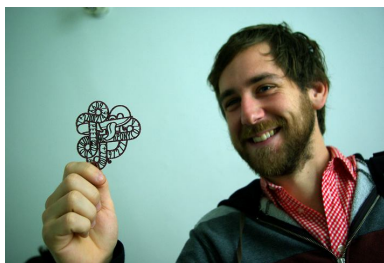**Designing Content Skopje, collaborative project
between press to exit project space and Swiss
Cultural Program, 2007**
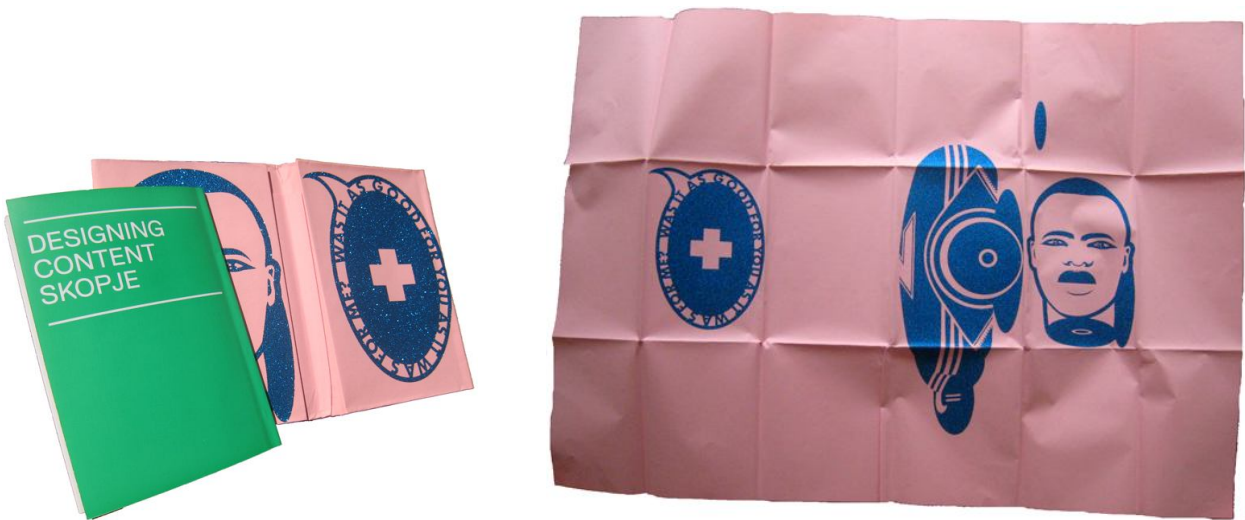

"Design is a very popular creative field in the South
Eastern European countries but still needs development
as a social/public medium. Therefore a workshop that
will provoke new critical thinking and a more conceptual
approach to design will certainly be of huge interest in
the region."

In 2007 press to exit project space (Yane Calovski) in collaboration with the Swiss Cultural
Programme / Local Office Skopje (Hristina Ivanoska), conceptualized and organized the first
"Designing Content" workshop in the region with more then 20 participants representing the new
generation of artists, designers, magazine editors, sounds artists, architects and curators. The project
was developed in close collaboration with the Swiss Cultural Program South East Europe and Ukraine
and the Liaison Office of Pro Helvetia in Cape Town (Republic of South Africa). South African
designer Peet Pienaar and Swiss designing duo NORM (Dimitri Bruni and Manuel Krebs) were the
leaders of the workshop.

Designing Content (Skopje, 4-9 November, 2007) was conceived as a temporary forum for exchange of knowledge and distribution of ideas. The aim of the workshop was to go beyond discussing design as a means to an end, but rather to represent research-based practices and to stimulate productive dialogues among the participants.

Exhibition of Pienaar and NORM in press to exit gallery space and public lecture at the Museum of Contemporary Art were organized as addition to the program. A publication with contributions from each of the participants was published as a result of the event.