


Dinnyés Attila

Portfolio 2026

MANAGEMENT

DESIGN

MENTORING

WIN STORIES

CONTACT



As a design manager and researcher, I have spent more than a decade working on projects where creation, implementation, community building, and strategic thinking are closely interconnected.

My engagement with cultural economy began through practice; working on cultural programmes, design processes, and collaborative production environments, and later developed into research. I approach research as a way to reflect on practice, allowing professional experience and academic inquiry to continuously inform and support one another.

This portfolio presents selected works across visual communication, cultural production, communication-driven identity design, and community-based events, alongside teaching, mentoring, and experimental material-based projects. The selection focuses on projects most relevant to cultural collaboration, public engagement, and interdisciplinary coordination.

In my work, I take on flexible roles, as a creator, coordinator, or strategic thinker, depending on the needs of each project. My practice is shaped by thinking, a human-centred approach, and an ethical, value-based design perspective.

I hope these works provide insight into my approach and open a space for further conversation.

Dinnyés Attila



Production Manager

Szélsőközép / Inga Cultural Café

Integrating creative teams, community participation, and public discourse through production management and cross-media engagement.

Inga and Szélsőközép are not merely production projects, they represent a cultural and intellectual movement that fosters independent and pluralistic engagement with society. Inga reimagines café culture for the 21st century as a space for creative and reflective exchange, while Szélsőközép promotes inclusive public discourse by maintaining a balanced position between ideological extremes. Both initiatives emphasize community participation, collaborative thinking, and thoughtful cultural expression.

- Lead production planning and execution for 30+ performances and cultural events.
- Coordinate creative directors, designers, technical staff, and communications teams.
- Recruit, onboard, and manage 30+ volunteers, align tasks, schedules, and outputs.
- Oversee editorial workflows and quality standards for the associated YouTube channel and other media.
- Facilitate pluralistic public discourse by integrating creators from diverse political and social backgrounds.

| | |
|---------|-----------------------------------------------------------------------|
| Assets | Production Management Volunteer Management Community Management |
| Partner | Szélsőközép Ltd |

- 30+ productions
- 200+ volunteer engagements
- 93,700+ YouTube subscribers
- Top videos with 100,000+ views
- Cross-team collaborations across 10+ creative units



The stage before an event

The stage during a talk show



Freshly recruited video editor volunteers

Volunteer Manager

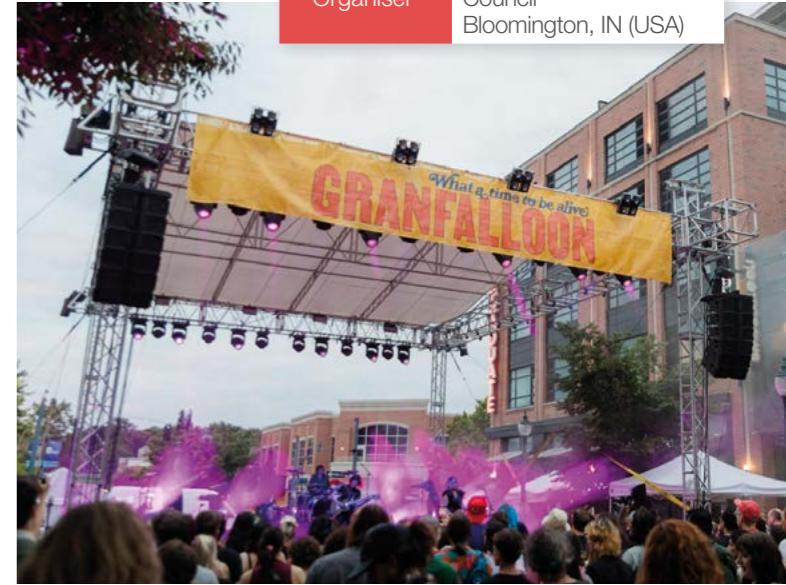
Arts & Humanities Council Bloomington, IN (USA)

