



## HOLIS 2014

In the outskirts of Kőszeg, there is a felt factory. The factory was built in 1898, and we wanted to honor it, as a part of our industrial heritage, by rethinking its function. Felt production has lost its markets in the last few years and the factory has fallen into slow but sure decay. Nowadays, the yearly income of the factory is around 100 million HUF, an amount that barely covers its expenses. The present owner of the factory intends to sell it.

Design Terminal in close cooperation with and as part of the KRAFT program, is committed to putting the felt factory on a developing course, by using the benefits of creative industry and holistic design. In order to achieve this goal, in 2014, between July 20-27, 25 students and 5 team leaders worked together to make suggestions to assure the factory's future.

According to our research about the versatility of the usage of felt, and the role of textiles in the town and the whole region, the concept is based on the observation that felt production must remain a significant part of the emerging center. Research indicates that textiles are still the largest industry, of which the most important fields are the development of smart textiles and innovative manufacturing methods.

The current factory is home to the HOLIS Factory (working title), a textile innovation center, open to the public and related to the projects of the KRAFT program, and to the relevant institutes of bigger nearby cities. The center does intensive work on the development, production and marketing of innovative textiles and related firms.

In order to achieve the aforementioned goals, the factory must be bought, renovated, and partially refurbished. Subsequent to these and the acquisition of the proper instruments, we plan to give the factory 4 functions:



### **Producing felt**

The original factory operations would take up less space than before, using renovated equipment under the control of new management. The main selling points are the following: production with museum piece equipment, high quality, flexible service and a craftsman's attitude. Quality versus quantity. Products are positioned on the high end market for a higher rate of profit.

### **Education**

Our goal is to create a textiles-related education center, in tight cooperation with the textiles professions and other fields under the aegis of the holistic approach, that is able, among other things, to take part in textile innovation. Our concept is to collaborate with universities and research institutes in a semester system. Workshops, organized by the center offer a platform for experimentation on various textiles, technologies or equipment. The center admits residency programs and summer camps.

### **Innovation and Incubation**

The center gives place to research laboratories and firms -related through the holistic approach to textiles- which stand for, develop or research innovative methods. The factory admits projects that are the results of former projects supported by the center. Projects are supported by the Incubation program of Design Terminal. The infrastructure of the center is available for the laboratories and firms which are in a close cooperation with the participants of the summer university too.



### **Culture and entertainment**

We would like to highlight that HOLIS Factory is an open studio, open to visitors almost 24 hours a day. To promote it, we are creating cultural and entertainment facilities in the factory. That means excellent, but reasonably priced meals in our restaurant, and a café with a pleasant terrace. Furthermore, we want to create a multifunctional space, one that can welcome hundreds of visitors in case of conferences, concerts, or all kinds of shows or lectures. We also plan to build a cinema. All this new infrastructure will allow the factory to welcome festivals too.

The costs of creating HOLIS Factory are around 1.8 billion HUF, which includes the purchase-price of the property, design and refurbishment expenses and the procurement of necessary equipment. HOLIS Factory can be established in 21 months once the required amount is available.



## ORGANIZERS 2014



### **Maxim Bakos**

HOLIS Professional manager

Dedushkov, Creative CEO

Co-founder of Hello Wood and MOME-line

Founder of The Budapest Design Meetup , Founder of Digital Design Course Active in the design, architecture, graphics and animation scenes as manager, creative, curator

Studied Economics at Corvinus University of Budapest

<https://www.linkedin.com/in/maximbakos>



### **DLA habil. Attila Cosovan**

HOLIS Professional manager

Co-founder of Co&Co Designcommunication, which has won the Red Dot Design Award three times so far, aside many others.

Founder of DISCO-Communication integrated into development-methodology

<http://issuu.com/cosovan>

Member of the Hungarian Design Council, Associate Professor at Moholy-Nagy University of Art and Design Budapest, Professional advisor at Design Terminal

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## TEAM LEADERS 2014



### **Dóra Horváth**

HOLIS Team leader

Head of Department, Associate professor - Media, Marketing Communications and Telecommunications at Corvinus University of Budapest

Head of Department, Associate professor - Media, Marketing Communications and Telecommunications at Corvinus University of Budapest  
Developer of creative education methods. Member of CEMS (Community of European Management Schools) Design and Innovation group. Teaches intensive courses of CEMS, among others at the Bocconi University (Milan), ESADE (Barcelona) and the Erasmus University in Rotterdam. Qualitative researcher, applies and develops projective research methodologies. Her fields of research and publications: design, packaging, image, advertisement reception, integration, the change of information use due to new technological devices, consumer participation, postmodern marketing.



### **Panni Pais**

HOLIS Team leader

Designer

Founder, Designer at Cellux Art Group

As a child, she wanted to become a detective, as she liked to observe, analyze and solve problems. She benefits from these skills even today, during the course of her professional career. She graduated from ELTE as a sociologist and from MOME as a designer - in 2013, her thesis work won the Hungarian Design Award. Having participated in multiple international workshops, she has become a real fan of teamwork and multidisciplinary. Besides designing jobs, she takes part in a rowing number of service design and design thinking projects.



### **Bálint Kádár**

HOLIS Team leader  
Architect, Urbanist  
Chairman of KÉK - Hungarian Contemporary Architecture Centre

Teacher, researcher- Department of Urban Planning and Design, Budapest University of Technology and Economics. He moves on the borderlines of architecture as a practicing architect, the curator of KÉK, as a teacher and researcher, seeking to redefine the roles of his profession. He works with participation planning, public space usage, tourist sight developments, the redefining of historical city structure, but in his own architect studio, he also deals with traditional architectural design.



### **Balázs Orlai**

HOLIS Team leader  
Head of Product Design Department at Moholy-Nagy University of Art and Design Budapest  
Co-founder of Sausagefence  
Designer: Bajusz bá', P-shaped bicycle parking stand, Passenger Information System-BKV Zrt.



### **Márton Szabó**

HOLIS Team leader  
Strategic advisor, Mito  
Manager, Koin

He has been working in different fields of online media for more than 15 years, after having begun his career at the Ministry of Culture and Public Education. He later led the interactive department of a domestic advertising agency, then worked for Proud. Szabó took part in the foundation of iWiW Zrt, where he was managing director for 4 years, and, following the merging of the company, he held different positions at Origo Zrt. Currently, he is a strategic consultant at Mito and has been directing a startup, Koin since 2012.



## FACILITATORS 2014



### **Fanni Csernátanyi**

HOLIS facilitator  
Designer, Cellux Art Group

Studied at Moholy-Nagy University of Art and Design Budapest  
Founder of CSEKK - Interuniversity Student Cooperation  
She currently works at Cellux Art Group and besides teaching the design mindset, methods and tools for a great variety of people, she participates in many design projects.  
<https://www.behance.net/cserfa>



### **Ágota Bíró**

HOLIS facilitator  
Business Development Manager  
BDM at British Council, Trainer, Consultant

B.Ed., Teacher of English as a foreign language, translator  
Holds an M.A. in English and Hungarian Literature and Linguistics from Eötvös Lorand University  
Studied education management at Corvinus University of Budapest  
Learning and development, education and training, coaching and mentoring are the key words to describe her fields of expertise. Ágota started her career as a teacher, worked as a project manager on several education related projects internationally, trained to be a facilitator and trainer. She has a passion for diversity and inclusion.  
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