

Synergic Strategy in Design: Design Dialogue Atelier_Balaz

interdisciplinarity

context

creativity

dialogue

art

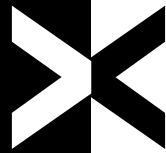
authenticity

independence

action

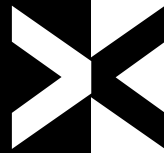
philosophy

**multi-
disciplinary /
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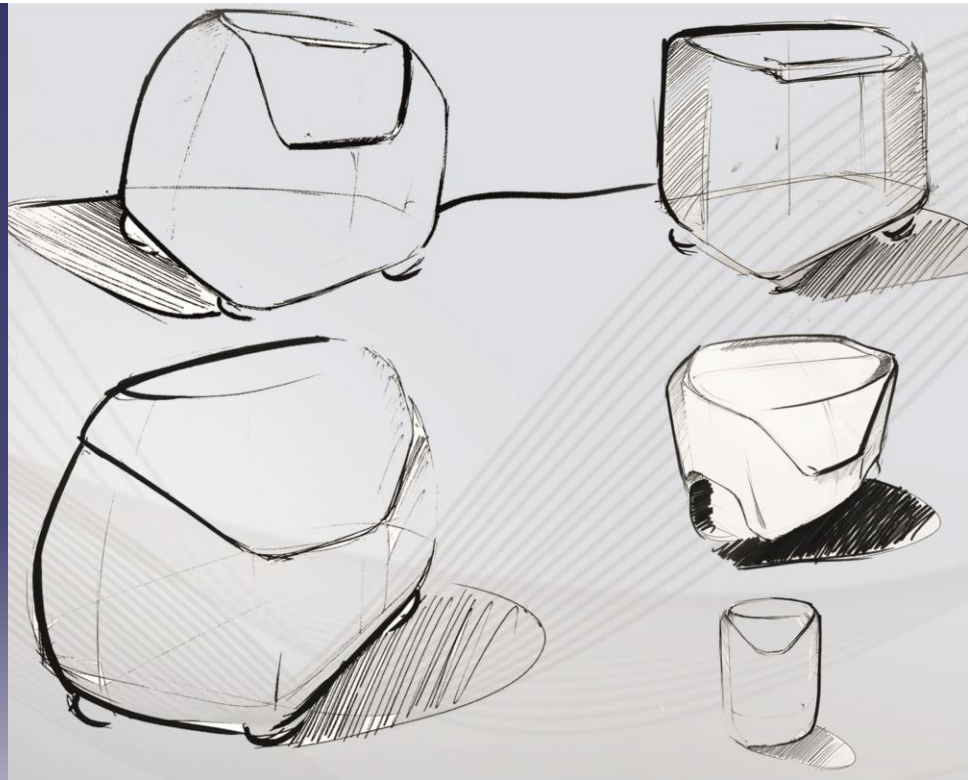
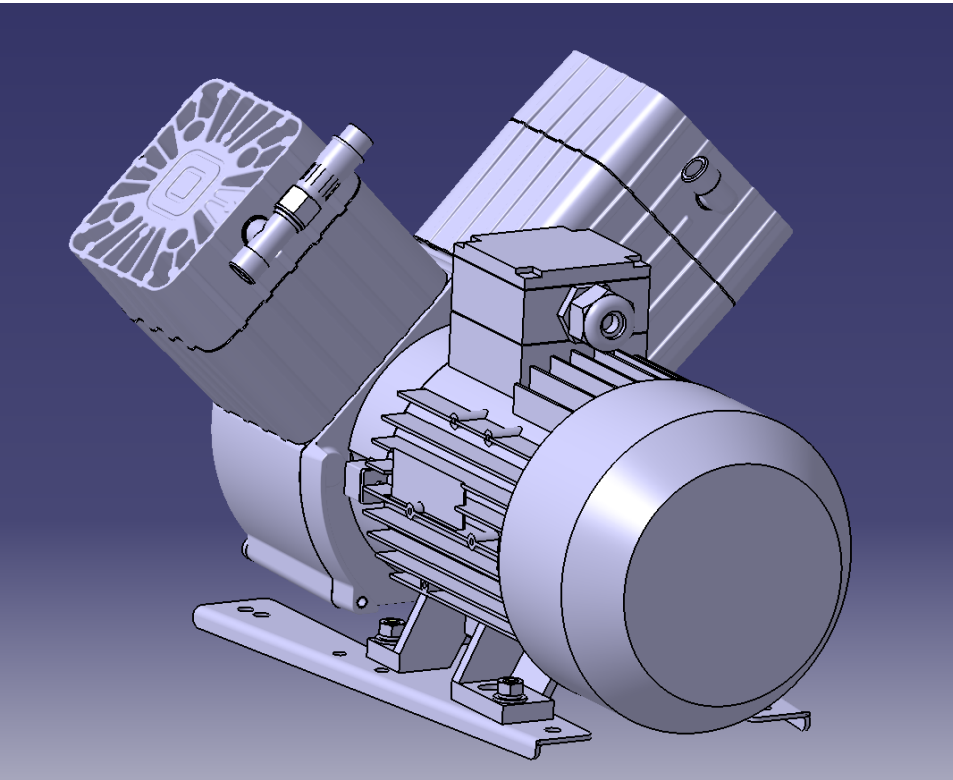


