

MEET CZECH DESIGN

Zlín prides itself on shoes, architecture, and young talent; in Nový Bor, they are masters of working with glass; Mladá Boleslav puts faces to motors on wheels; Brno is a leader in graphic design; and Prague covers design, fashion, and architecture. CzechTourism has interconnected these towns in a series of design events, MEET CZECH DESIGN.

MEET CZECH DESIGN – Shoes That Conquer the World (Zlín)

Products of rising design stars. The programme includes open-air exhibitions, a spectacular fashion show night, excursions, lectures, exhibition previews, and meetings with significant design personalities.

Design Talent for the fifth time

During Zlín's Meet Czech Design, the results of the fifth year of prestigious international contest Design Talent will be officially announced. As usual, the contest has been organized by Nadační fond JUDr. Martina Růžičky (JUDr. Martin Růžička Foundation), in cooperation with the Faculty of Multimedia Communications of Tomas Bata University, Zlín. The purpose of the contest is to acknowledge, on an international scale, exceptional students' works in the following categories: product design, industrial design, fashion design, graphic design, architectural design, and interior design.

Every year, students of Czech and foreign universities enter the contest, both as individual contestants and as creative teams. Winners receive valuable prizes. The winner of the main prize will receive CZK 50,000.

This year's announcement of the results will take place on 2 May, from 6 pm, at a festive evening in the impressive Congress Centre in Zlín. The evening will be hosted by Ester Kočíčková. It will also include a big fashion show featuring the works of the students of the Clothes and Shoe Studio of the Faculty of Multimedia Communication of Tomas Bata University and the Academy of Fine Arts and Design in Bratislava, as well as the screening of animated films. When the official ceremony finishes, an exhibition of the contest works and a big after party will begin.

MIXER Festival 2014

This year, a multi-genre festival MIXER will take place for the ninth time, with visitors invited to lectures and workshops from the worlds of design, architecture,

graphic design, film, photography, and music. This year's main topic is Extreme Reality. This should mainly be reflected in the accompanying programme, which will feature extreme sports and a tattoo marathon, among others.

The abundant programme offers visitors a lot to choose from, such as lectures given by Martin Jarolím, Executive Director of Cream RE, Daniel Gonzáles, and Tomáš Varga; a graphic battle between Vladmír 518 and Vladimír Strejček; and a workshop lead by the Puk-Puk duo. A discussion on architecture will also be held with Jan Zielinski and another discussion will be held with Oldřiška Křížová on Zlín as a place of renown in the world of fashion.

All these lectures and discussions will be held at different locations within the Bata Institute. However, the festival's activities will also be held in other places: As a part of the Queens Graffiti Jam, graffiti artists Luděkeim, NONECK, EICUL, NOMAD, and DJLajfstajl will present their art on the front wall of the underpass located in the lower part of the park, next to Zlín's main bus station. People will be able to see demonstrations of extreme sports and shopping trolley curling at the car park in front of the Faculty of Multimedia Communications of Tomas Bata University in Zlín (on Štefánikova Street). Café Blok 12 will host attention-grabbing Tribo Tattoo Marathon, performed by Veronika and Routa, from Prague's Tribo Tattoo.

Fashion Design in Zlín

At least two interesting events are planned for fashion lovers in Zlín. Thanks to the JUDr. Martin Růžička Foundation, an amazing fashion show will take place on Saturday 3 May from 7 pm at the Large Hall of the Congress Centre; the organizers have promised a show of truly European proportions. It is also good to know that admission is free. While, at the fashion show, lovers of contemporary fashion design will only be able to look at the models shown, they will get the chance to buy something during a fair of contemporary fashion design, FLER.CZ. More than fifty retailers from the renowned Fler.cz server will be selling their hand-made products on the Bata Institute platform, and the products of local design companies will also be presented here as a part of the Local Design market.

Exhibitions

This year's start of Meet Czech Design in Zlín will offer the public thirteen exhibitions. They will be held in Zlín Châteaux, the Alternativa culture institute, as well as in the town's parks and on the Bata Institute platform, in Zlín film studios, and in the foyer of the Regional Library.

