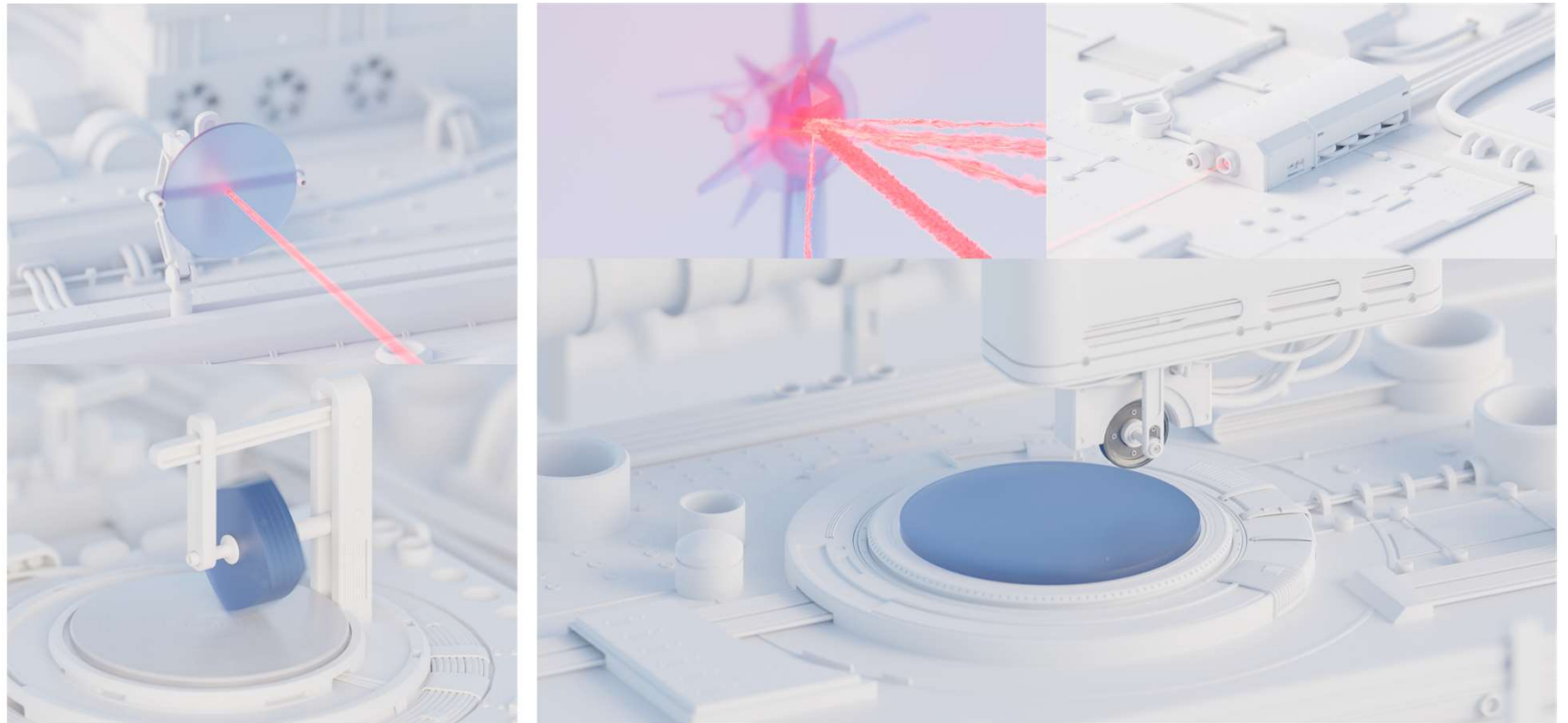
E-explanatory videos about the benefits of the company's healthy products, superfoods, vitamins, healthy food recipes, healthy cocktails, and vegetable and vitamin colors.



