

The aim of my doctoral thesis is to turn attention to the neglected area of trophies and statuettes. I point out the multidimensionality of the problem, which seemingly trivial, seems to concern much broader issues, such as culture, symbolism, aesthetics, sociology, anthropology. In the same time the area stands on the edge of fine arts and design. Prize winners, investors and other recipients want to find in the statuettes the features of a piece of art (such as in a sculpture) and they fulfill those desires in various ways. However, those features of the statuette that are related to the product of industrial design (both: advertising object, and something existing in our home space) are marginalized. I treat the trophy as a niche art and craft object, which undoubtedly reminds of a product, but due to its abstraction and the difference from them, the statuette is so far removed from direct analogies that it is a good starting point for reflecting on the nature and essence of the product / object / item etc. In the essay, I present my point of view and prove that the product designer has all the tools to act in this field, which can positively affect the issue in general.

The main goal of my creative way is to build an interaction between the award and its recipient by designing an experience dedicated directly to him or her. From my point of view, the most important issue is to design an experience that goes beyond function and usability. The metaphorical and symbolic aspect of the received statuette, built not only visually but appealing to different senses, allows for associating and „recording“ the moment of receiving the award, identifying it with emotions and building memories. Such interaction allows in the next step to establish an intimate and symbolic relationship between them, maintained in everyday life. Although the most important aim of this action is to honor the awardee in the best possible way, in my work I also pay attention to the fact that the recipient of the award is not only its laureate, but also the audience, sponsors and other people directly related to it. That is why building a large image of the event by reflecting its meaning metaphorically is in the interest of all audiences. What differs the designer's approach from the sculptor's is that I do not design only the trophy itself, but I treat it as a part of a whole totality of the event which is not only a metaphorical representation of the event's or company's values, but also a physical symbol of awardee's personal success. In my essay, I present the means that I use to build these experiences and aspects (e.g. a characteristic gesture of giving and receiving a reward or a gesture of triumph, establishing a symbolic function, manipulating with its kinematics, creating a mystery or secret aspect of an award, using various materials and technologies, manipulating with its scale, e.t.c.). I present my thesis in the context of many aspects of the contemporary world, such as art, marketing, products, the condition of human, his rituals, habits, ceremonies, the presence of symbolic objects, etc. I also touch on the problem of the convention and standard functioning for years in this field, referring to the needs of contemporary consumers and the perception of contemporary art recipients.

All the issues described in the essay find their reference in the designs of statuettes, which are divided into 3 groups. This division results from the general idea on which the work is based: not revolutionary, but evolutionary introduction of changes to the statuette market. The first one shows a „short step“ forward and a slight change that allows you to look at the presented issue in the light of new ideas, refresh its image, and at the same time not „scare“ the recipients. The statuettes of this group are completed and implemented projects that confirmed that my approach and ideas are right. The second group presents designs of statuettes, mostly unimplemented, at the conceptual stage, which vary from the adopted standard to a greater extent and specify the next step to be done in my design work. The third group consists of purely theoretical and hypothetical objects that I describe in order to outline the direction in which I would like to move. The spectrum of meanings in this case has been changed to a greater extent. I am convinced that it is worth starting to introduce changes and that in this field they are not only necessary, but, what is even more important, already possible. The audiences of the trophy market are, according to my research, ready for change, but it needs to be implemented step by step. As designers have a huge share in shaping the reality we live in, as they are the people responsible for the general appearance of the objects that surrounds us - the tools and means at their disposal, their point of view, as well as the way of thinking and solving problems find its use in the field of statuette design.

27 kwietnia
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