

Erasmus for Young Entrepreneurs

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SUCCESS STORY

New Entrepreneur

Name and Surname: Anna Pawłowska

Country: Poland

Age: 29

Status: Would-be entrepreneur

Sector: Graphic Design, Art, Printmaking

Name of business/website: n/a

Picture:



Host Entrepreneur

Name and Surname: Prent & vinir, Sigurður Atli Sigurðsson and Leifur Ymir

Country: Iceland

Age:

Experience: 4 years

Sector: Art, Printmaking, Publishing

Name of business/website: www.printandfriends.com

Picture:



Details of exchange:

Date of exchange: 1.07.2019 – 31.12.2019

Duration of exchange: 6 months

Anna is a graphic artist and printmaker from Kraków, Poland. Some time after finishing studies she heard about EYE program from her friend. In the meantime she met Sigurður and Leifur during an art residency in Reykjavik. She wants to create the same great company in Poland that is why few weeks after coming back to Kraków she decided to participate EYE. Prent og vinir was the first idea of collaboration, and it was a hit. It turned out that opportunity can be fruitful for both sides. For Prent og vinir the registration procedure was fast and easy, after short time they found themselves in the HE base.

Anna expected to achieve skills in acquisition clients in creative industry, to gain knowledge on how to talk to art institutions, galleries. How to rate her work and how to raise funds own art practice. She also wanted to expand her technical skills in the field of screen printing and the use of Risograph printer. Her startup idea is to create a place that combines graphic design and creation of brands with a space for learning and sharing knowledge in the field of printmaking. Therefore, the experience she acquired when working with the Print & Friends will be significant for the good planning of the profile and strategy of future company.

Prent og vinir expected to have started a fully operational publishing house with a couple of larger publications and a few limited edition artist books and to reinforce our approach to larger curatorial projects such as the Christmas exhibition.

Activities undertaken

During the relationship we were working on many smaller and few bigger projects. The most important ones include the publication of a publication summarising the current P&V art practice and methodology, the organisation of Anna's two solo exhibitions and finally the project that crowned collaboration: Christmas exhibition in Asmunadarsalur gallery. Moreover we conducted workshops for kids, courses for students. We published some art books and curated several exhibitions. During the program we cooperated on many levels, we were discussing every step, strategies, our ideas and doubts, sometimes we had to compromise. We shared our skills and knowledge in printmaking and Anna shared her graphic design skills.

Thanks to that relationship Anna has developed soft-skills, she learned how to approach art scene representatives, these are her most valuable experiences.

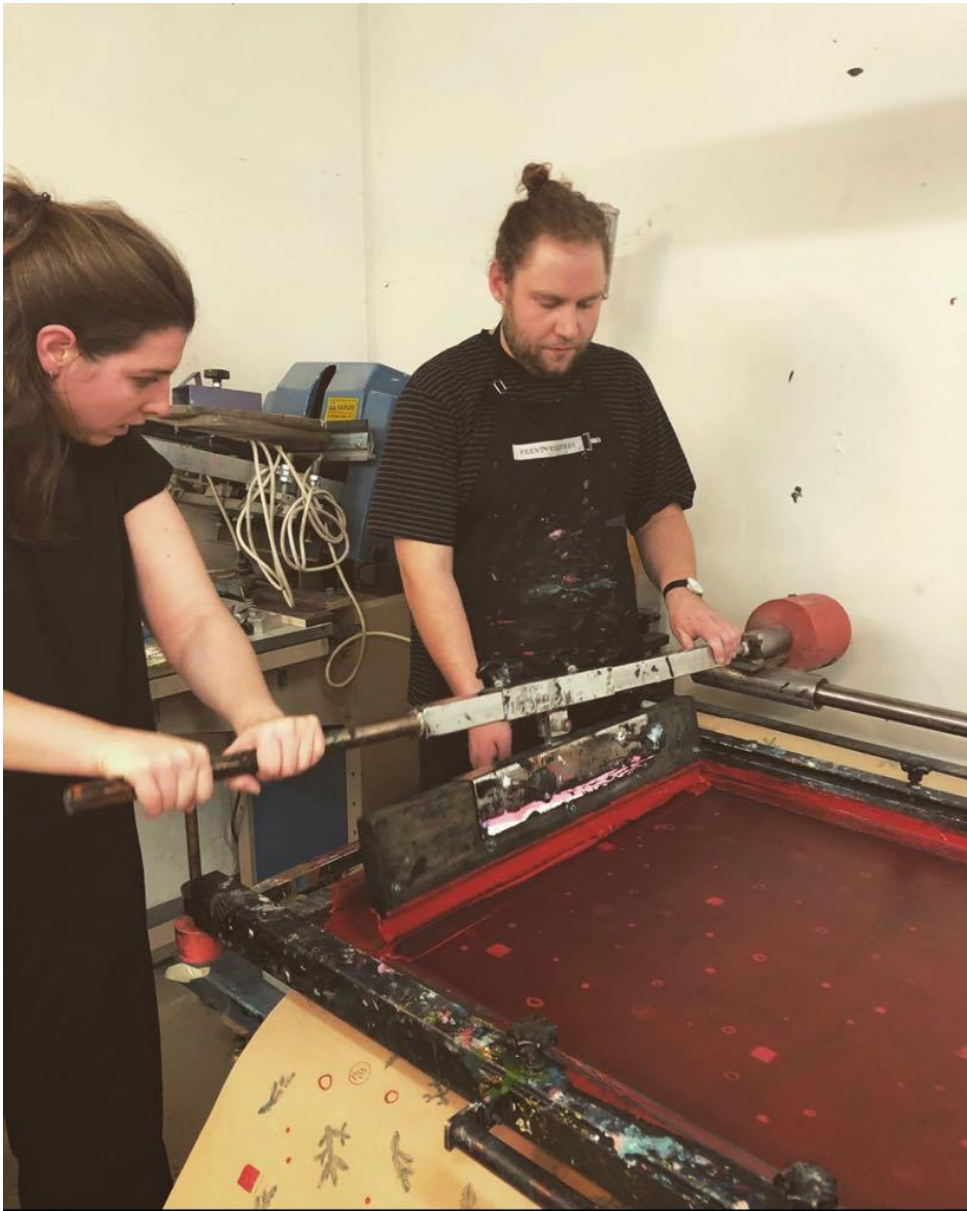
Thanks to that relationship Anna has developed soft-skills, she learned how to approach art scene representatives, these are her most valuable experiences. Prent og vinir position in Icelandic art scene is stronger than

before, they will perform many projects next year. Anna had a chance to meet many inspiring people and made friends that could result in cooperation in the future. She is working on her own course in intaglio printmaking. In the future both Anna and Prent og vinir are keen to work with each other in many different ways, art exchange, mutual support (regarding art practice and graphic design). We also support our presence in social media.

Anna said: I can honestly admit that this was a life-changing time for me. I have not only gained a lot of new experiences, but also I've met many beautiful people, that are inspiring me. Mostly I've started to believe in myself, I've gained confidence that I lacked before. It was great time of sharing similar and sometimes different motivations and ideas. I was refreshing to be active in new for art community, so unlike polish

Quotation regarding the experience: (HE max. 300 characters).





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