# Multimedia design



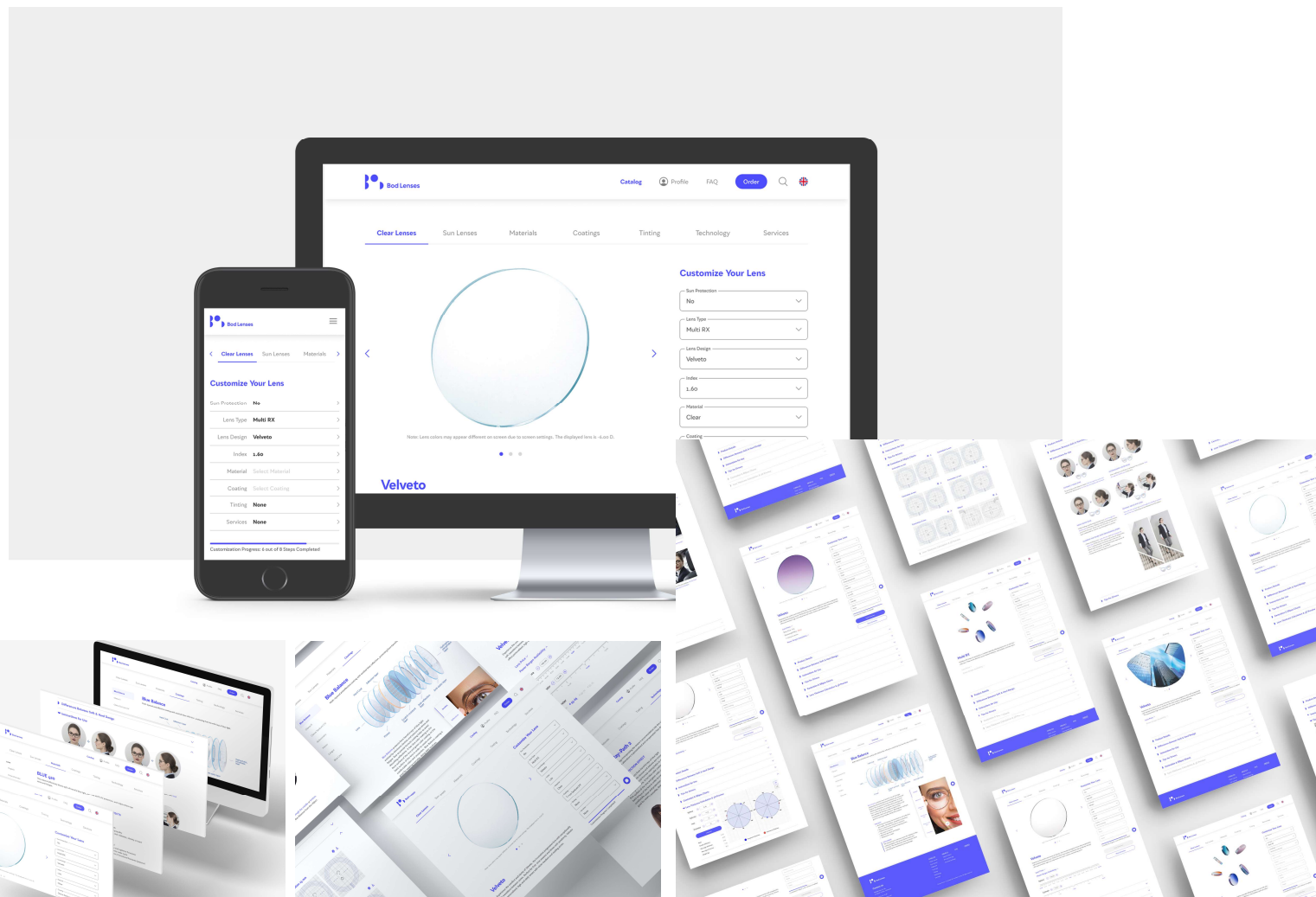
Explanatory  
videos about  
laser damage  
testing  
services