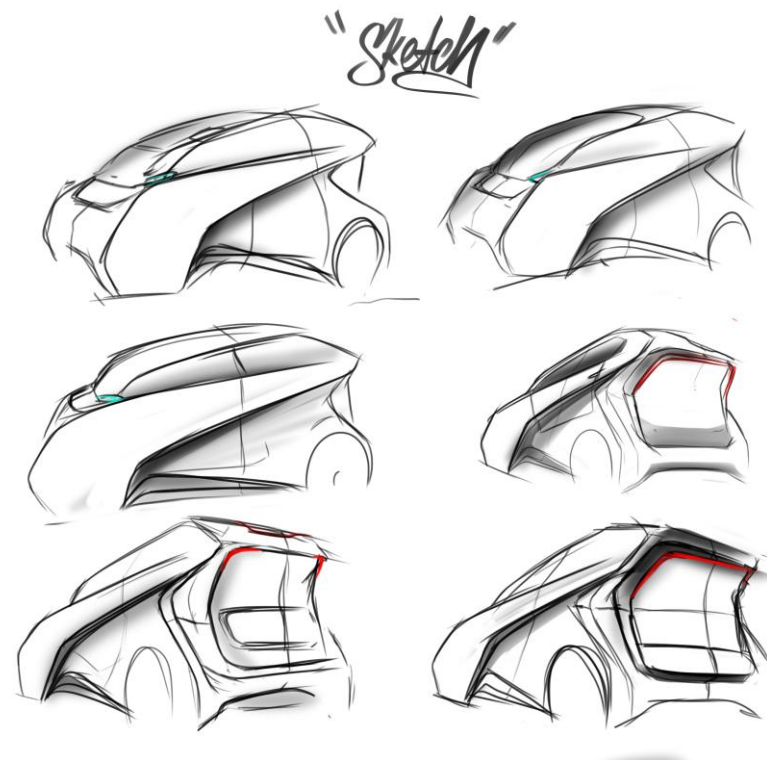
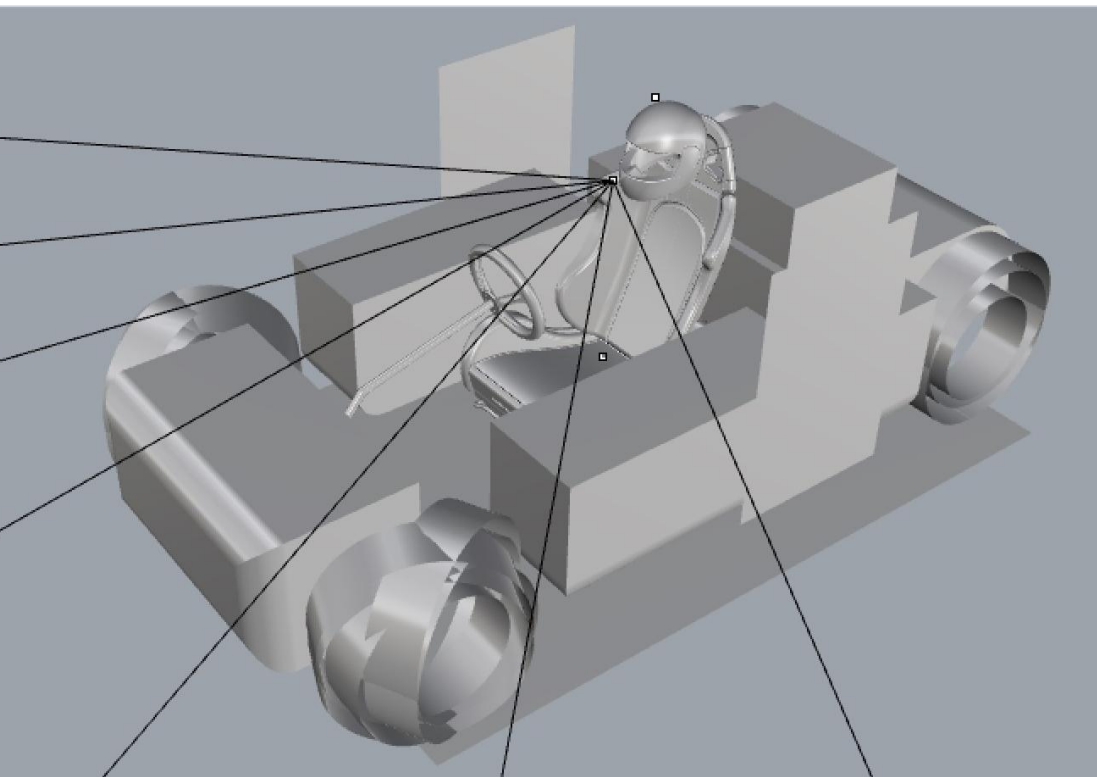
**Brief /
concept
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body
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action
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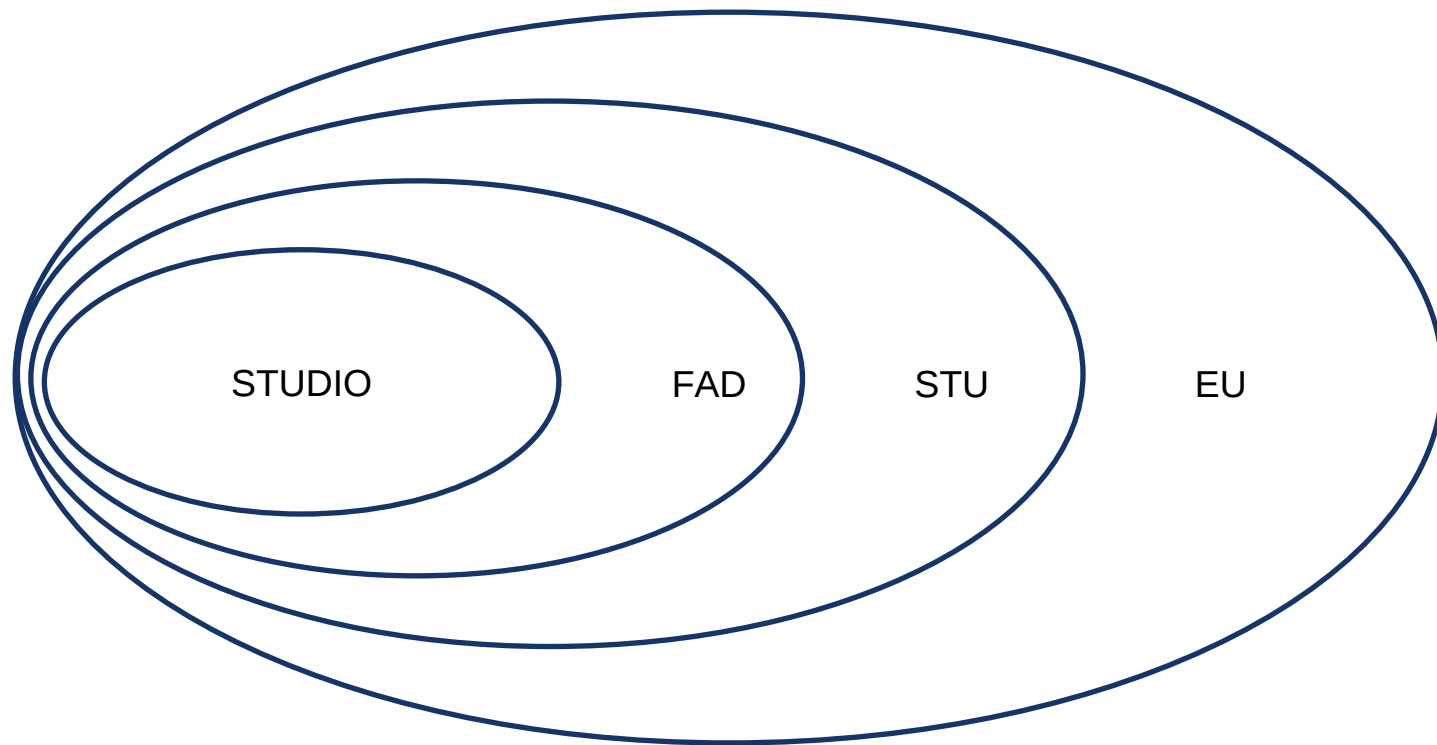


