

D.T2.5.7

SUMMER CAMP

Activities in the scope of transnational
youth summer camp in Croatia

Final version
25/01/2022



Summer camp activities in Croatia

The initial idea of D.T2.5.7 Transnational Youth summer camp has undergone some changes due to the pandemic, but HŽPP wanted to keep the young people as much included nevertheless.

Since the pilot activity in the scope of WPT1 was to introduce a new night train service between the capital, City of Zagreb, and a smaller suburban City of Dugo Selo with surrounding rural area, the adapted idea that came out of the pandemic, was to “decorate” this night train. This was to make it more visually appealing to the youth, so they actually wanted to ride it.

The situation about Covid-19 was not clear at the beginning of the planning process, but HŽPP decided to intertwine these two WPs, so they started with the youth workshop joint organization. The ideas for some details about the night service were collected together with ideas on train revitalization. Young people expressed their wants regarding the interior equipment of the train, as well as topics of interest when it comes to the things they want to look at in public transport. The topics were then categorized by HŽPP, based on the possibility of acceptance from the higher management of the company - acceptable, maybe acceptable and probably not acceptable. This was also to show the young people how their ideas must be in line with the management ideas, for them to be accepted. Think like an owner and user, both!



Fig. 1: Initial youth workshop

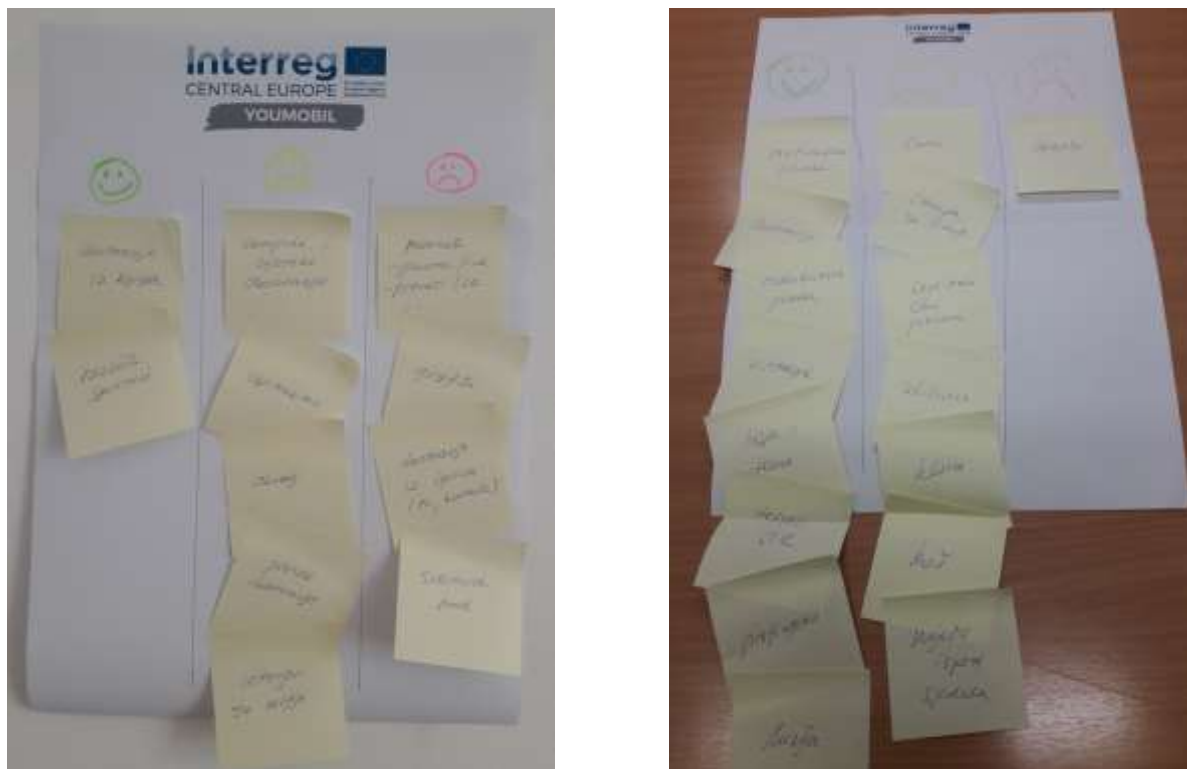


Fig. 2: Youth ideas for train interior revitalization

The next step was to start bringing the ideas to life, so the first thing was to choose the exact vehicle for visual revitalization. There are a couple of electromotor trains running on Zagreb Main Station - Dugo Selo line, but HŽPP opted for an old electromotor train which was to be revitalized from their side first. This meant transforming an old 6111 unit into a modernized one.