# UX/UI design



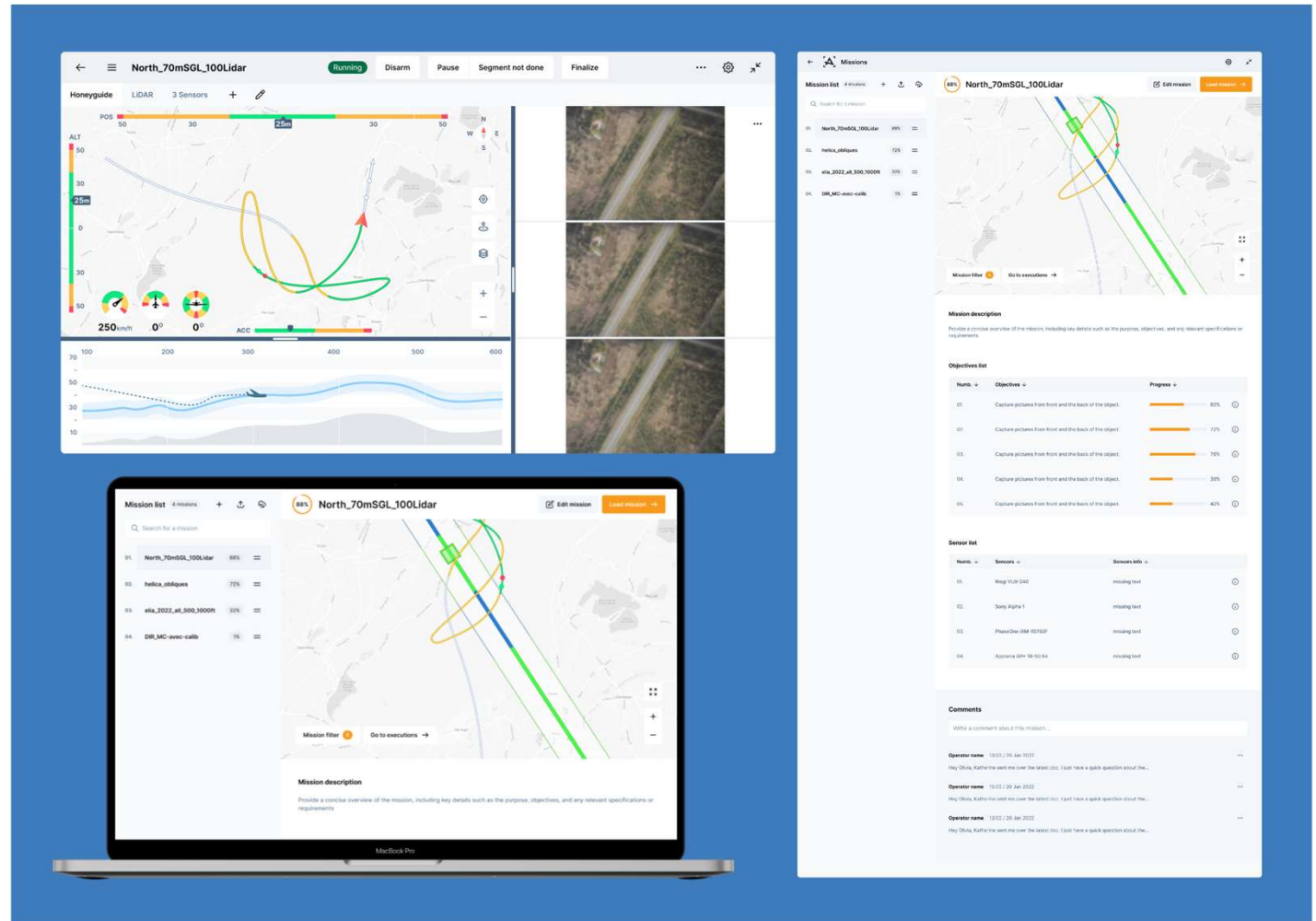
The paper eyeglass lens selection catalog for opticians was digitized into an electronic page and connected to an automated ordering and production program.



# UX/UI design



Two software UX and UI design solutions were developed and implemented during the project to digitise and optimise the client's processes, increasing efficiency for pilots and engineers for a large landscape laser scanning program.



