

PORTFOLIO

Design: A Development Tool For Lithuanian Business

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LITD
DESIGN
MADE IN
LITHUANIA

Rasa Baradinskiene
Photos: "LTD" archives

In this case, LTD is not the abbreviation of the English word "Limited". It is desrambled as LT (Lithuanian) + D (Design). It is the name of a design studio established in Vilnius several years ago that already became known enough.

The said studio was established in the year 2001 when second-year students of Vilnius Academy of Arts Design Department Juozas Brundza and Gediminas Stoskus united their creative forces for the joint activities, because two heads are always better than one. The co-operation stood up and the list of implemented projects is growing rapidly. Some projects are developed together and some projects are developed individually. A majority of projects developed by LTD are designs of things (such as furnishing, chandeliers, trading equipment), public interiors, image formation and various conceptual projects for exhibitions and contests. The creative duet does not limit its activities with a search for ideas: the designers are sure that a provision of a developed project is not a completed mission. Today the dialogue and co-operation between design and manufacture and a participation of the designer in all phases - from conception to realization - are of a particular importance. On the base of this attitude, the designers of LTD studio implement all their projects through a participation in manufacturing processes and co-operation with various manufacturers. Their projects were successfully implemented in Latvia and Estonia, not only in Lithuania. Such extent of the activities seems to be miniature on the world scale; however, it means starting an implementation of the dream of every professional designer: to transform the developed project into a product that is



Bicycle-scooter "MultiFun"

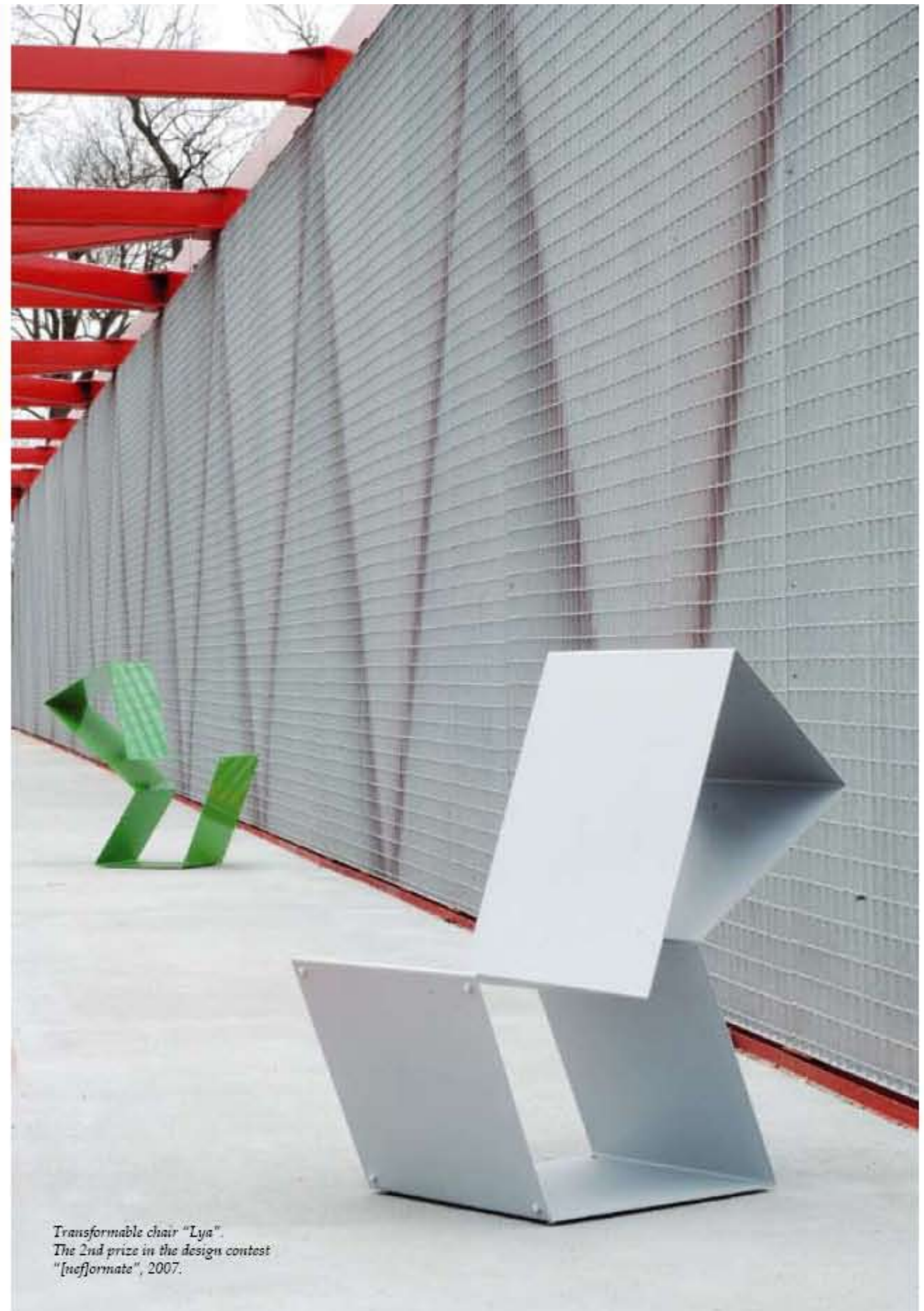
International Bicycle Design Competition - Excellent Prize (Taiwan 2004)
 The bicycle MultiFun is a multifunctional device, which is suitable to use as the scooter and as the bicycle. It could be transformed just to turn over it. This device hasn't complicated and expensive transforming hinges, joints and doesn't require a large physical strength or special tools for transforming it. It also simplifies the producing, holds less cost and the expensive.