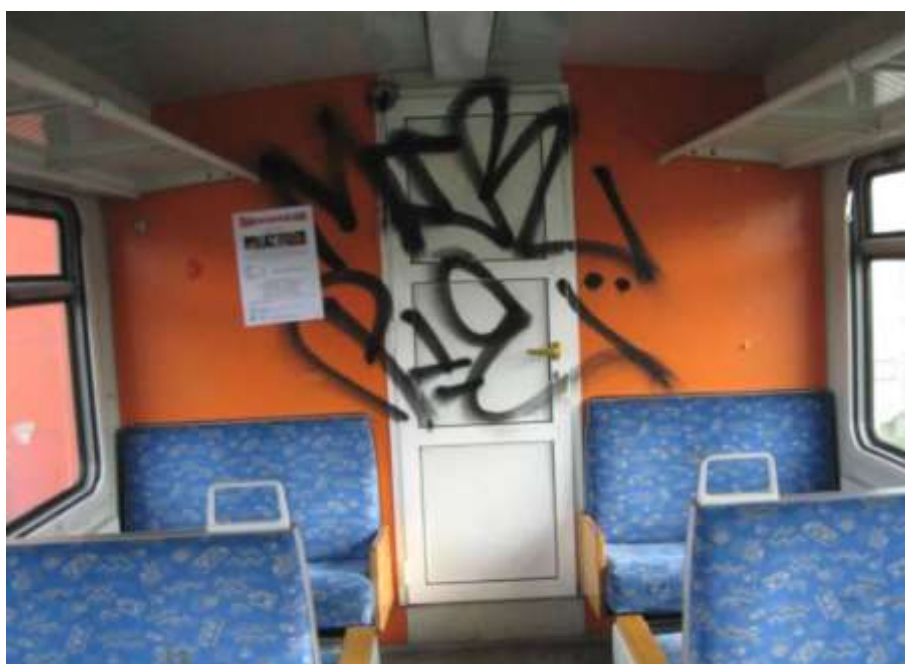


Fig. 3: EMU 6111 interior prior to modernization



Fig. 4: Example of EMU 6111 interior after modernization

To make it less generic and more appealing to the youth, HŽPP decided to transform the ideas from the workshop into self-adhesive foils that are to be put all over the train interior - floors, ceiling and side platings. For that to happen, a tender was released in April 2021 and a contract signed with an external expert in June 2021. The contract specified 430 m² of self-adhesive foil to be printed out, set up and removed, when necessary.

With the documentation in check, the creative process could start. While the tender was out, HŽPP contacted the High School for Applied Arts and Design from Zagreb (HSAADZG) and arranged a cooperation. Since the documentation was finished in the late June, the school year was finished, so the activities started with the new school year in September. There were some difficulties regarding different lecture locations due to earthquake damage to the school properties and Covid-19 influence due to self-isolation and professor's sickness. This made the process a bit longer than expected.

Zagreb High School for Applied Arts and Design is the oldest visual arts school in Croatia, with a four-year curriculum and nine departments: Visual arts and design (preparatory year), Arranging and scenography, Interior Architecture, Photography, Graphics, Ceramic Design, Sculpture, Metal Design, Painting and Textile.

The cooperation was arranged with the school principal and an introductory presentation of the project, short overview of the activities connected to the youth and the expectations was given by HŽPP to the professors/mentors.