# Publication design



# Fashion design



UAB Vitamedia

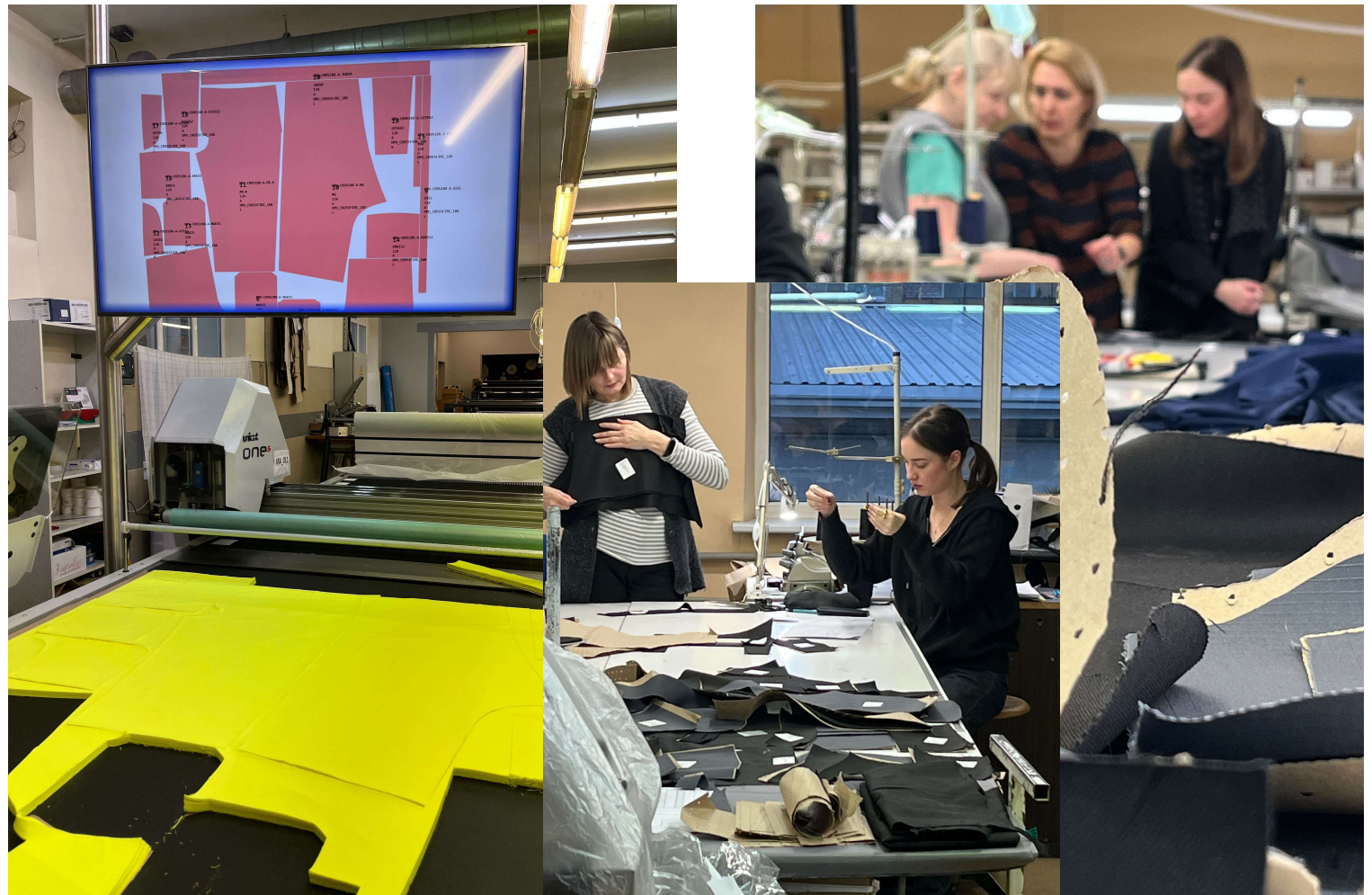
A new brand has been created to produce work clothes only available for order.

*Arbor - workwear generator"*



**ARBOR**  
workwear generator

# Creative mode



# Creative mode



# The final event

The design solutions exhibition at the discussion festival in Birštonas on August 26, 2023

One-day festival - 5000 visitors

<https://www.youtube.com/watch?v=brVFUHPGAA4>



# Project funding

Amount allocated for the  
implementation of this  
measure

EUR

893 691

Non-financial and non-  
refundable support to the  
enterprise will amount to

EUR

26 285



2014-2020 Operational  
Programme for the  
European Union Funds  
Investments in Lithuania

Financed by the European Regional Development Fund

# Design Wings numbers

2022-2023 m.