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Above: Bicycle-scooter "Multifun" was awarded with "Excellent prize" at the International Bicycle Design Competition in Taiwan, 2004. Manufactured by "LGC Enterprise".

Switch. Design-concept, 2005.



Transformable chair "Lyn".
 The 2nd prize in the design contest "[ne]formate", 2007.



On the left: Outdoor lamp in Vilnius, 2006.

Bench "U", 2005.

Above: Site marker for "Litexpo" exhibition center, 2007.



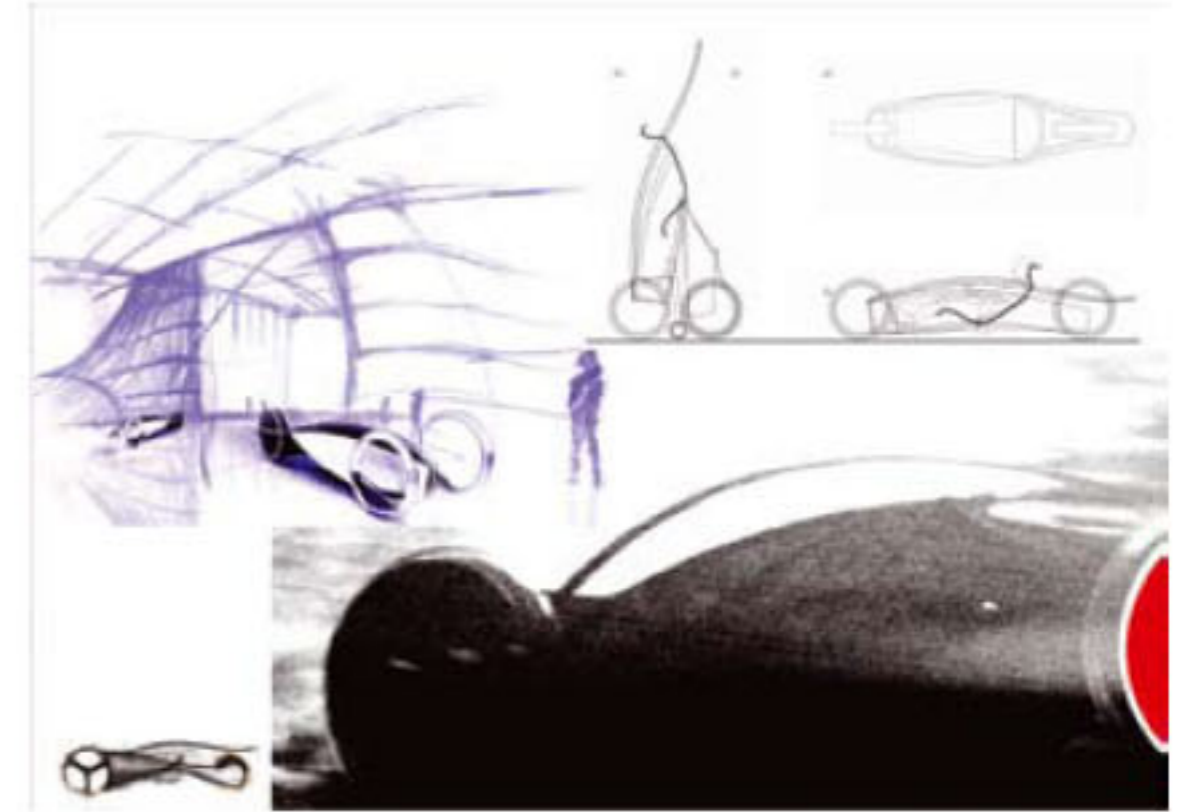
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the contest of visual arts "The Free Movement" arranged in France by "Unesco" and the second place in the placard contest "Tax Free World Exhibition" held in France as well. The top result was achieved in the International Bicycle Design Competition arranged in Taiwan in the year 2004. The project provided by Juozas ("Multifun" bicycle-scooter) was awarded with "Excellent prize" and at present the bicycle designed by the Lithuanian designer is produced by a Chinese company engaged in bicycle manufacturing. It was really a great success of Lithuanian design that caused a sincere gladness.