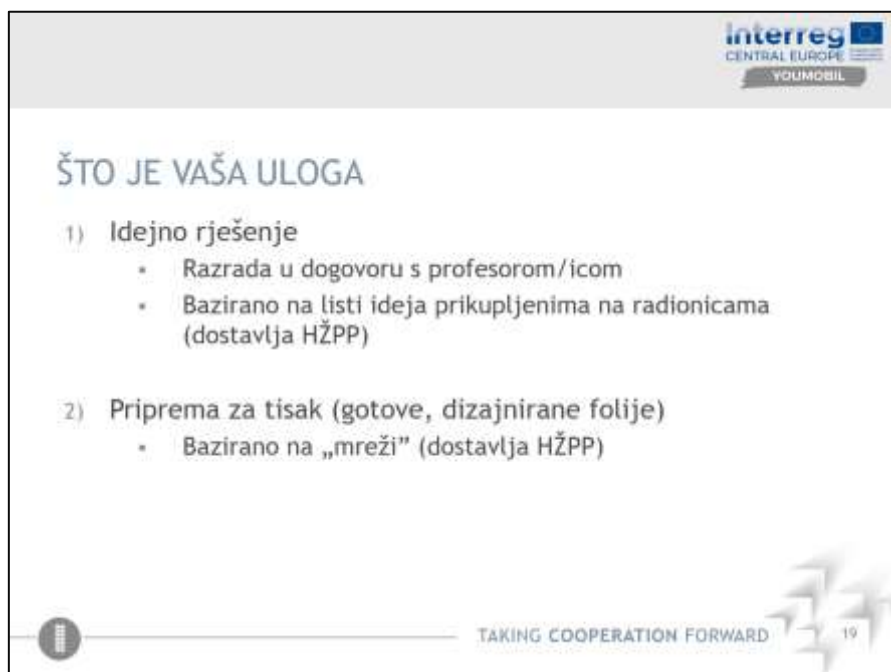


Fig. 5: Presentation slide with the role of HSAADZG

HŽPP made available the lists of topics collected during initial workshops, train outlines in .pdf and constant communication for any questions.

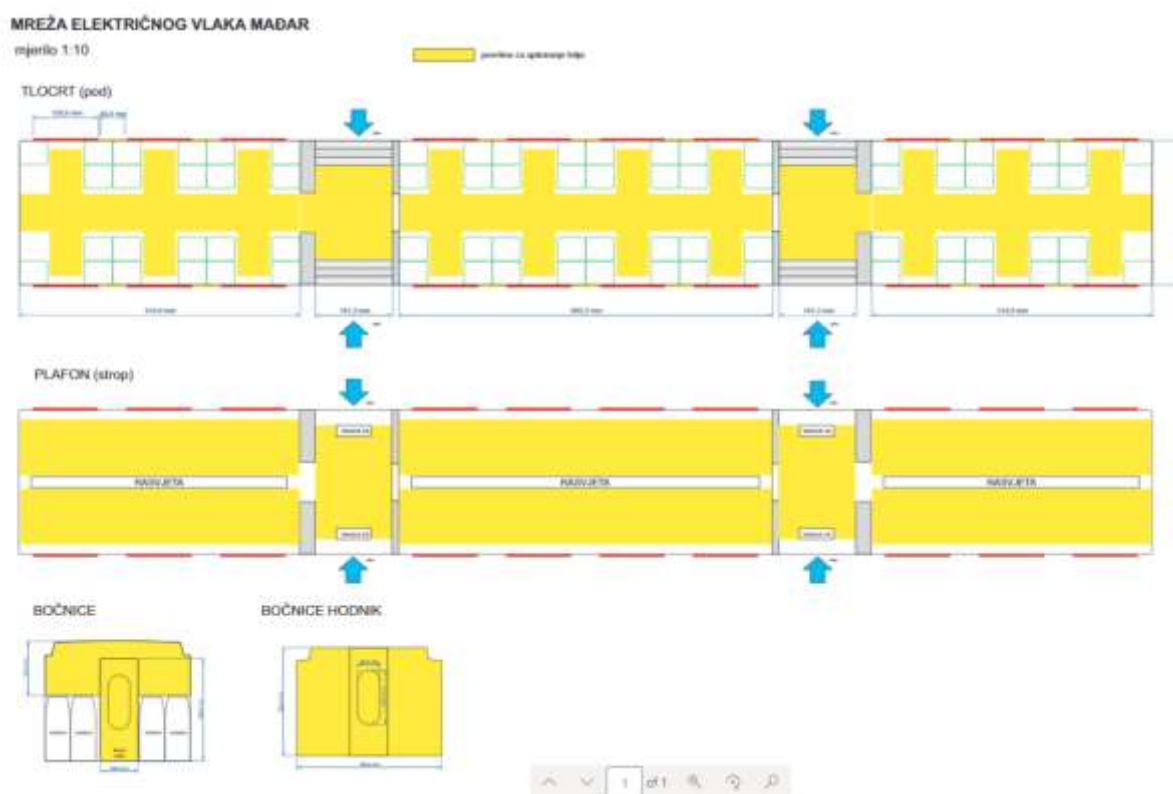
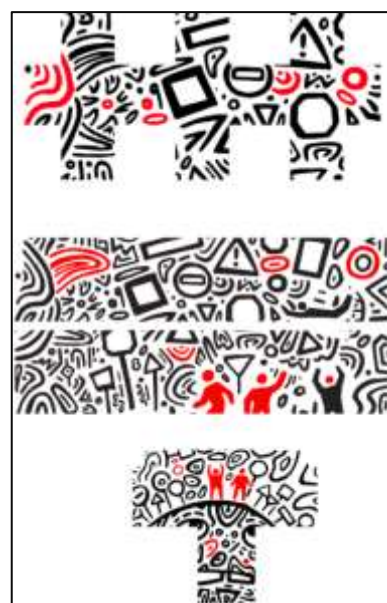