Volunteer management, workload management people management and project research at Granfalloon festival, Girls Rock Camp and First Thursday's festival.

| | |
|-----------|----------------------------------------------------|
| Assets | volunteer management |
| Organiser | Arts & Humanities Council Bloomington, IN (USA) |

Granfallon festival is

- 4000 guests
- 30+ volunteers
- 11 organizers
- 13 vendors (Brewery, book shop, restaurants, local theater, service providers making related content to the theme of Kurt Vonnegut's Jailbird)
- One stage with international bands and vendors
- One stage with local bands and art market
- Events of the local theater



The three-week festival at Indiana University Bloomington, Granfallon represents an annual celebration of art and ideas, unifying the campus and the local community.

Co-hosted by the IU Arts and Humanities Council in partnership with the Indiana University Writers' Conference and the Bloomington Handmade Market, this year Granfallon celebrated its fifth summer of festivities inspired by Vonnegut's novel "Jailbird".

The festival featured performances by femme-fronted punk-rock bands Sleater-Kinney and The Linda Lindas, as well as a keynote address from Pulitzer Prize-winning investigative journalist and author Carl Bernstein.

Summary video
about the event

[HERE](#)

Managing Designer

Rober Capa Museum

Organizing partners and production, development and planning. Managing design processes from idea to execution, off-site production, custom-made interior decoration and troubleshooting.

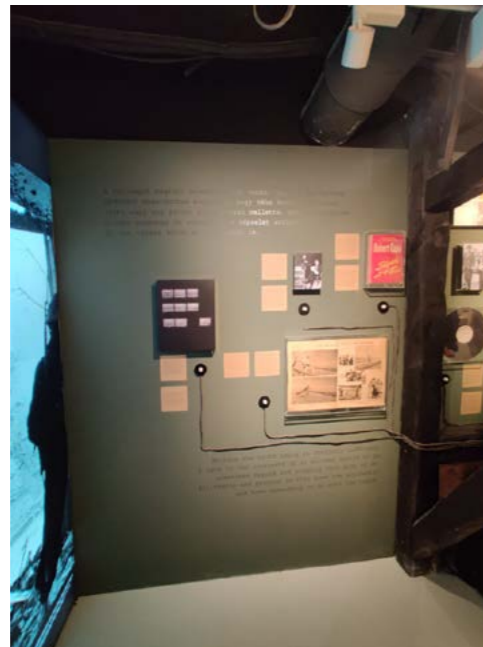
The project had been on hold for years. To deliver the desired outcome for the project owner while aligning with the curators' vision, we had to manage communication effectively and adapt to the conditions left by previous contractors, working within the predetermined structural framework.

Assets

design processes from idea to execution, offsite production

Customer

Robert Capa Museum



People Management

Diszel Mansion Festival and Exhibition Center

5 week-long festival with exhibitions, concerts and workshops

Branding, organising, people management, recreation management during the festival series and exhibitions. Construction management, resource assesment, place-keeping, heritage keeping.

6 months of constuction work that finishes 7 years of restauration, rebuilding and development



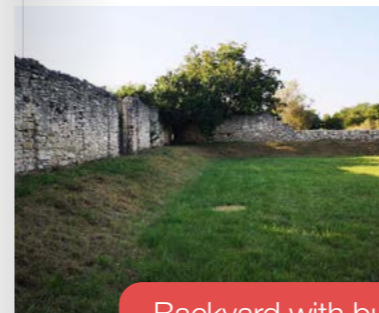
The 250-years-old mansion



5000 square meters (1,2 acre) eco-friendly system with a pond, a well, and composter.



All objects and raw materials—wood, metal, glass, and stone—were sourced from the site, either repurposed or traded. Additional materials were purchased from nearby flea markets and meticulously restored by our team.