In the creative biography of LTD duet, other interesting facts are abundant as well. Since the year 2000, both designers were active members of A.K.I.S. Group (the Studio of Creative Initiatives of Authors) that was well-known enough in that period. The apogee of the activities of the Group was its participation in the Furnishing Exhibition at Salone Satellite (Milan). The presented projects attracted a considerable positive attention and the idea of Gediminas related to an indirect contact switch seemed to be innovative even in

Project of the concept-car, 2003



multiplied to a certain extent and has own place in the today context, not remains for ever in the phase of prototype. Working in the team stood up and provided good results. Simultaneously, both designers preserve their individuality and supplement each other. Gediminas is strenuous, practical, reliable and not inclined to indulge in reverie. He is not an active participant of contests; however, he excellently develops projects and arranges manufacturing. Juozas is conceptual; he likes insights and never lacks ideas. In addition to his creative activities, he is a design instructor of Vilnius Academy of Arts Design Department for several years already. Although these additional activities take considerable time, they are not a purposeless occupation for Juozas. In a broad sense, it is also a wish to stress a topicality of design and to encourage its development that might positively

impact the competitiveness. It is as if striving to move students to act and to help the young generation in the process of its maturation in order to transform their future activities into a challenge that encourages themselves to keep abreast with the times and to be involved in a positive competition. On the other hand, the engagement at Vilnius Academy of Arts provides him creative impulses as well, because academic projects include less routine and restrictions and provide more freedom for self-expression, conceptuality and openness to dreams. It is an antidote that prevents of losing the creative flight.

Because it is hard to remain creative in the real everyday life. Usually, the character of the projects is predetermined by the demand and by the real clients. In the meanwhile, industrial design is a subject

of future, because the rules of the game are dictated by the reality of the times: why should one invest in design, when investing in real estate is much more profitable? However, Juozas and Gediminas do not lose their optimism: just it is evident that alterations of circumstances take place and changes are ripening. Niches of quick business are full enough, so a need in good design may appear soon. In addition, this duet that never lacks a creative flight is capable to find other ways for implementing its creative ideas. They are bound with participation in contests and exhibitions abroad. Contests provide a positive experience; in case of a success, they are an excellent platform for transforming the idea into a product. Participation of J. Brundza in such contests is particularly successful: he was a prize-winner for many times. For example, he gained the fifth place in



Wall luminaire "Lightly, 2000

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the highly sophisticated international context. The project was developed seeking to replace the standard key of a switch by an individual light-switching action that might be integrated in the general idea of the interior or a ritual action. For example, a glass placed on the hutch causes switching-in the light over it or a rock placed in a certain place close to a swimming-pool activates water flowing or lighting. It was a conceptual project that distinguished itself for abundant advantages. For example, the contact for current flowing could be installed behind the trimming of the interior or inside the thing. In addition, there were supplemental opportunities to use various materials and shapes, if a small magnet is provided inside. Such a switch enables to hide the electrical part completely, so it is safe for use by children or at damp premises. For the said exhibition, Juozas presented two original chandeliers. One of them was bracket "Lightly" fixed directly to a socket in the wall. Thus supplemental electric installation in walls, drilling of the latter, fixing of hangers and so on are avoided. A location of such a chandelier can be easily changed. In the meantime, the destiny of the said project is not clear; however, several years passed after the debut and the time told that the idea had not lost its topicality, so Italian manufacturers took a real interest in an opportunity to introduce it in mass production. This year proved once more that contests and exhibitions would provide an excellent stimulus for creative activities. In the design contest "[ne]ormate" arranged during Litepo furnishing exhibition, the transformable chair "Lya" designed by Juozas gained the second prize.

And what comes next? In the today world flooded by various things, it is not sufficient to create a thing that is good in the aesthetical or functional aspects only. Design integration in various processes is needed. LTD duet perceives that. Taking the long view, the designers follow the principle that design should be good, not beautiful. Beauty can be only one of the components of the totality. In addition, they perceive that touching or using things form a certain mood. If such a mood is good, everybody will gain. As a majority of creating authors, they do their best to minimize the distance between their wishes and the needs of users. And abundant unrealized ideas are waiting for their turn in the motley of sketches.

Interiors of the boutiques "Kalioniu opera" in Klaipeda and Vilnius, 2005 - 2007