Fig. 6: Train outlines with marked areas for foil placement (floor, ceiling, side platings in the corridor and entrance areas)



Fig. 7: Workshop with mentor in the school

HSAADZG prepared visuals and adapted them to the given outlines and the total of 19 visuals were accepted by HŽPP for production. There are 3 modules in EMU 6111, with 3 sections each, which equals 9 sections with signature pattern art (Graphic art department). Other 10 visuals are in the entrance areas, representing European destinations, where students want to travel (Painting department).



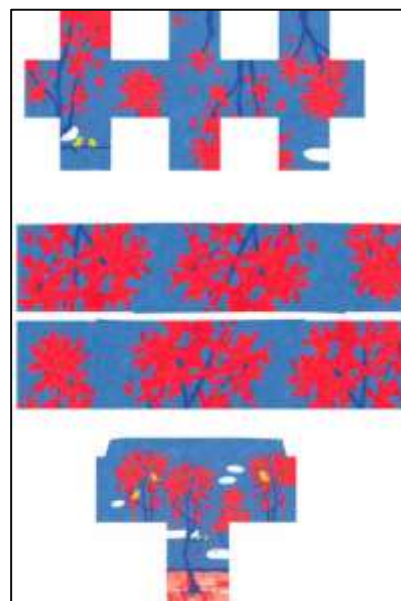
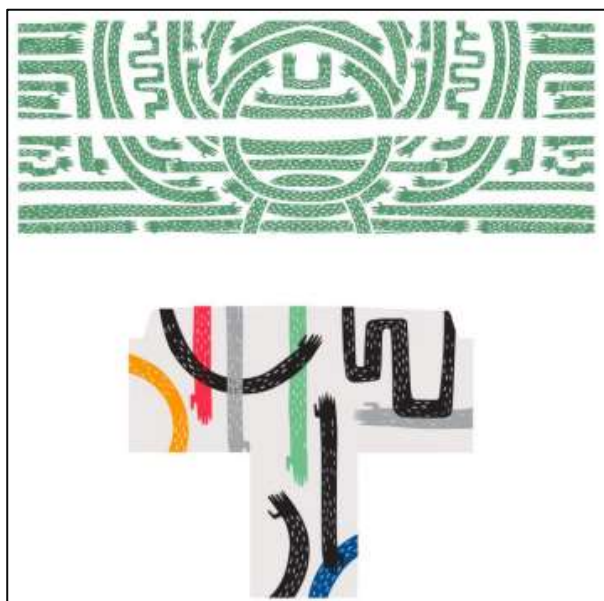


Fig. 8: Examples of art patterns

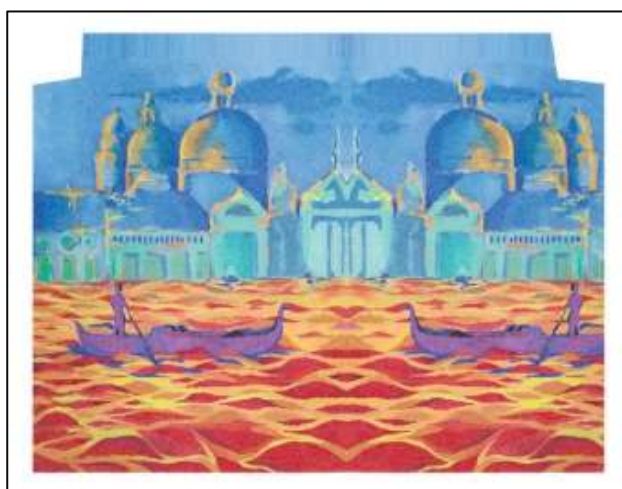


Fig. 9: Examples of destinations

Prior to foil production and set-up, HŽPP obtained written permissions (due to GDPR rules) from students, their parents (if underaged) and mentors to display their names on the art. This means that on each artwork printed and set-up in the train, there is a small 60x100 mm label with the name of the student and their mentor. Besides that, HŽPP made two (2) posters, 700x500mm in size, with the project logo on top, text about why is the artwork in the train, HŽPP and HSAADZG logos, and QR codes for YOUMOBIL website, FB, IG and Twitter.