Scholarships  
for designers



Real workshop  
experience in companies



**26 285 €**  
non-financial support  
for companies



**7** trainings  
topics



**34**

Small and medium  
business enterprises



**6** Mentors

**19** Beginners  
designers

**34**

design solutions,  
based on circular and digital  
economic principles

**1/3**

product design

**1/3**

user experience (UX)  
and user interfaces (UI)  
design

**1/3**

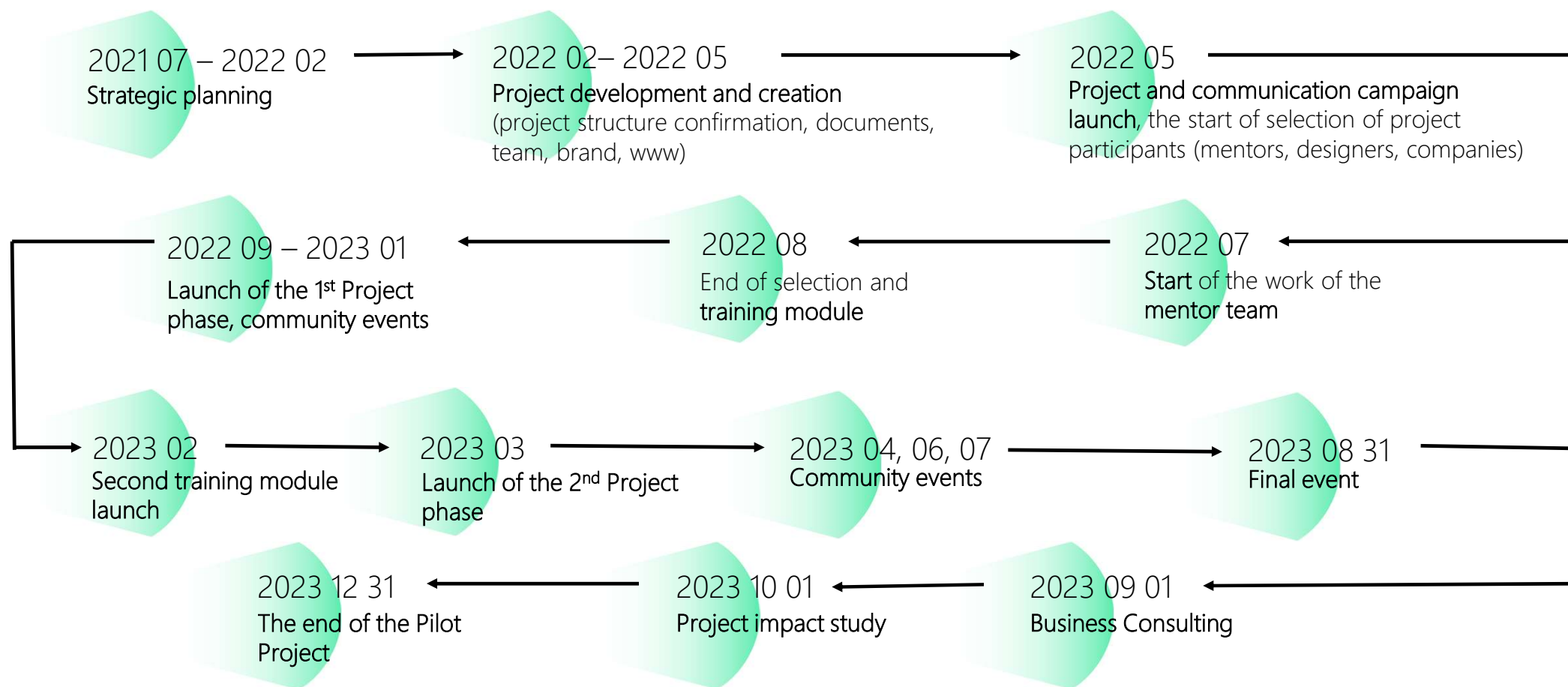
graphic solutions

# The Project team

- The executive team (5 persons)
- Various specialists as needed (5-8 persons)
- The main task was to create and implement the project and achieve the set goals



# Project timeline



Project  
participants



# Enterprises

Micro, small and  
medium-sized  
enterprises  
from all  
LT regions

From 1 to <250  
employees



# Benefits for enterprises

- Design solutions for companies to expand their business and increase their competitiveness;
- A *de minimis* aid of €26,285;
- Relevant and valuable training (up to 10 days) and knowledge that will contribute to business promotion, competitiveness and other good practices;
- Opportunities to discover new talent and secure competencies and advantages in a market with a critical shortage of skilled professionals.