A. Case Structure

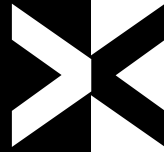
Atelier_Balaz

1. University Environment

Synergic Strategy
Design Approaches Mix



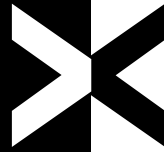
**action
centric
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**design
thinking
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design
FAD

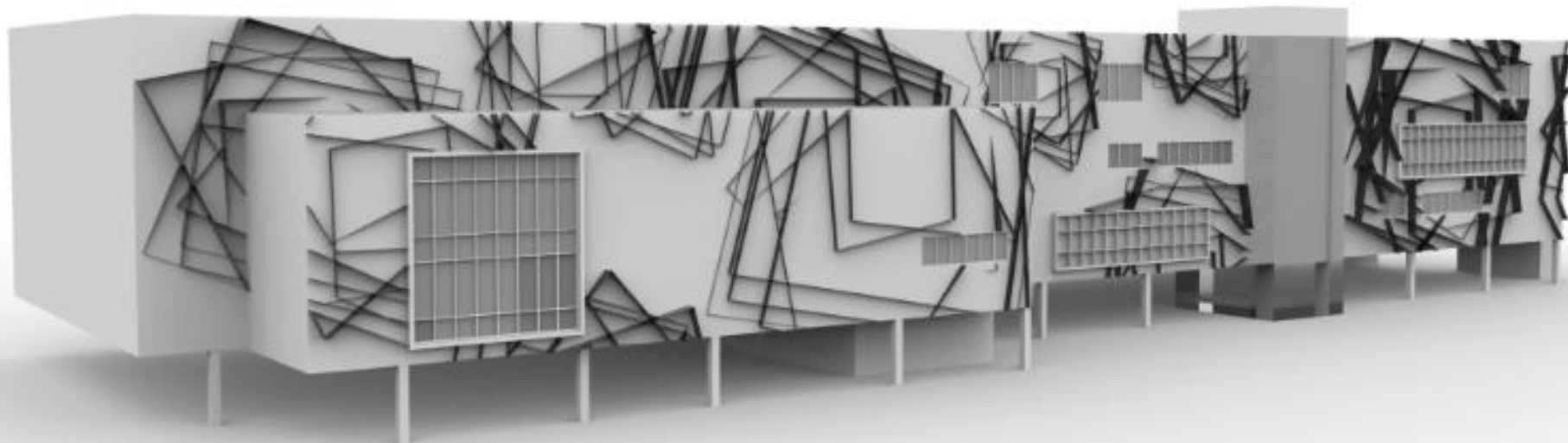
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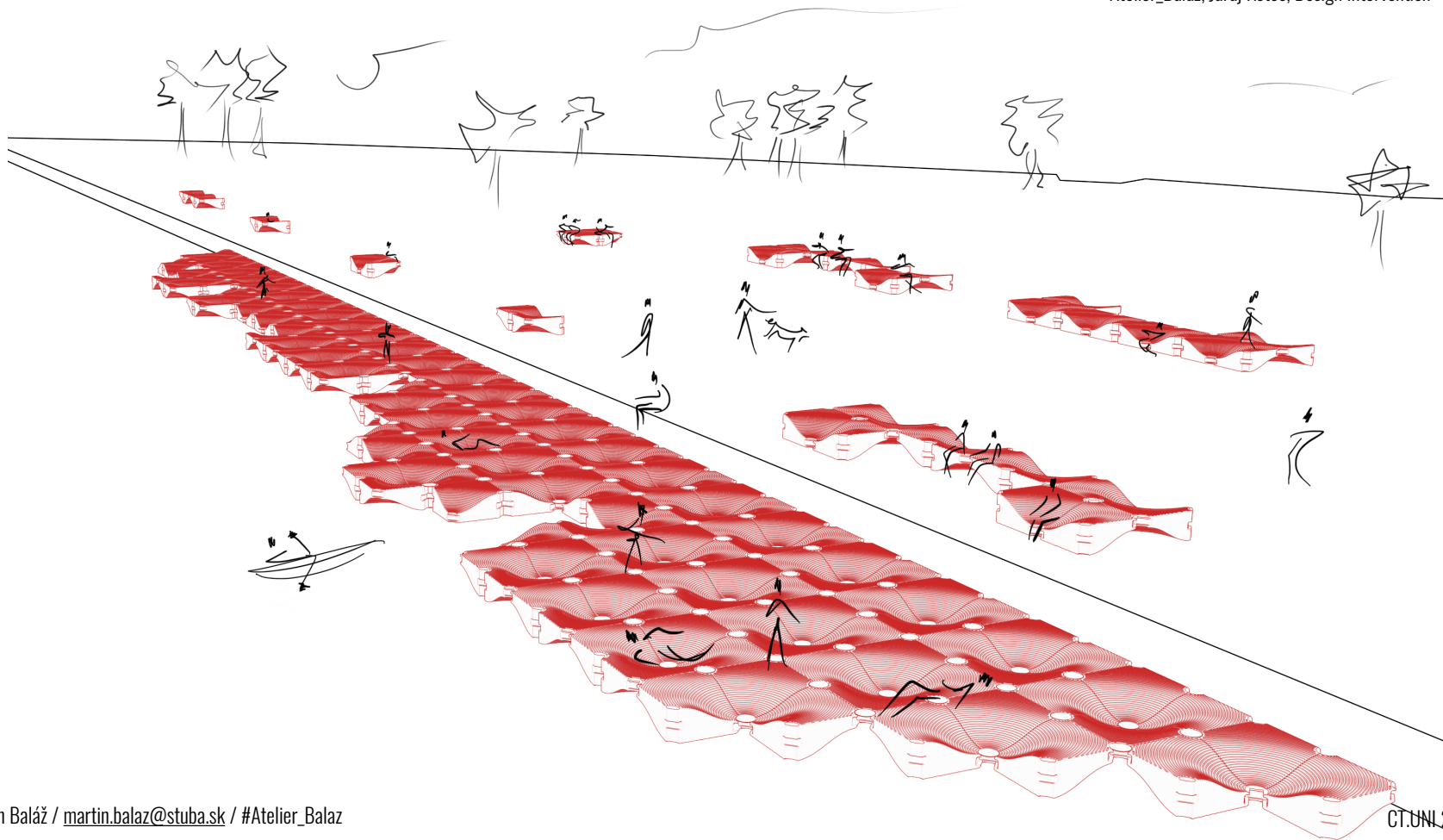
architecture
FAD