All the visuals have undergone a pre-press check and adjustment by the external expert chosen in the tender procedure, prior to the set-up in mid January 2022.



Fig. 10: Poster in train



Fig. 11: Setting up self-adhesive foils in the train

Students came to see their work, with their mentors and the school principal, before the train again goes into operation and were thrilled. The news about it was published on HZPP website, internal portal and sent to media.







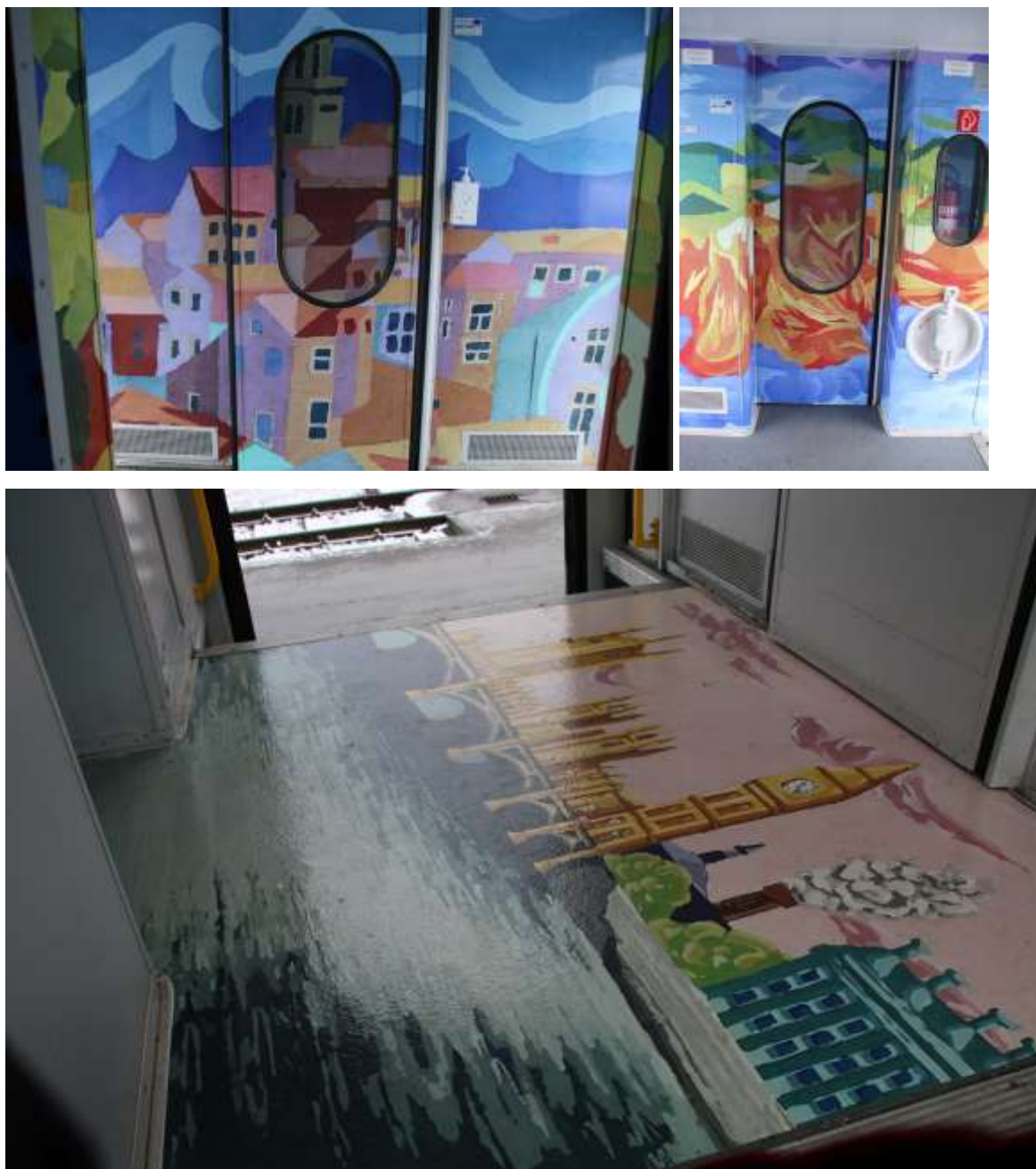


Fig. 12-31: Students, mentors and finished train

The entire process involved many HŽPP employees (Marketing, Sales, Logistics, Procurement, Corporate affairs, Media relations), HSAADZG employees, young people and external experts and resulted in a sort of an art exhibition in public transport.