

HUNGARIAN
DESIGN
COUNCIL



Activities of the Hungarian Design Council run by
the Hungarian Intellectual Property Office

by Anna Jankó

Hungarian Intellectual Property Office

The government office is responsible for the protection of intellectual property established in 1896 by virtue of Article 23 of Act XXXVII of 1895 on Patents for Inventions.

Runs the Hungarian Design Council /HDC/ since 2001

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Hungarian Design Council

Mission

The objective of the Hungarian Design Council is to contribute to improving the quality of life and the competitiveness of the national economy with the tools of design. With our concerted efforts we want to create a flourishing country in the center of Europe where citizens live in an attractive and healthy environment, respect and cultivate their traditions, assert their cultural identity and are aware that design is an important part of their well-being.

Hungarian Design Council

Predecessor organisation:

Industrial Design and Ergonomics Council, 1975

Modell: British Design Council

Design Center, 1975

www.mft.org.hu

Hungarian Design Council

Established by Government Decree No. 266/2001 (XII.21.)

Responsible for drawing up of the harmonised government strategy of the development of Hungarian design, and participates in its implementation.

- » Founded by the Hungarian Patent Office
Regulated by the Ministry for National Economy
- » tasks are performed by the Office of the HDC – part of HIPO

15 Council members

appointed for a period of three years

2002-2005, 2005-2008, 2008-2011, 2011-2014

Chairman: Dr. Miklós Bendzsel

President of the Hungarian Intellectual Property Office



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Three-year Action Plan

PUBLIC AWARENESS

Publication
Promotion

Web

EDUCATION & RESEARCH

Design in Education

Design Theory

INTERNATIONAL RELATIONS

Regional Network

BEDA
ICSID

ECONOMY

SMEs

Government Support

IP Rights
Awards

DESIGNERS

Start-up Support

Grant

IP RIGHTS

Publication
Promotion

HUNGARIAN
DESIGN
COUNCIL



Strategic Network

Ministries, Public Institutions

Professional Organisations, Associations

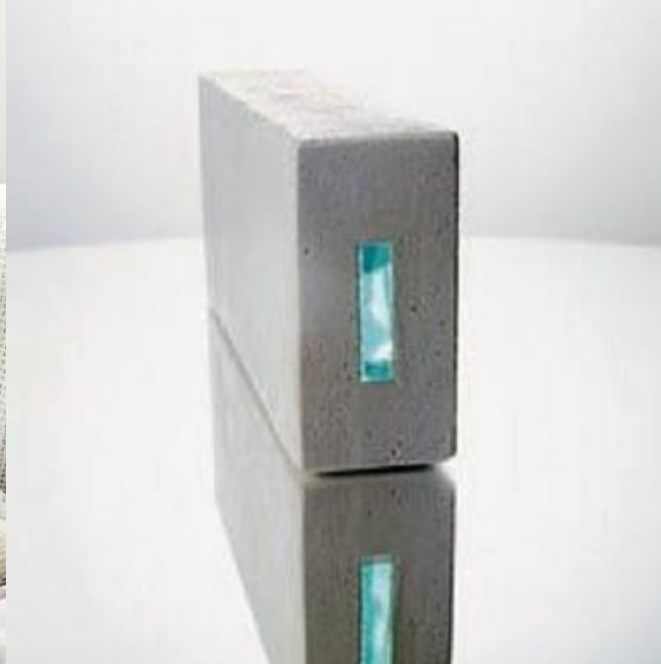
Industry, Chambers of Commerce and Industry

Universities

Bureau of the Hungarian Design Council Executive Office

Projects / workshops
International networking
Archives and administration
Moholy-Nagy László Grant
Hungarian Design Awards
Design Management Award

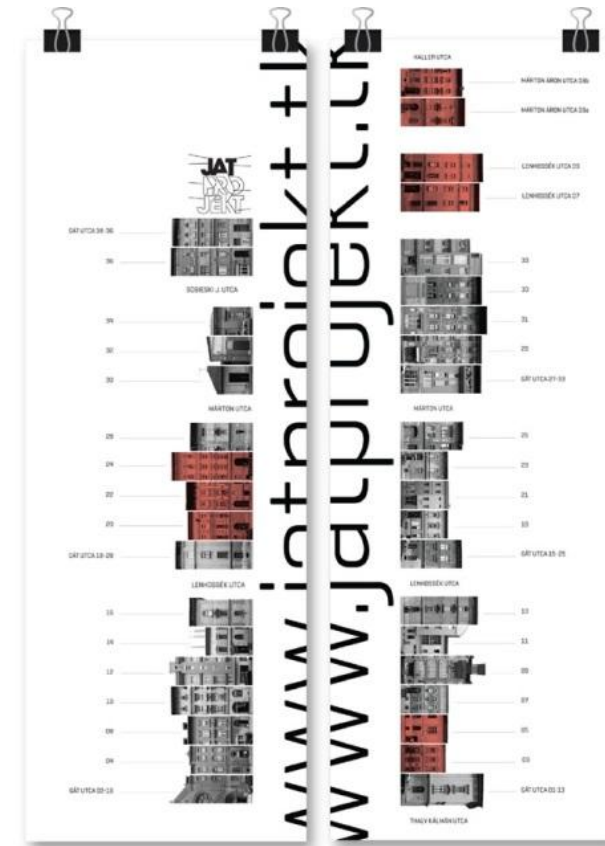
Moholy-Nagy László Grant



Government funds Grant since 1988
For young professionals under 35
Maximum period: 6 month
Annual exhibition in December

