



EUROPEAN YOUTH AWARD

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eu-youthaward.org

<http://www.facebook.com/EuropeanYouthAward>

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Traditional Craft and Virtual Reality – “Crafty” wins the EYA “Social Hackathon” in Budapest

Last weekend, 40 students from three leading universities in Budapest worked together in six teams to develop digital solutions to support and promote craftsmanship.

From February 22-24, 2018 the European Youth Award was hosted for the first time in the Hungarian capital by Moholy-Nagy-University of Art and Design ([MOME](#)). Students from three different disciplines – design (MOME university), social sciences ([ELTE](#) university) and business administration ([Corvinus](#) university) – chipped in their know-how and talents and developed smart digital solutions under the theme “*Craftsman’s Paradise - How mobile technology and digital tools might help the craftsman’s work and promote skilled craftsmanship in a time of shortage nowadays?*”.

The seven-headed jury consisting of top experts like the Hungarian start-up-investor [György Simó](#), one of the leading Virtual Reality (VR) persons in China [Rebecca Liu](#) and the Marketing Director of Microsoft Hungary, [Judit Grósz](#), was impressed by the creativity and engagement of the Hackathon participants. All projects stood out because of their extraordinary maturity after less than two days of development.

The VR-game “*Crafty*” convinced the jury with its comprehensive approach and selected as winner. Using gamification young people should be supported to learn construction and building technologies and get interested in craftsmanship. If the project is further developed, the team may look forward to being invited to the [VRCORE Awards](#) in October 2018 in China.

The next [EYA Social Hackathon](#) will take place in Salzburg from April 5-7 2018. [Tickets](#) can already be ordered.

Information about all projects:

**For photo and video materials or more information:
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About the European Youth Award

Called to life by prof. Peter A. Bruck, Honorary Chairman of the International Center for New Media in 2012, the European Youth Award (EYA) is a leading pan-European competition honouring excellence in the use of Internet and mobile applications for social empowerment. Conducted under the patronage of the Council of Europe and the Congress of Local and Regional Authorities, EYA is an annual contest motivating young people under the age of 33 to produce socially-valuable digital projects addressing the goals defined by the Council of Europe, Europe 2020 and the UN SDGs.