

Erasmus for Young Entrepreneurs

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SUCCESS STORY

New Entrepreneur

Name and Surname: Urszula Martyniak

Country: Poland

Age: 36

Status: Would-be entrepreneur

Sector: Crafts, art materials and accessories

Name of business/website: LULAJ

Picture of NE:



Host Entrepreneur

Name and Surname: Aristeidis Limnaios

Country: Greece

Age: 40

Experience: 9

Sector: Clothing, footwear, leather and textile, luggage articles and accessories

Name of business/website: INKHEAD / www.inkhead.gr

Picture of HE:



Details of exchange

Date of exchange: 01.03.2019- 30.06.2019

Duration of exchange: 4 months

Brief introduction

Both participants were very interested in creating their own graphic design applied to the fabrics, using the ancient method of screen printing.

Both Aristeidis (INKHEAD) and Urszula (LULAJ) wanted to experiment with this form of design and promote screen printing, craftsmanship and the arts worldwide. Both sides were keen to develop their skills and competences and to explore the cultural and linguistic context of possible international cooperation. They discovered the EYE program "by chance" - Urszula heard about it from a friend who was thinking about participating in the program, while Aristeidis heard about this opportunity through an Italian graphic designer who proposed him a collaboration through EYE.

They decided to participate in the program when they discovered, through the EYE database, that their career profiles were perfectly suited. The decision was also linked to the perfect time to meet in a commercial context.

New Entrepreneur expected to acquire knowledge that would help her continue her career as a designer as an independent entrepreneur and HE expected to have a new vision of her business, as well as the opportunity to discover his ability to conduct a workshop.

Activities undertaken

Aristeidis and Urszula have worked side by side in every aspect of the work: from the creation of the graphics, to the choice of the best designs, to the discussion on the most suitable colours; In addition they have both taken care of the welcome and the service of the customers in the workshop with a certain success.

LULAJ, about the experience of working with INKHEAD, comments: "We really did work together at all levels - from the discussion of marketing strategies to the artistic creation of the work. But not only that, we also shared our business know-how and language skills. We both wanted to increase our artistic skills and feel inspired by this collaboration".

They performed with good artistic sense creating a mural at the Network for Children's Rights Centre in Athens, on the occasion of the birth of the new artistic collective THE HARAS. All the people to whom this space is dedicated (children and adults, often refugees), the director of an NGO, his collaborators and artists - were satisfied. The result obtained by The Haras (INKHEAD + LULAJ) is surprising. The large-scale graphic painting was really appreciated by all the users of the space - children, adults, often refugees, NGO workers, visitors. The artists themselves showed great satisfaction with this cooperation.

Benefits achieved

In the future, both parties concerned are keen to continue to cooperate with each other. Aristeidis and Ula intend to do so mainly by supporting and promoting each other, on their websites, on social media profiles and by selling each other's products (sales orders between Polish/Greek workshops). They share among themselves all the artistic and marketing contacts they have to help and support each other as much as possible. INKHEAD and LULAJ told us that they are planning to organise future artistic, commercial and charity events in close cooperation; in this respect LULAJ reported: "Together with INKHEAD we are planning meetings in both Greece and Poland for the coming year and we do not exclude future projects together in other European countries". Both entrepreneurs also continue to exchange knowledge on craft trades organised at regional level in their respective countries of origin with the idea of participating together.

Quotation regarding the experience

For NE: Participation in this project was a life-changing experience. I met very beautiful and creative people there. Ilektra and Aristidis in primis were my daily source of inspiration as well as living in Athens and getting to know Greece. I consider this experience as a milestone in my personal progress. I have gained confidence in myself and in my capabilities. Finally I feel at ease with the entrepreneurial world and ready to create my own artistic laboratory.

Quotation regarding the experience

For HE: I really enjoyed my time with Ula. We worked side by side, exchanging knowledge and ideas. He always helped me a lot in every activity I had to do. Thanks to this experience I saw my work with new eyes: and it was really wonderful to have someone who shares your same professional and artistic interests at my side. Our collaboration has been a success both professionally and personally. I can't wait to visit his future screen printing studio in Poland, print something together and draw together. I have to say that we already miss her.

Picture (NE + HE together)



- I grant Erasmus for Young Entrepreneurs Support Office the right to use my story in its publications



05.05.2019_ THE HARAS collective, Network for Children`s Rights Centre , Athens, Greece