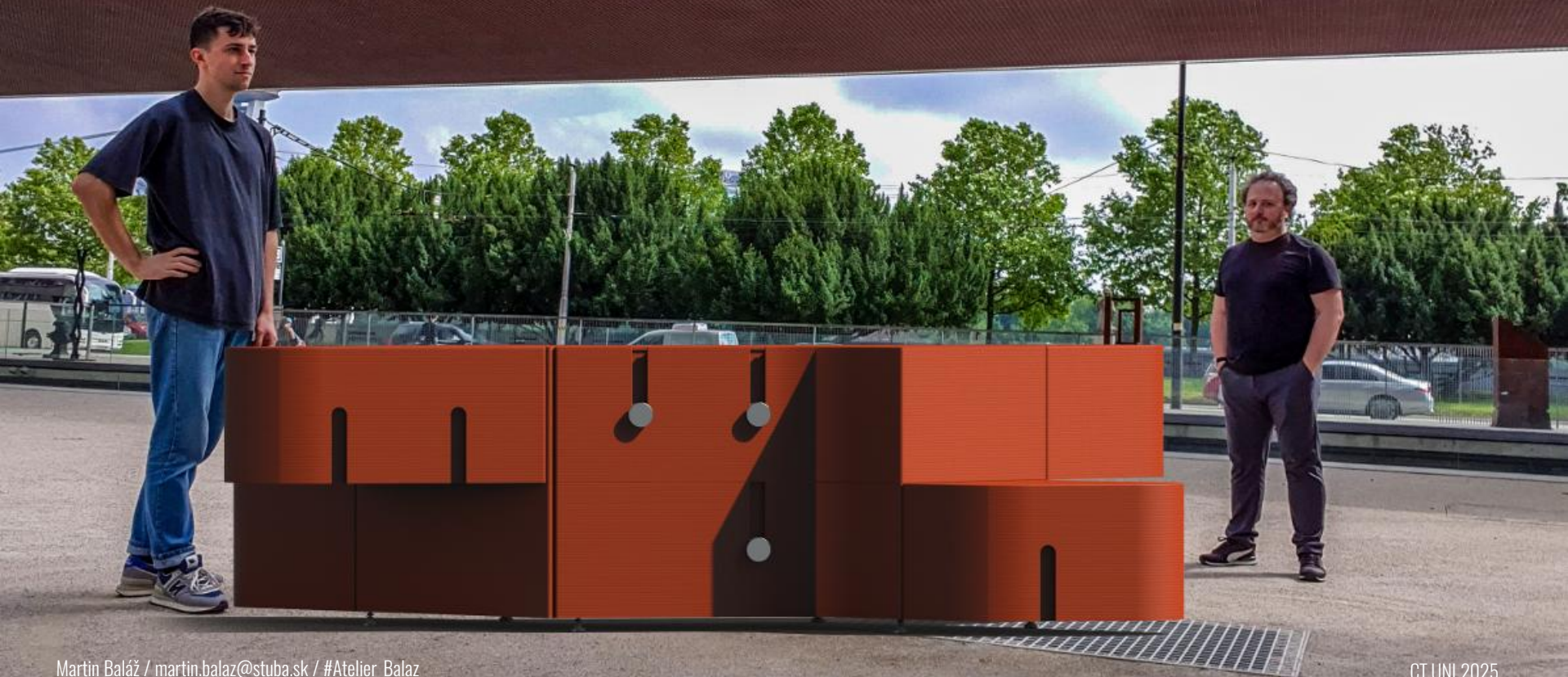
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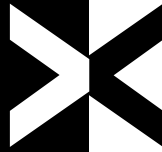




