



LUXURY OF FREEDOM

TOMAŽ AUPIČ BIG BERRY 3RD MASTERMIND 2018

FROM DESIGNER TO SALES

Credit: BB team

By Augustin Martinez
BIG BERRY Slovenia.

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Don't wait for people from your home to agree with you or your idea, go in the world and push your idea forward

We were very pleased to welcome the creative Tomaž Aupič, our 3rd BB Mastermind host at BIG BERRY Kolpa River on the 17th of May 2018.

He took the time to visit us, to share his experiences with the young student designers from the Faculty of Textile Industry of Zagreb from the Design Year

Project and to talk about the path 'From design to sales'.

Tomaž fell in love with architecture when he was attending civil engineering school in Novo Mesto. He went to the Faculty of Architecture in Ljubljana to pursue his dream and while studying architecture,



Credit: BB team

he worked as a graphic designer and project manager for marketing companies.

During his final year, he got a great opportunity to work with a young company from Bela krajina - Starkmat s.p. He took part in a very innovative project: the Active Chair project. At first, he was mainly involved in the industrial design and visual communication design parts, but the brand started growing and since they were a small team, he became their business partner and project manager. It's already been two years since he became the proud member of this interesting project!

Designers are not artists, we make objects that are object of use

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Sitting is the new smoking

Active Chair project started two years ago, and Tomaž and the two other members of the team were working a lot on this project. After some ups and downs, they finally created a prototype of their Active chair, so they decided to go to a design fair. During the five days of the fair, they had the opportunity to show their work but also to sell it. They sold around 70 chairs, which helped launch the Active Chair Project!

On the afternoon of May 17th, we were sitting comfortably around the BB barbecue house. Tomaž started his talk by asking us a simple question:

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Credit: BB team

He asked then the same question as the first one but now we also had to think of convincing someone to buy the design. After that, Tomaž shared his experiences with the students. He talked about his current project, the Active Chair, and different steps and some crucial points in a designer's professional life such as teamwork, listening to people, the ability to sell the product - selling not only the design but also the experience and answering the customer needs - and finally the customer. Those were the things he didn't learn while at the University, but through experience. It was a great sharing moment, especially for the student designers who gained more confidence and knowledge from the professional world.



Credit: BB team

'What are the steps, from the beginning to the end, of designing something once you already have the design/the idea?'. After some reflection, he resumed his talk by making a comparison between artists and designers: 'designers are not artists, because designers make objects that one can use'. The purpose was to demonstrate the reality of being a designer, designing objects and making a living out of it to the student designers who were assisting: 'Think of selling while designing'.

I know BIG BERRY for 2 years now, I really like it because they involve many different people in the project. They really make something new in this area. They are special here in Bela Krajina, even in the all Slovenia



Credit: BB team

4th BIG BERRY Mastermind

Mireille Van Bremen will be our fourth BB Mastermind of the 2018 season. We are glad to welcome her to the following two sessions, the first starting on 29 May. The communication trainer and coach will share her knowledge on the topic 'Building trust in personal and business relationships'.