

FINAL REPORT

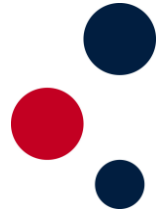
#COD100 | #UNESCOCitiesOfDesign | #CitiesofDesign |
#DesigningTheWorld | #Dundee | #Scotland

DUNDEE – Scotlands capital of Creative & Cool

Widening of my horizon and bringing my experience on a next level: Those were my main reasons for attending the professional program *COD100* and going for more than 100 days to this lovely city.

Dundee and its creatives are very well known for design, gaming and the comic industries. Each month there are interesting events and exhibitions going on. I attended a few of them, like *this much we know, now* (→<https://bit.ly/2vpeobO>) or the *PechaKucha Night* (→<https://bit.ly/2AaCV7X>); both events are organised by *Creative Dundee*. Within a few weeks I managed to grow an inspiring network and I got in touch with locals and the fascinating Scottish culture full of history.





...and also known as Scotlands sunniest city

As I arrived on 1st of September 2018 I was quite surprised about the bright atmosphere of this small city. It's a fascinating mix of traditional Scottish and modern buildings. Therefore, it became a great place for my next months living and working as a web designer.



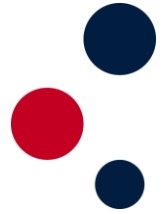
One of the most interesting things going on during my stay was definitely the opening of the new Scottish design museum: The V&A. I went to the opening event at Slessors Garden to see the light show with fireworks around the new building. I visited the museum itself and, of course, the current Ocean liner exhibition and design exhibition.

Visit the V&A online → <https://www.vam.ac.uk/dundee/>

Web projects at MTC media's best teams

As a web designer I was honoured to work with one of the best project teams at MTC media. Being involved in web projects for just 100 days is very challenging in terms of finalizing projects. So, I'm glad to say that I finished some web designs for MTC clients and worked with the marketing team for their social media sales funnels. Check out some examples:

- <https://www.wildbeerco.com/>
- <https://www.myhotelbreak.com/>
- <https://www.facebook.com/CampbellsMeat/>
- <https://www.campbellsmeat.com/>

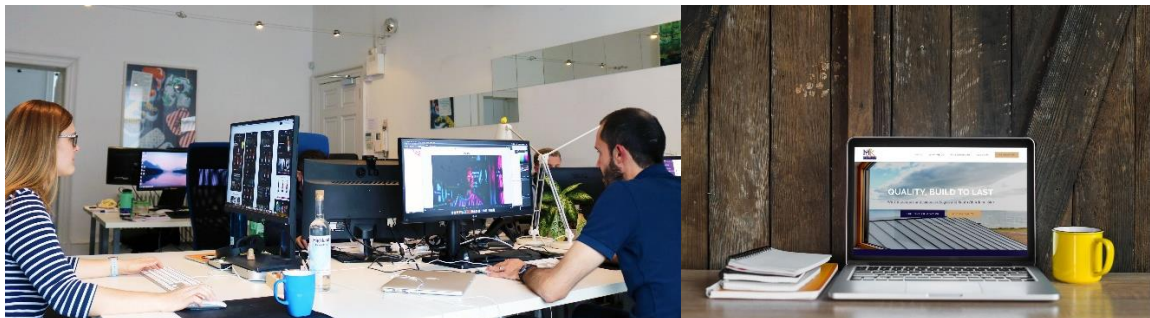


In addition to my work at MTC media, I worked remotely for my clients and projects back in Austria. The working hours were split to 70/30, so I worked 26 hours a week for MTC projects and I had still time to care about my Austrian projects.



MTC media is a full-service web agency providing best solutions for their clients in a wide range of industries. With around 130 employees they're running five offices in UK and Europe. Their main focus is on building websites and eCommerce solutions with SEO, PPC advertising, social media marketing as an after-sale service. Their services always fulfil the client's need.

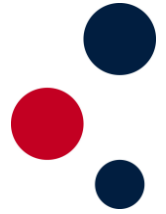
Visit the MTC media website → <https://www.mtcmedia.co.uk/>









Team UNESCO and Creative Dundee network

The leisure & culture department of Dundee, especially Annie Mars as my main contact person there, made my stay very easy-going and I felt very welcomed. The organisation of the apartments during my time was done by the department, which I had appreciated a lot.

The weekly blog updates were very helpful to get in touch with other entrepreneurs, creatives and locals. I always invited them to be part of my blog update and I mentioned them with their businesses and links.



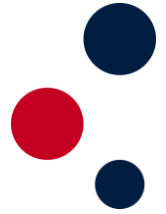
COD100 – Sonja Schwaighofer’s Weblog: <https://bit.ly/2OTuuC8>

As part of networking I got invited by *Creative Dundee* for doing a PechaKucha talk at the Dundee Rep Theatre. In this talk I spoke about my stay in Dundee, the professional program and after that I showed the audience interesting spots and brands from Graz and Styria to build awareness of the different characters of a design city.

My PechaKucha talk online → <https://bit.ly/2SVXURZ>



Frankly, through this talk and the program *COD100* I could get in touch with a journalist and film maker. The result is an article in Dundee’s local newspaper *Evening Telegraph* and a Video interview for visitdundee.com’s blogpost.



Article in the Evening Telegraph → <https://bit.ly/2Tv9xjv>



COD100 – efforts for an incredible stay in a UNESCO City of Design worldwide

I'm very grateful, that I was given the scholarship of A15, Economy department of Graz and Creative Industries Styria. I could definitely gain a lot of experience and the program opened up new opportunities for further cooperations.