An unusual exhibition of the works of the students of the art studios of the Faculty of Multimedia Communications of Tomas Bata University, in Zlín, is entitled **Victor's Flat**. The exhibition is designed as a real flat containing pieces made by the art students. The exhibition has its own story about a guy called Victor and his life in a design flat. The exhibition will be open to the public from

10 a.m. until 6 p.m. on the theatre premises in the 32nd building of the Svit complex.

- Zlín Châteaux: **Zlínská designová líheň (Zlín Design Hatchery)**: A time-lapse exhibition of designers who were born or studied in Zlín or whose works were inspired by Zlín.
- **Zlín – A Cradle of Czech Design**: This exhibition will offer insight into the beginnings of the 75-year development of education and designer practice in the town.
- **Municipal Interventions, Zlín 2014** (in the Châteaux's park): This project invites architects, city planners, students, and artists to express their opinions of public spaces, particularly those that, in their opinions, should be redeveloped.
- Creative Hill College, located in the Film Studios grounds: An exhibition entitled **Multimedia Forms of Conceptual Design**.
- Alternativa: Case studies of fifteen Czech companies and organizations presented at an exhibition entitled **Through Design to Prosperity**.
- **Design of Tyres as Artwork**: A presentation of industrial design by Continental, using tyre treads as an analogy for design patterns.
- František Bartoš Regional Library: **CI.CZ – Corporate Style in the Czech Republic after 1990**.
- The park situated next to the former Centropjekt building: **Places of Cooperation – Implementation in Towns and Public Spaces** – a presentation of ten projects that were created for public spaces as part of architect-designer, architect-artist, and architect-curator-artist cooperation.
- Galaxie: **Design and Creativity for Parents and Their Children**.
- Bata Institute: **Screening of Unique Films About Design** – a true treat for design connoisseurs.

MEET CZECH DESIGN – A Secret Behind a Glass Curtain (Nový Bor)

Nový Bor, as the next stop of the festival tour, symbolizes a strong aspect of Czech design – working with glass. The event here offers a look at the mass production of glass in contrast with traditional hand-made production.

Glass-Making Festival in Nový Bor

This year, the sought-after and always hugely visited Glass-Making Festival in Nový Bor will be held from 13 to 15 June 2014.

The festival will be located at Náměstí Míru in Nový Bor and will feature music, stalls selling regional foods and typical hand-crafted products, and glass workshops with demonstrations of glass-blowing, glass-cutting, and stained glass making.

Stars of the glass-making world who will appear in Nový Bor include Bořek Šípek, David Vávra, and Peter Oláh, as well as fashion designers Liběna Rochová and Blanka Matragi.

Visitors will be able to see a Tour de France trophy designed by Peter Oláh and made in the local glass factory; they will also be able to attend an exhibition entitled Flowers for Slovakia and to participate in many other events.

Nový Bor Design Path

Visitors to the festival in Nový Bor, which is a part of MEET CZECH DESIGN, will be offered group excursions to the glass factory to see both the mass production of glass and the traditional hand-made production of glass.

Interesting places in Nový Bor, the glass factory in particular, will be interconnected by a tourist bus that will comfortably and quickly take everyone exactly where they want to go. Another way of seeing the beautiful surroundings of Nový Bor is to rent a bicycle.

Nový Bor Design Path offers visitors the possibility to see the following recommended sites:

- PRECIOSA Kamenický Šenov (the hand-made production of glass at the glassworks)
- CRYSTALEX Nový Bor (the automatic machine production of glass)

- SLAVIA Nový Bor Glass Factory (the hand-made production of glass at the glassworks)
- Nový Bor Glass-Making Museum (an exhibition of the history of glass making + an exhibition of modern glass)
- Studio ASTERA Nový Bor (a studio for the production of artistic glass works)
- Studio Aleš Zvěřina Nový Bor (a glass-cutting studio)
- KOLEKTIV (a technology, design, and production studio)
- Kamenický Šenov Glass-Making Museum (an exhibition of the history of glass engraving)
- TGK Skalice u České Lípy (a technology, design, and production studio)
- AJETO Nový Bor (a glassworks, design restaurant, and glass museum)
- AJETO Lindava (a large glassworks that produces artistic works)
- PAČINEK Lindava (a home glass-making studio)
- Glass School Nový Bor
- Glass-Making Secondary School in Kamenický Šenov

MEET CZECH DESIGN – Spin the Wheels of Design

(Mladá Boleslav)

The local car factory has been manufacturing cars for more than 100 years. We cannot argue with the fact that each new model means a completely new design in its own way. That's why industrial design plays such an important role in Mladá Boleslav.