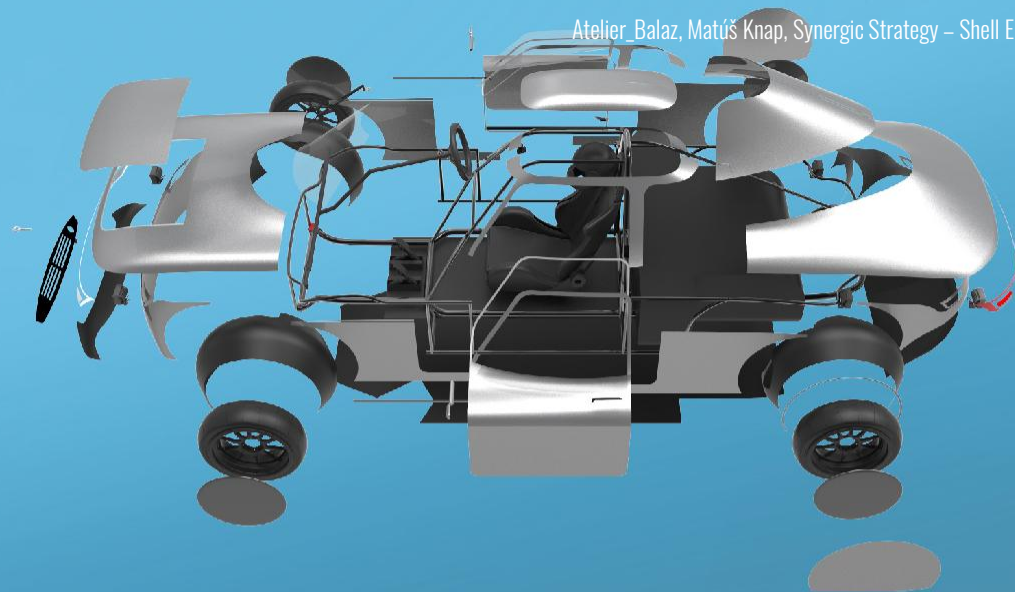
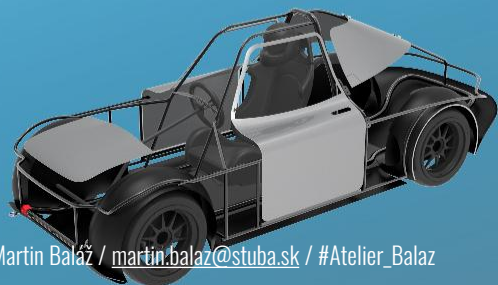
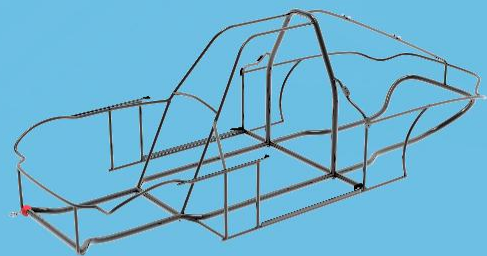




FAD STU
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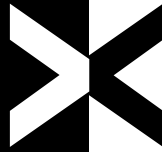


FME STU
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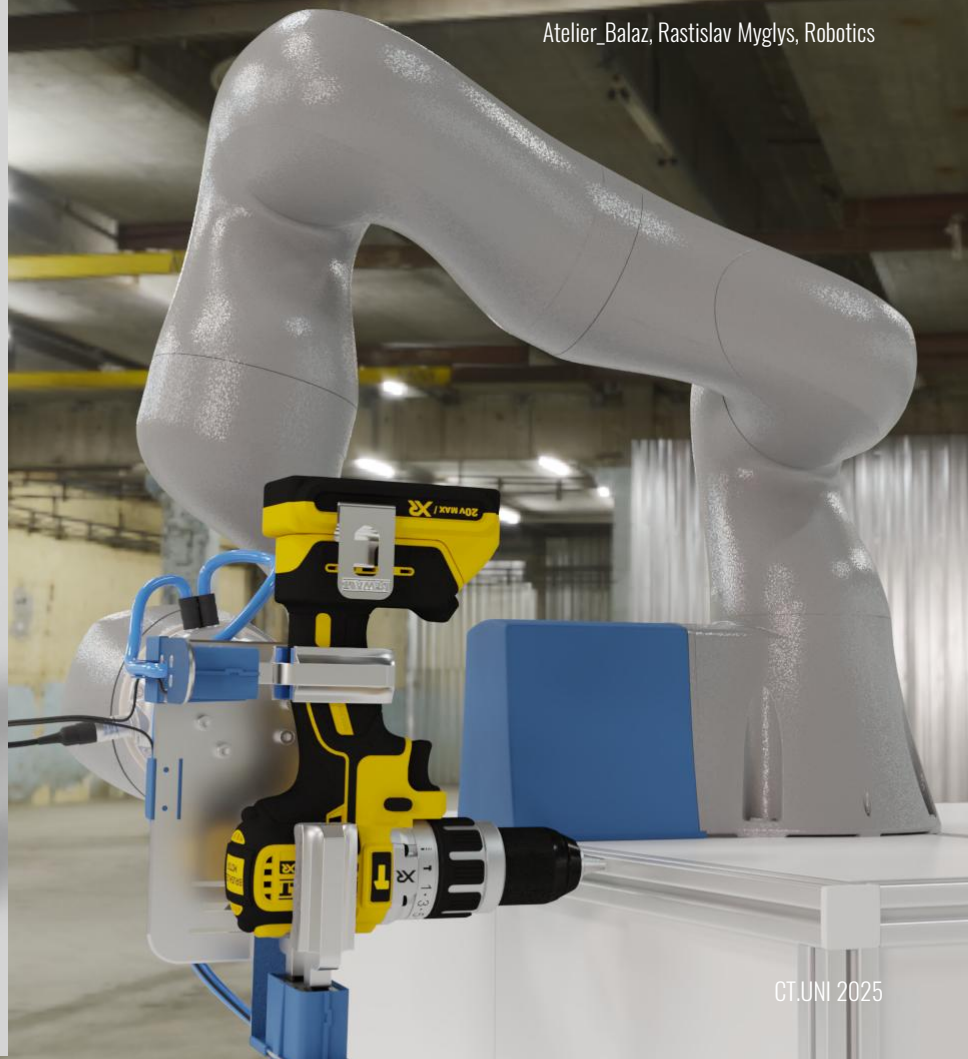