Backyard with built stage and open-air exhibition place

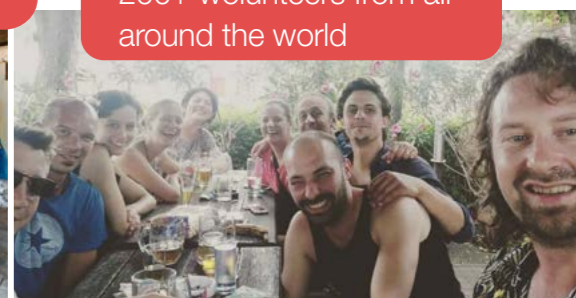
120-years old three-story grain barn



Pub and exhibition place



200+ wolunteers from all around the world



Event Management

Lindy Shock Festival (from 2015 - to 2019)

Scheduled and managed two teams of sound engineers.

Facilitated communication with bands, ensuring optimal setup.

Hosted eight bands from six countries, coordinating **different schedules** and needs (an average of seven members per band).

Managed backline, rental instruments, technical support, and **directed volunteers** assisting with these tasks.

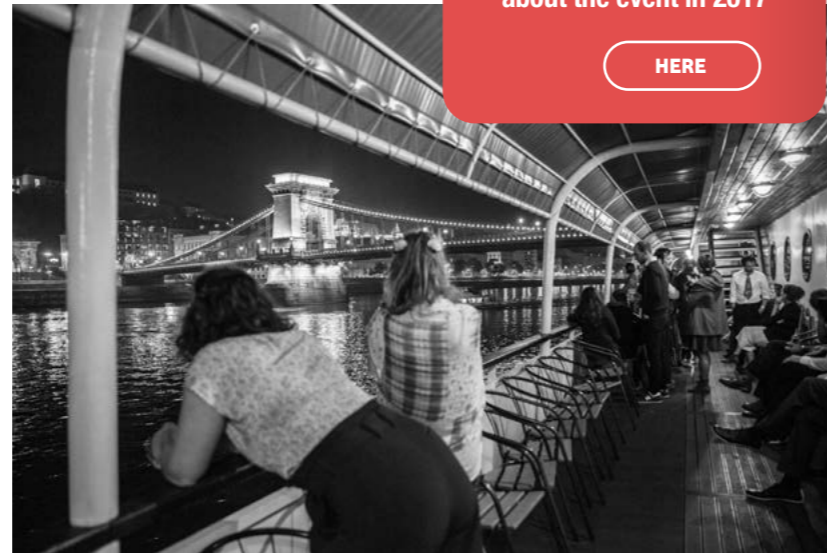


Summary video
about the event in 2017

HERE

Lindy Shock is

- 1500 dancers
- 50 teachers
- 218 hours of courses
- 8 bands
- 45 hours of live music
- 4 stages
- 3 ships
- 80 volunteers from 20 countries
- 7 days in a row



Full Branding Tiszta Energiák Ltd.

Full branding and guideline creation for corporate and retail surfaces, **design implementation** for office collaterals and web.

Assets

Brand guideline, logo design, client-brochure, email template, paper-folder, business cards

Client

Tiszta Energiák Ltd.