# Designers

19 emerging professionals.

With a higher university or higher college bachelor's or master's qualification degree in design or equivalent education, obtained in 2018–2022.



# Benefits for designers

- The grant amounts to €2,000 per month for 10 months (including necessary expenses for working tools, software, licenses, etc.).
- Knowledge and improvement (trainings and mentor support for all project periods)
- Work experience (1.760 working hours during 10 months each)
- Increasing the portfolio of design works
- Design Community

# Mentors

Six experienced  
design professionals

- Evaluate
- Share
- Connect
- Support
- Advice
- Angels



# Active project phase

1st Training module (10 days):  
29 August 2022 – 9 September 2022

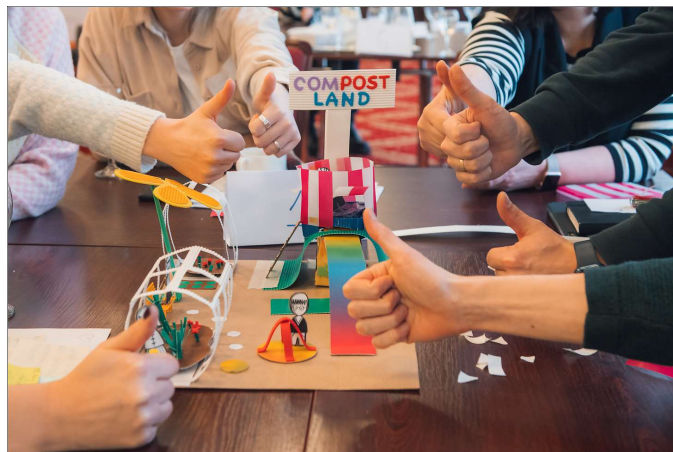
1st Working phase (5 months):  
1 September 2022 – 31 January 2023

2nd Training module (10 days):  
21 February 2023 – 5 March 2023

2nd Working phase (5 months):  
1 March 2023 – 31 July 2023

Final event  
26 August 2023

# Two training modules, each ten days

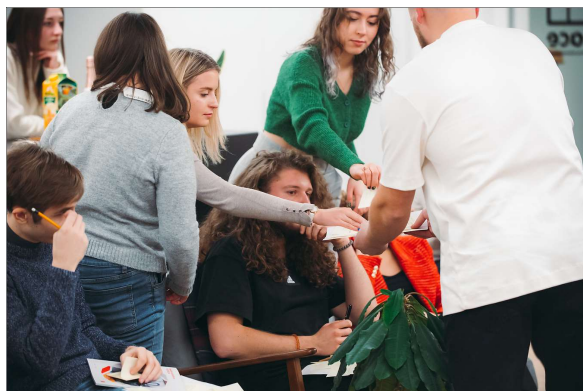


Training topics: mentoring, innovation, sustainability, circular economy, brand & communication, packaging, time planning.

# Visit to The Manufacturing Innovation Valley



# 6 Community Events



# Community events

2023-06-20

Visit to  
Anykščiai art  
incubator



# Community events

2023-07-27

The end of 2nd creative phase.  
Designers present  
the last created  
design solutions.



# 6 video presenting results

<https://www.dizainosparnai.lt/video>



Dizaino sparnai: mados dizainas



Dizaino sparnai: pakuotės dizainas



Dizaino sparnai: produkto dizainas



Dizaino sparnai: UI/UX dizainas



Dizaino sparnai: video grafika



Dizaino sparnai: vizualinis identitetas



# Events

Discussion: [What Role Does Design Play in the Circular Economy and in Creating Digital Innovation?](#)



Discussion: [How Much Does Creative Freedom Cost?](#)



Discussion: [Pineapple leather bag, hemp fiber pants - are you ready for sustainable fashion?](#)

# Thank you!

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