

Abstrakt w języku angielskim

Dissertation „Wystawa *Wzornictwo z Krakowa*. Projekt ekspozycji i identyfikacji wizualnej wystawy wybranych prac absolwentów WFP zorganizowanej w ramach obchodów Jubileuszu 50-lecia Wydziału Form Przemysłowych Akademii Sztuk Pięknych im. Jana Matejki w Krakowie” (“Exhibition *Design from Cracow*. Exhibit design and visual identification of the exhibition of selected works of FID [WFP] graduates organized as part of the celebrations of the 50th Anniversary of the Faculty of Industrial Design of the Jan Matejko Academy of Fine Arts in Cracow”) describes the process of preparation, design, production, implementation and operation of the exhibition, presented from October 3rd to November 2nd 2014 at the Szczepanski Square in Cracow.

The aim of the exhibition was to create a positive image of the Faculty by showing selected, outstanding projects of FID graduates. The indirect aim was to show the important role of design and designers in the economic and cultural development of the country and in shaping the tastes of the citizens.

At the exhibition were presented 26 projects showing the various design specialties and the versatility of FID graduates. The most important decision was to move the presentation into urban space and use three glazed, lighted containers, so that the exhibition was available to visitors 24 hours a day, seven days a week. A coherent and consistent project of display, visual identification and accompanying promotional and informational materials has had the opportunity to contribute to achieving the set goals.

Great location and effective promotion made reception of content presented at the exhibition exceptionally wide, compared to other presentations of the Faculty.