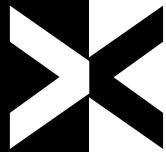
FAD STU
<INCLUSION>



FEI STU
<ROBOTIC>



international
<STUDIO>



EU
<ERASMUS+>









InDeSiS

Innovative Product Design
for Social Inclusion and Sustainability



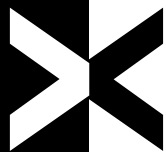
htw
Hochschule für Technik
und Wirtschaft Berlin
University of Applied Sciences



2. academy > praxis environment

synergic strategy

manufacturing
<AUTOMOTIVE>



Kaipan
<CZ>



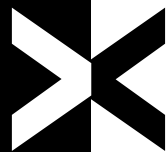
Martin Baláž / martin.balaz@stuba.sk / #Atelier_Balaz



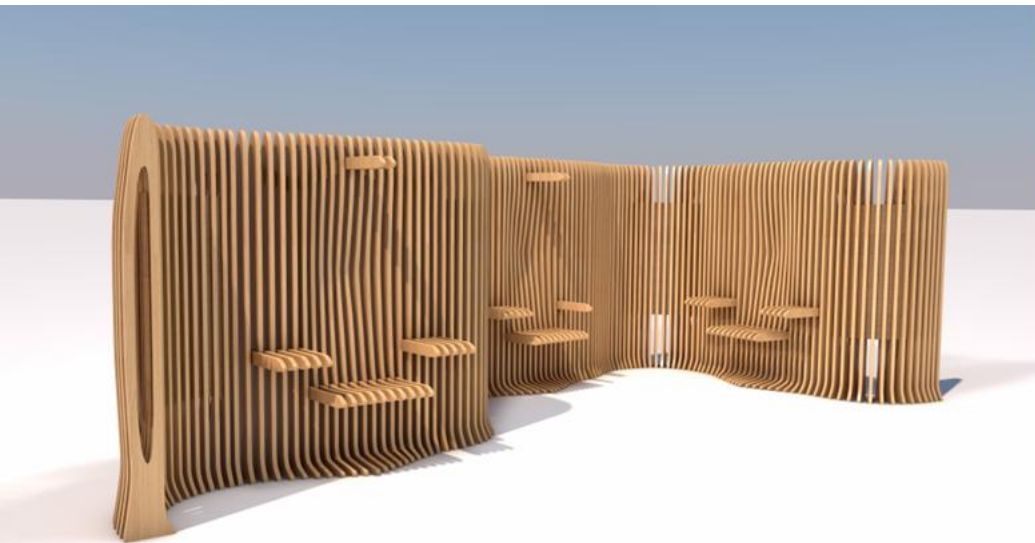
Atelier Baláž, Filip Štefan, Kaipan Junior

STRELITZIA

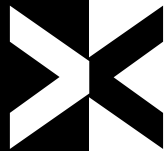
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Nowy Styl
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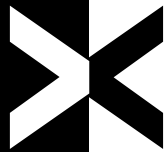
user
<EXPERIENCE>



