

Project Swap

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JUNE 09-14
SIESTA STUDIO

Open Call

WHAT DOES IT TAKE TO BE A FREELANCE GRAPHIC DESIGNER TODAY?

Whether you're actively freelancing or considering the leap, Project Swap offers a hands-on dive into the realities of independent design work. For five days, you'll collaborate in a shared studio space in central Sofia, tackling real client projects while gaining mentorship from Zahari Dimitrov (BG) and Paul Voggenreiter (DE).

HOW IT WORKS:

- 1 APPLY WITH A LOCAL PROJECT:** Find a Sofia-based business or cultural organization that needs a visual refresh (e.g., logo, website, social media). Submit their details and the design problems they face.
- 2 PITCH & SWAP:** On June 9, present your project to the group. Then, you'll randomly inherit another participant's brief to develop. (No one works on their own submission!)
- 3 DESIGN SPRINT:** From June 10–14, use the open studio to refine the swapped project with daily feedback from Paul and Zahari. Expect brainstorming sessions, critiques, and discussions on freelancing – from pricing to client communication.
- 4 FINAL PRESENTATION:** On June 14, showcase your progress and walk away with sharpened skills and a network of peers.

WHO SHOULD APPLY?

Freelancers, employed designers exploring independence, or recent graduates. Basic Creative Cloud proficiency required.

WHY JOIN?

- **EXPERIENCE:** Work on actual design challenges, but with the safety net of mentorship.
- **THE SWAP TWIST:** Solve someone else's brief—an exercise in adaptability and fresh perspective.
- **FREELANCE TOOLKIT:** Practical insights on workflows, pricing, and presenting your ideas.
- **STUDIO CULTURE:** Co-work alongside other designers in a collaborative environment.

SCHEDULE:

- JUNE 9 (19:00): Project pitches + random swap
- JUNE 10–13 (10:00–18:00): Open studio (mentorship on-demand)
- JUNE 12 & 13: Group critiques
- JUNE 14: Final presentations

APPLY BY MAY 11 WITH:

- 1 Client/organization name + location
- 2 Why they need a redesign (include images/text examples)
- 3 Specific elements to redesign (e.g., logo, posters).

[CLICK HERE TO APPLY](#)