Office collaterals

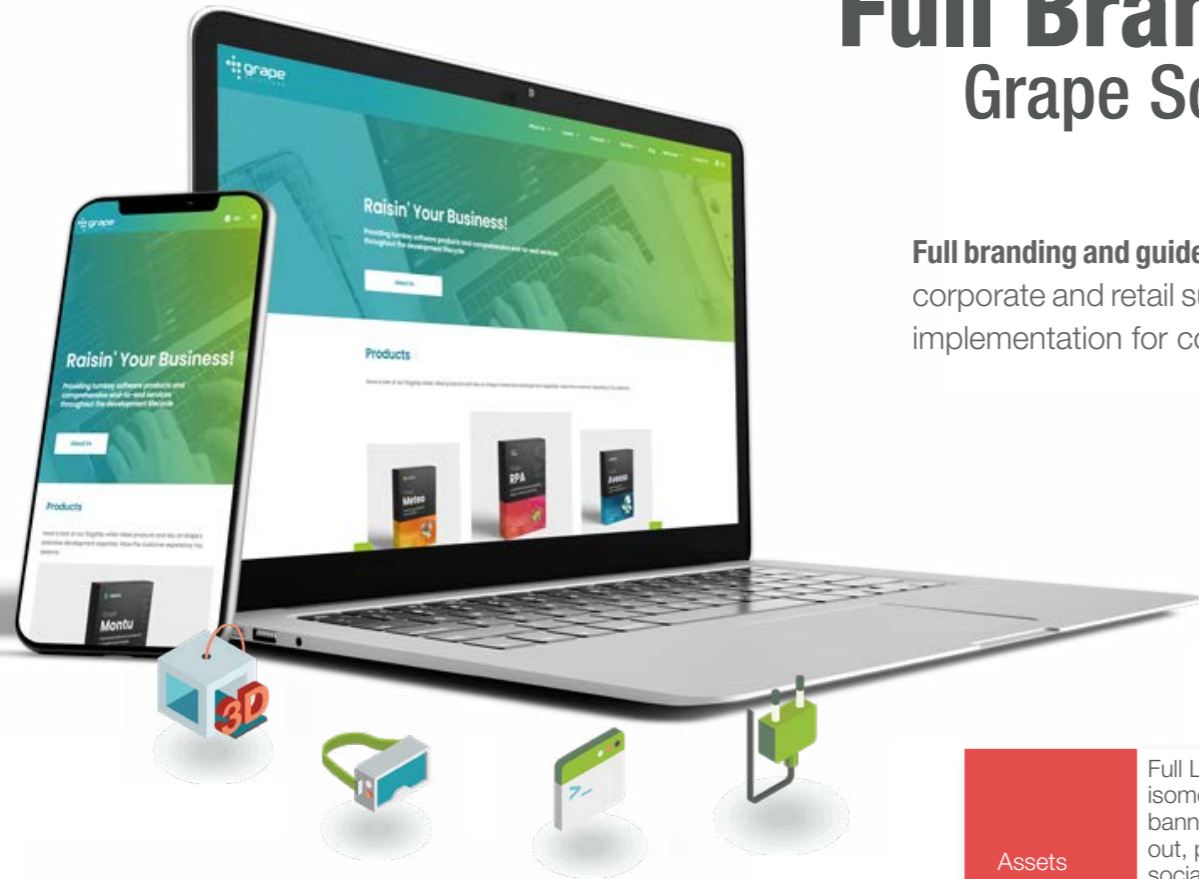
Business cards

Folder



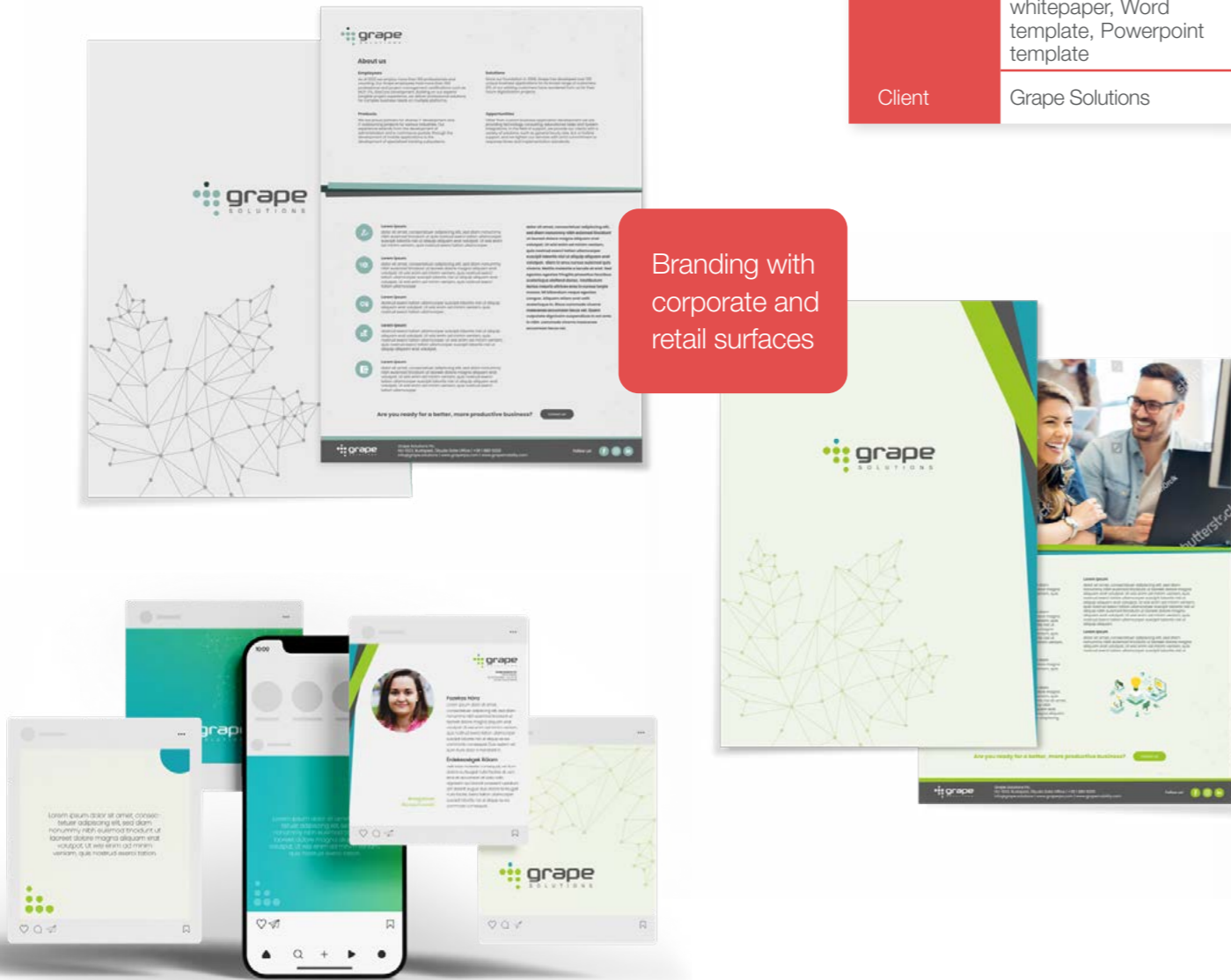
Full Branding Grape Solutions

Full branding and guideline creation for corporate and retail surfaces, design implementation for collaterals.



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|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Assets | Full Layout, logo, isometric icons, web banners, newsletter layout, pitching onepagers, social media templates, whitepaper, Word template, Powerpoint template |
| Client | Grape Solutions |

Branding with corporate and retail surfaces



Trend Research

Dreamchip Technologies GmbH. School of AI The House of Creative Entrepreneurship

As part of the House of Creative Entrepreneurship's AI program, our team of six professionals—each from different fields—developed a new production plan and proposed a strategic pivot in design for Dreamchip Technologies, **Europe's leading chip development firm.**

Based on UX research, we **introduced AI, AR, and reactive surfaces**, suggesting projects that could expand Dreamchip's partner network and establish a market advantage. Considering their cutting-edge lens design, LiDAR technology, and a team of 180 developers, we identified areas for groundbreaking innovation, including:

- AI-driven 3D image generation and translation
- AR applications for commercial and professional use
- Solutions for emerging markets
- Portability and resource-efficient technology
- Human implants and tensor holography in healthcare

Since our collaboration in 2020, **many of our predictions and proposals have materialized**, marking the project as a significant success.

| | |
|--------|-----------------------------------------------------|
| Assets | Design lead, planning |
| Group | The house of creative entrepreneurship, Shool if AI |



Kiscsillag

“Tompá Kések” - Project

Design management and digital art in cooperation with conternporary artist **Zsolt Vetlényi**.

