

ARTLook Student Activity Group. GAS operates at the Department of Creative Industries. The mentor is doc. Dr. Marta Ipczyńska (e-mail: marta.ipczynska@byd.pl). The aim of the group's activities is to activate members in the field of creative activities and participation in cultural events of the city and the region, popularization of cultural texts, visual arts and visual arts, organization of study and research trips, etc. GAS students organized, among others, study visits to the Art Gallery for current exhibitions, openings to the BWA City Gallery, the Common Gallery of the MCK ZPAP. Students were involved in the cultural and artistic life of the University, incl. participation in exhibitions at the Museum of Photography and the APK Gallery (<http://www.apk.wsg.byd.pl/id,1091/26-biennale-ilustrationji-bratyslawa-2017-7-11-2018>). GAS students work for the Museum of Photography, i.e. photo reports from exhibitions, short promotional films. In addition, under the supervision of lecturers, M. Ipczyńska and M. Rosenthal, for the fourth time, the students organized an exhibition of their works The international exhibition Świat Oczami Młodych (30.01-14.02.2019). It was an exhibition of works by students of WSG, the European Institute and students of the Kharkiv National University of Radioelectronics. The charges of the Niezapominajka Daily Stay House also participated in the vernissage. In the 2019/20 academic year, in addition to the above-mentioned activities related to study visits / participation in the cultural and artistic life of the city and the University (Museum of Photography, Academic Cultural Space), students gathered their first experiences related to the production of audiovisual materials for promotional purposes, took part in shooting plans , preparing props and scenery, they co-created the script. Then, films promoting the University and the creative industries direction were made by the Marketing and Communication Department of WSG. In cooperation with the WSG graphics studio The group carried out tasks related to the promotion of ecology - graphic designs for the Pszczarium WSG, related to the didactic process. GAS cooperated with the Creative Industries Cluster and Bestodrolnika.pl spółka z o.o. - participation in the competition for the design of the company's logotype (won by a student from GAS ARTLook). Due to the COVID 19 epidemic and the related limitations, several plans were not implemented, such as the 5th edition of the exhibition World through the eyes of young people. It was moved to 2021. In the 2020/2021 academic year, it is planned to continue activities related to participation in the cultural and artistic life of the city and the University, the implementation of the international exhibition Świat Oczami Młodych, tasks related to the aesthetics of space at the new headquarters of the Academic Creative Space at ul. Karpacka in Bydgoszcz (in conjunction with the teaching process).