

## MEET CZECH DESIGN – Pavučina designu (Praha)

*Prague is a vibrant metropolis where the number of cultural events is growing constantly as new projects arise. On the other hand, the stalwarts of culture expand their offers as well. A Web of Design (Pavučina designu) is the third stop of the MEET CZECH DESIGN series and it combines the two above trends. As a new project, it covers popular events connected with modern lifestyle that take place from September to October, including Designblok '14, Prague Fashion Week, and Architecture Week.*

### Designblok'14

Designblok is the largest and most prestigious event of its type in Central Europe, taking place this year from 7 to 12 October. It is also the oldest design week in Central Europe. The event focuses primarily on current Czech design and its promotion, as well as introducing cutting edge international designs. The previous editions, the popularity of the festival and the increasing interest in it have proven that the event is a major cultural benefit for Prague.

Designblok and its popularity in the Czech Republic as well as in Central Europe has grown every year; the attendance increases and the quality of exhibits has reached a world class level. Regular visitors come from Slovakia, Hungary, Austria, Poland, Germany and the UK, and visitors and journalists from other European countries, the US and Japan appear with an increasing frequency. There were more than 45,000 visitors in 2013.

This year's sixteenth edition will include MEET CZECH DESIGN, a festival held by CzechTourism with many accompanying events. The exhibits of both Czech and international design work will be installed at the exhibition grounds of the Superstudio (intended primarily for manufacturers), the Openstudio (intended for designers and schools), and the Art House (intended for art projects). Openstudio will include the MEET CZECH DESIGN STUDIO where visitors can learn more details of both the past and upcoming events as part of the successful design series as well as tips for more interesting design-related events to see. CzechTourism, the organising agency, wishes to increase the attraction of the Czech Republic for the connoisseurs of modern lifestyle. The Studio will offer a pleasant place to rest and relax. Designblok will also include the Designblok Fashion Week with shows held in Prague's Church of St Simon and St Jude.

The event's popularity and success is also illustrated by the list of participants and international celebrities who come to Designblok. Almost all of the top Czech designers and many leading international designers will participate. Visitors can look forward to seeing them this year as well. In addition, thanks to the co-operation with MEET CZECH DESIGN, there will be more international journalists present at Designblok this year. Selected international bloggers have also accepted the invitation; they will participate in MEET CZECH DESIGN Talk and create exhibits in co-operation with Sofa Mag.

## Fashion Week

Introducing Prague to the global and Czech fashion, the traditional FASHION WEEK occurring between 8 and 14 September, will offer attractive shows to viewers.

Fashion Week is a prestigious international fashion show that has been organised in Prague since 2011.

The visitors to Fashion Week can see many fashion shows, see experts' lectures, and participate in workshops. There will be at least 25 shows and other events overall. The organisers expect the participation of both Czech and global fashion celebrities.

As part of Fashion Week, on 13 September, MEET CZECH DESIGN will organise the Fashion Talk with a focus on the interconnection between fashion and design. This will be connected with Touch of Fashion, an exhibit of Marek Musil's photographs capturing the unique vibe of Fashion Week 2011, and a fashion show. In terms of celebrities, participants in the Fashion Talk will include Maria Nina Václavková who won the Talent Design competition with her Rectangle shoe design. The competition took place as part of MEET CZECH DESIGN in Zlín. As is the case with Designblok, Fashion Week will also include the MEET CZECH DESIGN STUDIO which will provide information of both past and upcoming MEET CZECH DESIGN events.

In previous years, Fashion Week hosted popular fashion designers of the world such as American Jeremy Scott and Brazilian Alexandre Herchcovitch who showed his collection at the 2012 Prague Fashion Week just days after its world premiere at the New York Fashion Week. Last year, Fashion Week offered Prague citizens an exclusive show by Japanese designer Saphir East who works for Lady Gaga as well as the world premiere of La Perla's spring/summer collection.

Black Card, a competition intended for young and talented fashion artists, is an integral part of Fashion Week. Its objective is to offer an opportunity to Czech designers to capitalise on their years of study and experience and push their work forward. The Black Card offers them financial support and the opportunity to exhibit at the Fashion Week for two years. The competition was announced on 30 April and is open to all Czech fashion designers aged below 30.

## Architecture Week

Architecture Week is an international festival for architecture and urbanism, held between 15 September and 12 October. It presents new trends in architecture through Czech and international experts and illustrates the coming into existence of a work of architecture. During the festival, selected venues in Prague will host exhibits and many interesting lectures. This is where leading architectural experts can meet with fans of the industry as well as with the general public. The event includes a project known as Playful Architect, intended for primary school children all over the country. Along with the festival, the Days of Cities are also held at Prague's Náměstí Republiky. The venues at which the Architecture Week takes place are as follows: St George's Monastery, Prague Castle, and the National Library of Technology. MEET CZECH DESIGN is a partner to this major event, expanding the brand while connecting design and architecture to ensure inspiring experiences for all visitors.

## The Young and the Successful exhibit

The accompanying events include an exhibit titled The Young and the Successful, which maps the professional and personal lives of the student design competition winners over the 24 years from the inception of the Czech National Award for Student Design. This is the first retrospective design exhibit of its kind in the country. We know most of the names of the former student design winners as successful authors, owners of businesses and studios, and university and polytechnic teachers. Many of them have found jobs abroad in companies ranging from global car manufacturers to design centres of major product firms. The exhibit will offer examples of the works for which they have won awards since 1991 as well as their current designs. In effect, the presentations will include both interior and exterior furniture, lighting fixtures, ceramics, glass, clothes, shoes, healthcare aids, sports equipment, jewellery, graphic design, interior design, and much more.

## Prague Design Trail

Promotional packs containing various benefits and discounts for various locations with a design connection are available for the MEET CZECH DESIGN festival visitors in Prague.

The stops along the Design Trail include:

- Galerie Polagraph
- Leica Gallery Prague
- Galerie Budoart
- Galerie Idea
- Galerie Domino Praha
- Fox Gallery
- The City of Prague Museum
- Polansky Gallery
- Boho Pop Up Store
- Galerie Vernon
- Galerie Školská 28
- Entrance Gallery
- Galerie Domino Praha
- Mánesova 54
- Prague Zoo

### ČCCR — CzechTourism

is an agency subsidised by the Czech Ministry of Regional Development. Its core mission is to promote the Czech Republic as a tourist hotspot at home and abroad.

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