CTM
<SK>



material
<ECOLOGY>



Malai
<IN>



Martin Baláž / martin.balaz@stuba.sk / #Atelier_Balaz

Atelier Balaz, Marian Dorušinec, ZOOSI - Malai

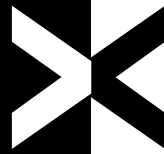


OT.UH 2025

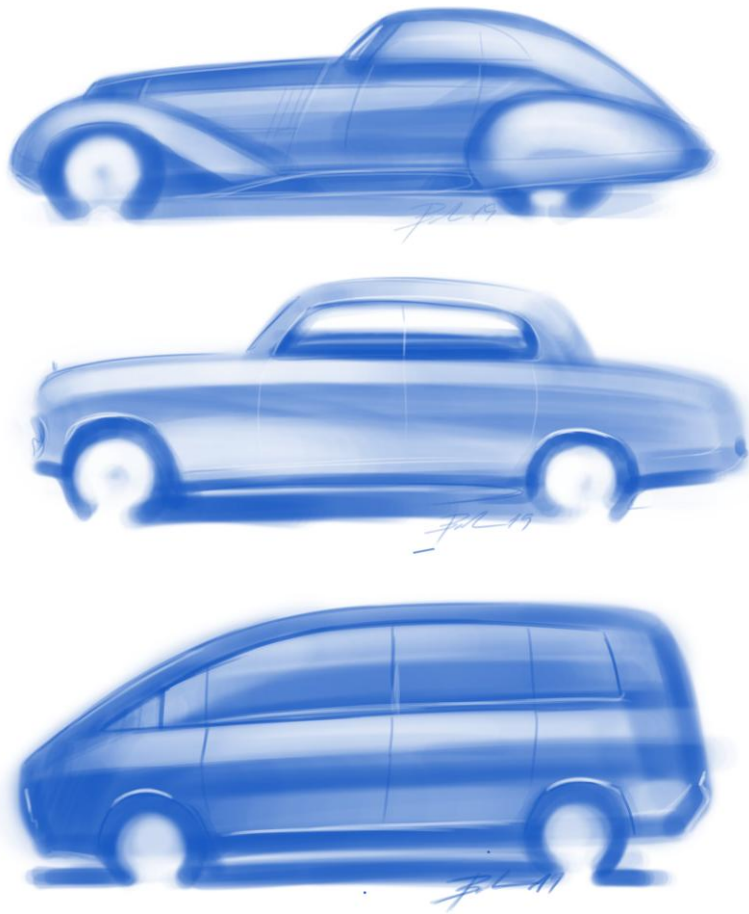
B. Parallel Synergy

authentic designer/teacher
„Teachers“ r&d design reality

design
<TEACHER>



engineering
**<FACULTY OF
MECHANICAL
ENGINEERING>**

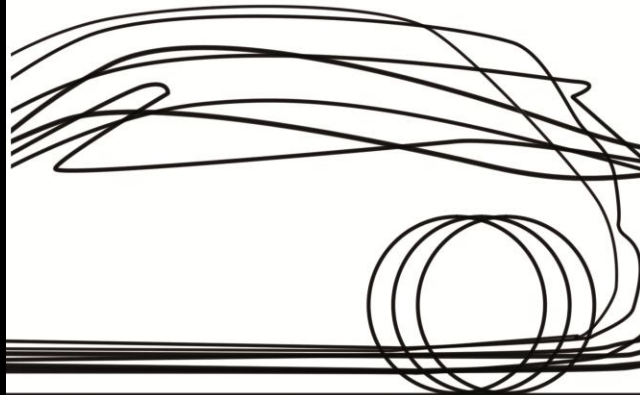


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EDÍCIA VYSOKOŠKOLSKÝCH UČEBNÍC

KAROSÉRIE

Jana Gulánová, Martin Baláž, Štefan Dunaj

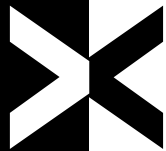


STU
SjF

SLOVENSKÁ TECHNICKÁ
UNIVERZITA V BRATISLAVE
STROJNICKÁ FAKULTA

SPEKTRUM
STU

design
<RESEARCHER>



education
**<CENTER OF
SCIENCE-
TECHNICAL
INFORMATION>**



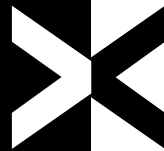
Martin Baláž / martin.balaz@stuba.sk / #Atelier_Balaz

Martin Balaz, Erik Rejta, New designs in Mobility

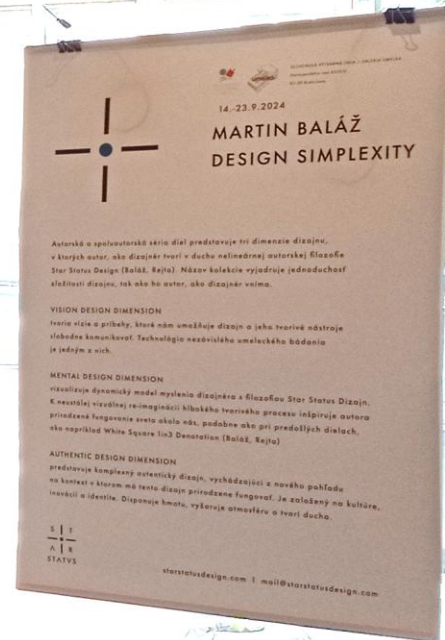
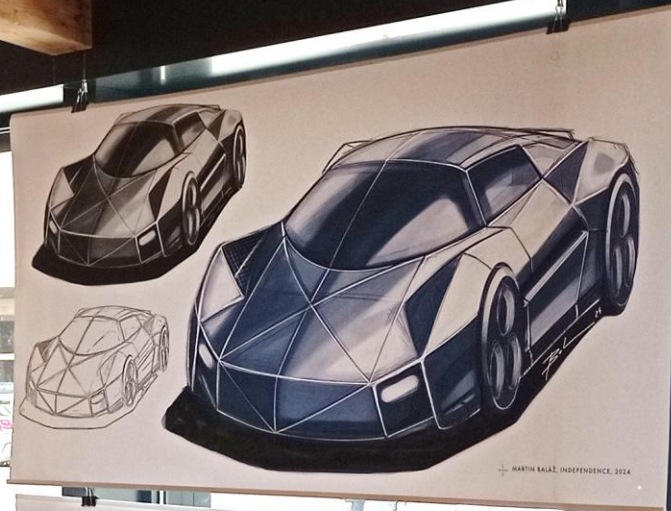


