

Mladá Boleslav to spin the wheels of design as part of the next stop of MEET CZECH DESIGN

(Mladá Boleslav, 24 July 2014) – Automobiles form an important part of Czech design. New cars have been made in Mladá Boleslav for more than one hundred years, which is why industrial design plays a vital role in this Northern Bohemian town. Organised by CzechTourism, the three-day MEET CZECH DESIGN festival will take place here in mid-September.

Mladá Boleslav has been associated with car manufacture for more than a century. The festival will be open both for experts and the general public from 12 to 14 September under the title Spin the Wheels of Design.

Two-thirds of the Czech population use cars for their transport. In present times, automobiles are perceived as not only means of transport in terms of their technical parameters – people also choose them based on their design properties. The visitors to MEET CZECH DESIGN will have an opportunity to see what has to be devised as part of automotive design before the actual wheels can spin. They can watch the leading Czech designers as well as the machines that materialise their ideas. The Škoda Museum and a Škoda Auto production facility will be open to the public free of charge.

The Na Karmeli training centre will host the Design Studio during the festival, showing what needs to be undertaken as part of car design to ensure that driving is an experience. Designers themselves will unravel the magic of creating both the exteriors and interiors, choosing the fabrics, and transforming 2D models into 3D. They will also show design sketches and the many other activities intended to endear the automotive world to the general public. The Karmel lobby will also include a model workshop where model makers will show the design technique of working with modelling clay and invite visitors to try it for themselves. On Friday, the programme will also include a lecture by industrial designer Peter Olah.

On Saturday, the programme will continue with lectures delivered by leading car designers – the Slovak designer Michal Kačmár, the head of engine and chassis development Martin Hrdlička, and chief designer Jozef Kabaň. These lectures will show the developments in car design over time and will be interlaced with period fashion shows. In addition, the programme will include outdoor fun for children as well as an open-air cinema on Sunday.

Celebrating eighty years this year, the Škoda Museum will introduce the history of automotive design for one of the oldest car brands in the world. Visitors can book guided tours in advance by telephone. Each registered visitor to MEET CZECH DESIGN will receive a design pass granting exclusive free entrance to the museum.

The town square will also come alive as part of the festival: it will host concerts; artists will create graffiti on a specially provided wall; the Maja high school will present body painting; and local design firms will exhibit at the Parking House.

A special design trail will be prepared for the visitors. In addition to the museums, the theatre and other sights, the stops along the trail will include a car factory hall, which the general public may not access under normal conditions. This unique opportunity is provided free of charge as part of MEET CZECH DESIGN. To facilitate the trip along the design trail, a special period bus will be available during the festival weekend.

Of course, automobiles are not all that Mladá Boleslav offers: there are many attractive sights, and therefore CzechTourisms Design Booth will be available to the general public directly in front of the Škoda Museum during all three festival days. It will attractively introduce to the visitors of Mladá Boleslav, places worth visiting in the region.

www.meetczechdesign.cz

MEET CZECH DESIGN

8 Sept–19 Oct **Prague**
A Web of Design

12–14 September **Mladá Boleslav**
Spin the Wheels of Design

2–5 October **Brno**
A Mosaic of Graphic Design

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