Zsolt Vetlényi, a contemporary painter, and András Lovasi, frontman of Kiscsillag, aimed to create something beyond a traditional album release — **integrating literature and visual arts**. The project’s layout was inspired by Zsolt’s paintings, sketches, and doodles, while Lovasi wrote a short story tied to the album’s themes. We extended these elements into **Stage design, Merchandise, Live video mapping for concerts and Music videos**.

Due to COVID-19 delays, the **book launch transformed into an exhibition and small concert**. The project required meticulous attention to detail, structure, and planning—but its success exceeded expectations.



Cover Design

Layout for the International Association of the Hungarian Language and Culture’s magazine.

The cover design had remained unchanged since 1970. As an ELTE Faculty of Humanities graduate, I was honored to be entrusted with redesigning this prestigious journal by esteemed professors and senior scholars. I led the complete redesign from 2013 to 2019, after which a DTP editor was hired to handle color adjustments based on my design guidelines.

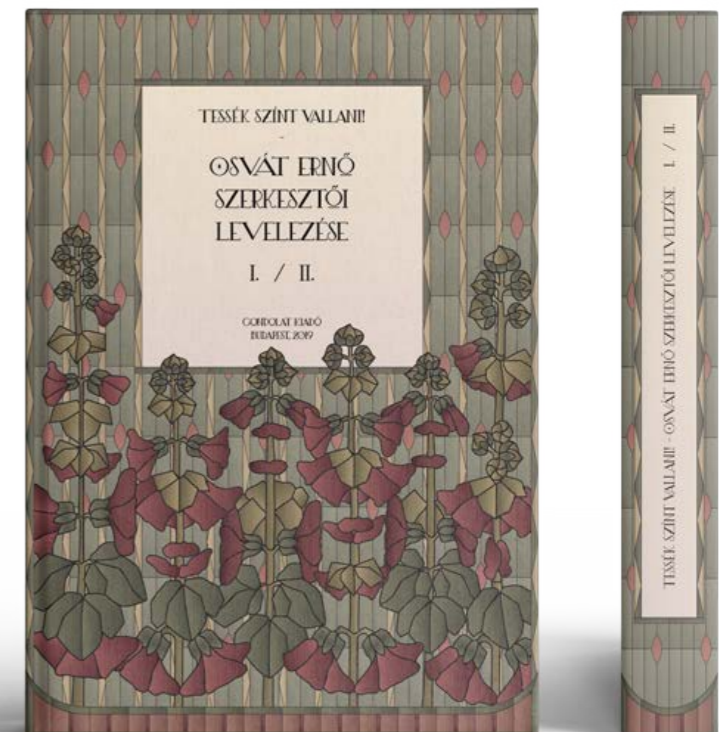
| | |
|---------------|---------------------------------------------|
| Assets | layout, cover design, typesetting, prepress |
| Project owner | NyéK |

The Osvát-book design

Designing for a life’s work is always an honor. My former professor, Tibor Kosztolánczy, authored a **three-volume, 1,800-page biography of Ernő Osvát and the Nyugat literary journal**, with a planned third volume of 700 pages.

For the cover, he requested the inclusion of an ink drawing from 1919 by his relative, Ilona Greizinger — a designer who never had the opportunity to contribute to such projects during her lifetime.

Embracing this tribute, I **digitized the aquarelles and incorporated them into the cover design, creating a bridge between past and present**. This project was more than just a design challenge; **it was a heartfelt homage, preserving an artistic legacy** from 1919 to 2019.



| | |
|---------------|--------------------|
| Assets | Cover design |
| Project owner | Kosztolánczy Tibor |

Greenpeace

While working in **Oslo for Greenpeace Norge**, I had the privilege of contributing to environmental initiatives while growing professionally. Collaborating with an international team — volunteers, colleagues, and campaigners — **I worked on campaigns with a tangible global impact.** This experience redefined my perspective on teamwork and engagement in large-scale organizations.



Assets

Flyers, banners, badges, layouts, online and offline assets

Partner

Greenpeace Norge

Teaching, Mentoring

Budapest Corvinus University

Workshops based on my PhD field - **Designcommunication and cultural economy in practice.** Two-days-long open offsite trainings with applied methods and approaches by development of problem-solving thinking and designer relationships through active creativity.