CT.UNI 2025

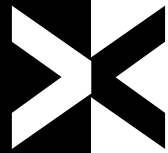
design
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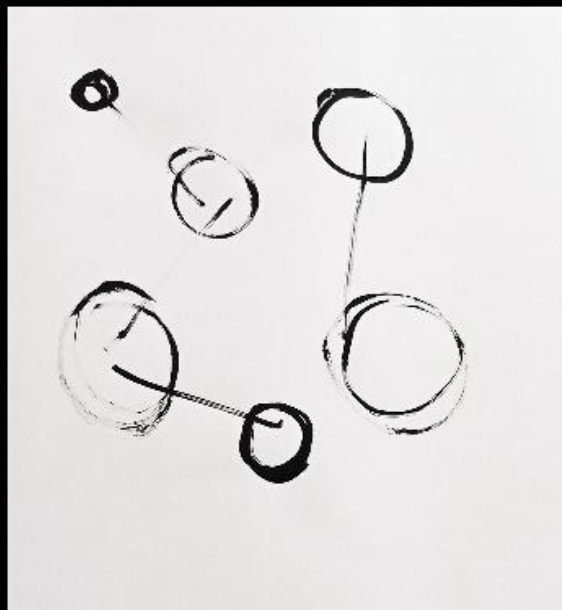
art
<GALLERY
UMELKA>



design
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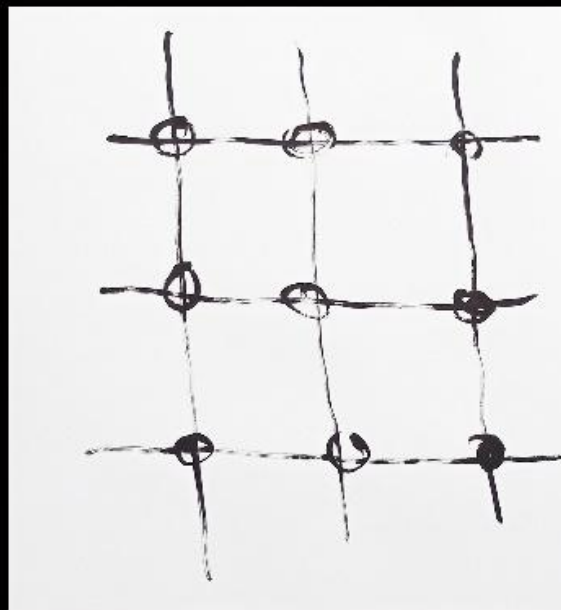
philosophy
<VISUALISATION>



WHITE SQUARE 1 IN 3 DENOTATION BY STAS BALAZS DESIGN
1. CONTEXT CONSTELLATIO



NEW TOPICS IN DESIGN
 NEW DESIGN DIALOGUE
 ONLINE CONFERENCE
 NOVEMBER 30th 2022
 UMEKA GALLERY



WHITE SQUARE 1 IN 3 DENOTATION BY STAS BALAZS DESIGN
2. GRID OF VALUES



NEW TOPICS IN DESIGN
 NEW DESIGN DIALOGUE
 ONLINE CONFERENCE
 NOVEMBER 30th 2022
 UMEKA GALLERY

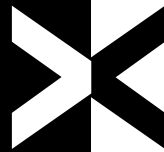


WHITE SQUARE 1 IN 3 DENOTATION BY STAS BALAZS DESIGN
3. DESIGNER IMAGINATION



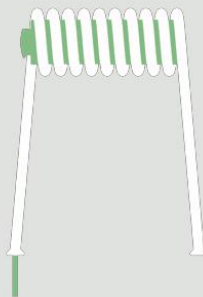
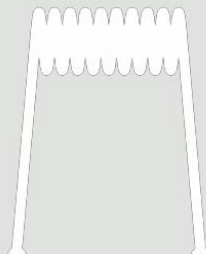
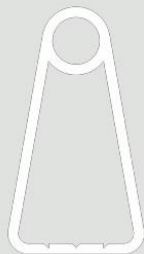
NEW TOPICS IN DESIGN
 NEW DESIGN DIALOGUE
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 NOVEMBER 30th 2022
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design
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environment
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ueo



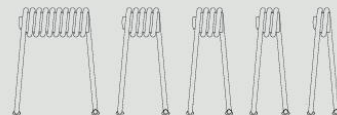
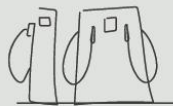
Prechod na bezuhlíkový energetický systém do roku 2050 závisí od širokej dostupnosti nabíjачích staníc pre elektromobily. Na uspokojenie rastúceho dopytu sa predpokladá, že na každom treťom parkovacom mieste bude umiestnená jedna nabíjačka. To bude mať zásadný priestorový a vizuálny vplyv na mestské prostredie a na jeho vnímanie obyvateľmi.

UEO (urban electric object) je inovatívny koncept vyvinutý na základe dizajrovej štúdie zadanej spoločnosťou Agevolt, slovenským lídrom v ekoyasiteľných e-mobilitách. Cieľom štúdie bolo predstaviť inovatívne, inkluzívne a pútavé riešenie pre krátkodobé nabíjanie elektromobilov. Prezentovaný dizajn slúži ako dynamické rozhranie, kde sa elektrická energia stretáva s ľudskou energiou.

UEO okrem nabíjania vozidiel zlepšuje interakcie a prepojenia na úrovni ulíc. Transformuje utilitárnu infraštruktúru na multifunkčný mestský mobilis, obklopuje mestský zázitok a robí mestá obývateľnejšími. Zároveň zabezpečuje, aby bol prechod na nové technológie plynulý a výhodný pre všetkých obyvateľov, nielen pre majiteľov elektrických vozidiel.

Na rozdiel od viáčlín súčasnej nabíjačky je UEO navrhnutý bez permanentného nabíjacieho kábla. Toto rozhodnutie vyplýva zo skutočnosti, že viáčlína majiteľov elektromobilov nosí v ňuľi kľúč, čím sa zvyšuje pohodlie a znižuje sa potenciálne nebezpečenstvo zapopnutia chodcov ako aj vizuálny vplyv na životné prostredie.

Výhodou zvoleného tvaru je skutočnosť, že svoje rozmery dokáže prispôbiť meniacim sa rozmerom neustále napredujúcich technológií, a to bez zmeny dizajnu. To ho robí ideálnym nástrojom pre mestá, ktorých cieľom je v nadchádzajúcich rokoch vybudovať jedinečnú a udržateľnú identitu prostredníctvom inovatívnych verejných priestorov.



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