Spin the Wheels of Design

The Škoda Factory in Mladá Boleslav has been producing cars for more than 100 years. The factory's entire history can be seen in the newly renovated [Škoda Museum](#). There will be commentated tours of exhibits ranging from veteran cars to the latest car models. As part of [Design Night](#), there will be commentated tours, workshops, and lectures until late into the night, including a commentated tour of the Škoda production hall. Fans of car design will be interested in a lecture given by the factory's head automobile designers, Jozef Kabaň and Peter Oláh.

A part of the programme will take place at the [Na Karmeli](#) Education Centre in the recently renovated monastery, which is connected to the main building via an underground passage. The adjacent gardens will be used for workshops, lectures, a photo exhibition, and a summer cinema (for the screening of films with design themes).

At Staroměstské náměstí, people will have the chance to design their own cars and to use their designs as puzzle pieces, along with other people's designs.

A Design Path will follow the Metal Path educational trail in Mladá Boleslav. The path has twelve stops featuring original audiovisual panels set in ornate metal sculptures made in David Szalay's studio.

[Design Path](#) also offers visitors the possibility to see the following sites of significance from a design perspective:

- Škoda Auto Museum Mladá Boleslav (an exhibition entitled Get to Know the Story of Car Design)
- Sbor českých bratří (a gallery)
- Parking House in Mladá Boleslav (modern architecture)
- [The main] Square in Mladá Boleslav (the modern and newly renovated town square)
- Mladá Boleslav Region Museum (a part of Mladá Boleslav Castle)

- Na Karmeli Education Centre (modern architecture)
- SPŠ Mladá Boleslav

MEET CZECH DESIGN – A Mosaic of Graphic Design (Brno)

The event in Brno has a refreshing spirit because its topic is education. It enables intensive communication with schools and students for whom lifestyle is more and more consciously connected with design.

Biennial of Graphic Design

The final part of the MEET CZECH DESIGN series will be hosted by Brno at the beginning of October. Deservedly, it will lean on the traditional and prestigious 26th International Biennial of Graphic Design, which will take place from June to October 2014 in three exhibition buildings of the Moravian Gallery, in Brno. In addition to the international exhibition, it will offer five accompanying exhibitions and an abundant accompanying programme. This year, Brno Biennial focuses on graphic design, education, and schools, and the international exhibition will therefore present works of students and graduates of art schools from around the world. The accompanying exhibitions map the subject of education – the variety of educational systems, school tasks and exercises, study materials and environments, and historic developments. The OFF Program offers all of those visitors interested an open space for workshops, interactive events, lectures, concerts, theatre performances, meetings, and other special events. More info is available at www.bienalebrno.org.

What Else in Brno?

In order to enable as broad access to design as possible to the general public, a part of the programme will take place in various cafés, which are a significant part of lifestyle in today's Brno. Over a cup of coffee or another drink, people will be able to meet graphic designers in person, listen to lectures and presentations, participate in workshops, and attend authors' readings. At the same time, readers' corners with books and magazines on graphic design will be set up in preselected cafés. In the town's public spaces, Design City modules will be located – stalls that should entice the attention of passers-by and serve as teasers not only for the event but also for the importance of design, particularly graphic design, in everyday life. A 'Design Tram' will also be in operation and will feature an

exhibition on the topic of visual changes in public transport in Brno and a workshop.

The Mosaic of Graphic Design in Brno will be complemented with the following exhibitions: film posters of Studio Najbrt in the Scala university cinema; the graphic works of Karel Haloun in Divadlo na Orli; and the Starry Sky of Brno Biennial on the premises of the Brno Observatory and Planetarium.