Framework-based, experience-based learning, moving from the abstract to the concrete. personal identity planning, which takes us through creative management to a dynamic team identity and finally to **mass / wikinomic collaboration.**

Moholy-Nagy University of Art and Design

Visiting scholar of **creative, communication-based management, business and society** courses, economic studies, professional self-awareness, identity and branding, training on problem-solving thinking and design approaches.

Károli Gáspár University

Full semester courses at **one of the largest universities in Hungary; photoshop, design thinking, word / powerpoint** for non-designers courses. After the success of the first semester, I started the second one with a **Blender 3D** course, **Webpublishing and a media theory** seminar as well.

My aim is to show the approach of a designer and a project manager, that makes the students able to be open for anything new by respecting and knowing the classic product and service design, and applying the possibilities and needs of the present. I've learned the importance of research, inclusivity and communication-based design, and I'm passing through all the thoughts, ideas and learned skills about it like I would've been very happy to hear them if somebody would told me when I was my student's age.

Vodafone Design Academy

8 course training session with 14 designers teaching their related field for non-designers. The feedback spoke for itself immediately, the courses filled up within 5 minutes, so **we needed to start a parallel training** as well, shifted with 4 weeks.

The **UK mothercompany migrated the training** according to our plans, bringing the idea to a franchise level. During my years at VSSB (now VOIS_) **I expanded my part to an individual 2-hours "design thinking" training and a "Word and Powerpoint as a designer" training,** that expanded again to full semester courses at KRE University.



Win stories

Kiscsillag - Tompa kések Book Design *Covid Troubleshooting*

I had the honor of collaborating with renowned contemporary artist **Zolt Vetlény** to design the visual identity for “**Tompa Kések**” by **Kiscsillag**—one of the most influential alternative bands of the ‘90s. It was a dream project, and we poured ourselves into it. Then, the **pandemic hit**. The album’s debut concert was canceled on the very day it was supposed to take place, and all our carefully laid plans were upended. With no Plan B, we found ourselves with nothing but time—so **instead of retreating, we doubled down**.

Band leader **András Lovasi** had written a short story tied to the album’s themes, and we had previously discussed creating an illustrated album with collectible elements, high-end production, and a truly unique artistic vision. **This was our opportunity to make that vision a reality**. Throughout the summer, we worked intensively, expanding the project to **an exclusive exhibition featuring the album’s artwork, a small concert, and a meet-and-greet with the creators**. We maintained communication with fans, organized smaller events, and kept the momentum going on social media. **By autumn, the project had gained immense traction, culminating in a highly successful event—and the book sold out completely by Christmas**.

As an additional initiative, with Zolt we developed a side project to generate income. While working on Tompa Kések, we realized that a project featuring portraits of Hungarian celebrities would have the potential for further exploration. This led to the creation of the **Hungarian Poets and Writers in Bars portrait series**. With a streamlined business plan, we produced prints and secured an invitation to exhibit them at **Kiadó Pub** — an iconic venue for Hungarian artists and writers.

What started as an album project **grew into something much larger**—an immersive **creative journey that brought together music, literature, visual arts, and community engagement** in ways we never initially imagined.



ePick *Guitar Picks Redesigned for Accessibility*

While working on the ePick project, I received many different requests, but the most heartbreaking one came from a friend who told me, “A few will be enough—I can’t play anymore, so they won’t wear out.”

This led me to **research the impact of osteoarthritis, tendinitis, and carpal tunnel syndrome on musicians**. These conditions cause pain and numbness, often forcing players to give up their instruments. I realized that redesigned tools could help rewire muscle memory, so **I developed an unconventional guitar pick—thicker, pointier, and drop-shaped to activate different muscle groups**.

The results were almost immediate. At first, my friend found the new shape unfamiliar, but with time, he adapted—and was **able to play again during his rehabilitation process**.