Hungarian Design Award

Since 1979 – 34th
Annual exhibition in October
On behalf of the
Ministry for
National Economy

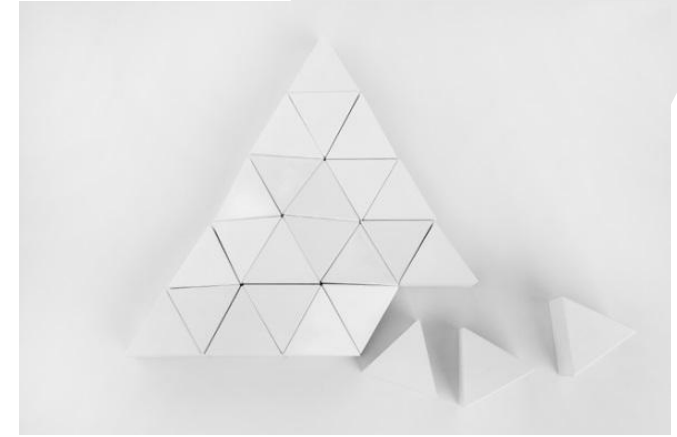


4 Categories

Product



Concept



Visual Communication



Student work



Design Management Award

Founded by the HDC – 2009

For companies and organizations that integrate professionally design into the management

Application by nomination

Award ceremony in October



Design
Management
Dij 2013



Design Management Award Winner 2013

Cserpes Cheese Manufactory Ltd.



Design Management Award

Exemplary achievements

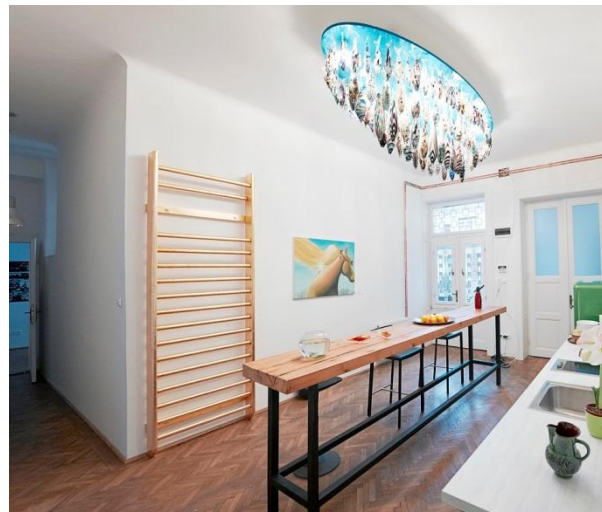
Centre for Budapest Transport



Hungarian State Opera



LOFFICE



Hungarian Design Award & Design Management Award ceremony

30th September, Múcsarnok / Kunsthalle





Founded by the Hungarian Intellectual Property Office
10th anniversary

International Relations

ICSID /International Council of Societies of Industrial Design/

BEDA /Bureau of European Design Associations/

European Design Leadership Board

/set up to steer the European Design Innovation Initiative/

European Design Innovation Initiative

Building on Europe's Design Potential

410.000 designers - 36 billion € turnover generated, 2010.*

Creative Industries in Hungary**

In respect to its importance in the national economy it is one of the global leaders.

Produced 7.85% (1,700 billion HUF, 2009) of the GVA in the domestic creative industries.

Gross output 10.97%, 7.98% of employees (2009)

*Source: European Design Leadership Board, Design for Growth and Prosperity, 2012

**Source: A szerzői jogi ágazatok gazdasági súlya Magyarországon 3.
Hungarian Intellectual Property Office, 2012

EuroDesign – Measuring Design Value

European Design Innovation Initiative – Europe 2020 strategy
2012-2014

Coordinated by the Barcelona Design Centre

Partner organisations:

Swedish Industrial Design Foundation

University of Cambridge


Design Austria

Copenhagen Business School

HIPO-HDC

WP3- interviews to 25 Hungarian companies

WP4- relationship between IP protection – design performances

The background features two large, stylized letters 'E'. The one on the left is white with a gold shadow, and the one on the right is white with a grey shadow. Both are set against a light-colored background.

Thank you for your attention!

www.mft.org.hu