A **Brno Design Path** will draw attention to buildings with interesting architecture, history, and programme, including:

- The Moravian Gallery in Brno (Biennial of Graphic Design – workshops)
- Villa Tugendhat (functionalism and modern architecture)
- Hotel International
- Jurkovič House
- The Museum of the City of Brno – Špilberk Castle (view tower; an interactive workshop)
- The Brno Technical Museum (the history of industrial and product design)
- The Brno House of Arts (G99 Gallery, the Trojka Art Café)
- The Museum of Applied Arts (an exhibition of applied arts)

MEET CZECH DESIGN – A Web of Design (Prague)

Every day, many and various events take place in Prague. New events are established each year, and the successful ones are expanding. Web of Design joins events connected with modern lifestyle that are held in September and October.

Designblok'14

Designblok is the largest and most prestigious event of its kind in Central Europe. It is also the oldest Design Week in Central Europe. It is dedicated in particular to contemporary Czech design and its promotion, as well as to the presentation of top foreign design. Previous years and the renown of the festival and increasing interest in it have proven that it is a significant cultural event for Prague.

Designblok and its popularity in both the Czech Republic and Central Europe are growing every year; the numbers of participants increase with each year, and the quality of exhibitions is world class. It is regularly visited by people from Slovakia, Hungary, Austria, Poland, Germany, and Great Britain; furthermore, visitors and journalists from other European countries, the USA, and Japan are more and more often among its visitors. Attendance in 2013 exceeded 45,000 people.

This year's sixteenth Designblok will take place from 6 to 12 October. Exhibitions of Czech and foreign design will be located on the exhibition premises of Superstudio (determined in particular for producers), Openstudio (determined for designers and schools), and Art House (determined for artistic projects).

Designblok will also include Designblok Fashion Week, the fashion shows of which will be held in the Church of St. Simon and Judith.

The popularity and success of Designblok are documented by the list of participating personalities and international stars that come. You will find almost all top Czech designers and many leading foreign designers at Designblok. Visitors can look forward to seeing them this year, too. And, since this year's Designblok is a part of MEET CZECH DESIGN, what it has to offer has expanded with a range of accompanying events.

Fashion Week

FASHION WEEK will offer an attractive show for spectators in Prague from 8 to 14 September and, as usual, will introduce fashion from the Czech Republic and elsewhere around the world.

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

Visitors to Fashion Week will be able to see a wide range of fashion shows and to attend specialized lectures and participate in interesting workshops. At least 25 fashion shows and other events will take place. Organizers expect fashion celebrities from the Czech Republic and elsewhere around the world to be present.

In previous years, Fashion Week hosted world fashion designers of high repute such as American fashion designer Jeremy Scott and Brazilian fashion designer Alexandre Herchcovitch, who, during Prague Fashion Week in 2012, presented his collection only a few days after its world première, at New York Fashion Week. Last year, Fashion Week offered Prague citizens an exclusive fashion show of Japanese fashion designer Saphir East, whose clothes are worn by Lady Gaga, and the world première of the Spring/Summer collection of renowned luxurious brand La Perla.

Black Card, a contest for young talented fashion designers, is an integral part of Fashion Week. Its aim is to give a chance to Czech designers to make good use of their studies and experience and to move their creative work forward. Black Card offers them financial support, as well as a chance to present their work during Fashion Week for two years. The contest will be announced on 30 April, and all Czech fashion designers under 30 can participate in it.

Prague Web of Design

The accompanying programme will present the works of the winners of the National Prize for Student Design, which has, in various forms, been organized regularly every year since 1991. The presentation will feature interior and exterior furniture, lighting, porcelain, clothing, shoes, medical aids, sports equipment, and jewellery, as well as graphic design, interior design, and many other interesting things. The exhibition will include a display of works entered in this year's National Prize for Student Design, entitled 'Nový (z)boží' (New G[o]ods).

Prague visitors will be able to use a map to find many other places of interest in terms of design. With the help of the map, they can visit design shops, design hotels, stylish high-class restaurants, and other significant buildings and objects.