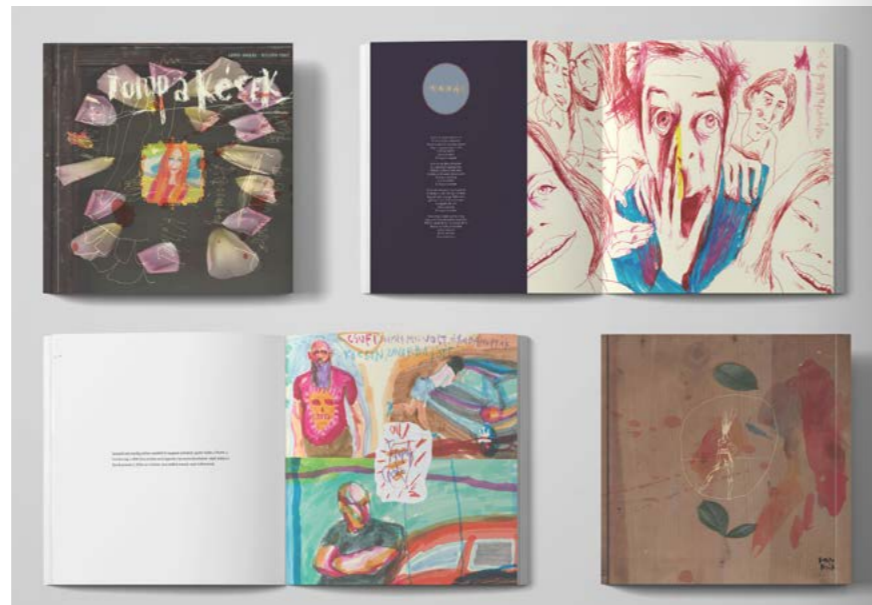
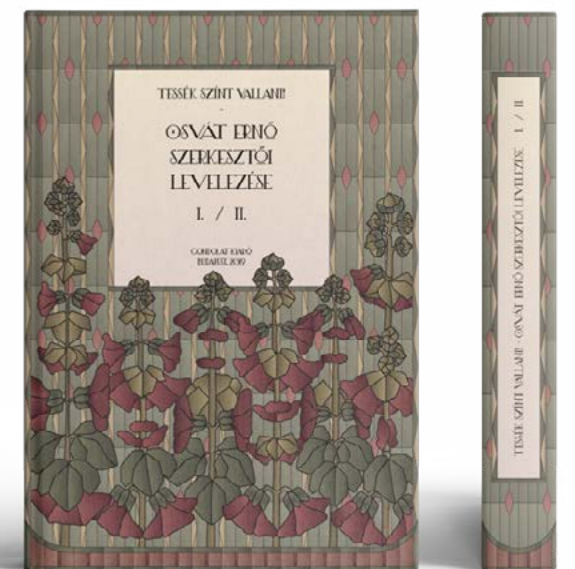
Osvát - Book Cover *Renewing a Hundred-year-old Design*

It’s always an honor to create **a design for a life’s work**. Tibor Kosztolánczy’s biography of Ernő Osvát and “Nyugat” spans **1,800 pages across two volumes, with a third volume of 700 pages in progress**.

As a former teacher of mine, Tibor entrusted me with designing the book cover. His request was specific—**he wanted to incorporate an ink drawing of flowers by one of his relatives**, along with a pattern from 1919. At first, I was hesitant. Working with someone else’s unfinished sketches is always challenging, both technically and ethically.

Then I learned the story behind the artist, Ilona Greizinger. She had always dreamed of contributing to projects like this but never had the opportunity. **Using her work as part of the book’s design would be a way to honor her legacy**. With this in mind, I carefully **digitized the original aquarelles and used them as the foundation for the cover**.

Beyond the final design itself, this project became something much more—an **homage to a fellow designer and a way to preserve her artistic vision from 1919 to 2019**. It’s a rare and deeply meaningful experience, one I will always be grateful for.



**Don't hesitate to
contact me anytime!**

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More about the projects at
www.dinnyesattila.hu