

The Czech Republic has a lot to offer in the field of design, as proven by the MEET CZECH DESIGN series

(Prague, 30 April 2014) – Bata architecture, bent wooden furniture, working with glass, inventive toys, and useful and practical household helpers – all these are typical products of Czech design. Czech design centres will now interconnect in a series of design events entitled MEET CZECH DESIGN. In doing so, CzechTourism wants to increase the attractiveness of the Czech Republic in the eyes of the lovers of modern lifestyles.

Why design? It is certainly not only because of the magic of the word itself. *'Design surrounds us every day. We are a part of it, and we also create it. Czechs do not lag behind in the world of design, but, especially thanks to their decorative arts schools and crafts schools, they stride from one success to another,'* General Director of CzechTourism Rostislav Vondruška explains.

The MEET CZECH DESIGN festival will interconnect events in Zlín, Nový Bor, Mladá Boleslav, Prague, and Brno. Each of these towns and cities has something to say on the history and the present of Czech design. All of the towns and cities will offer abundant programmes; they will take visitors via special design paths to exhibitions and galleries; they will organize tours, lectures from renowned Czech and world-famous designers, performances, and other events.

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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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The festival will start in Zlín, with a three-day programme. Zlín is the cradle of Czech industrial design; it prides itself on world-famous designers, and their successors are successfully educated here at the Faculty of Multimedia Communication of Tomas Bata University.

The festival in the town of shoes bears a telling name – **Shoes That Conquer the World**. From 1 to 3 May, shoe design will not be the only subject on offer. Fashion and fashion accessories will be presented during [Shooting Fashion Stars](#), fashion shows, and [Fler Design Market](#). As regards future creators of contemporary design, the announcement of the results of a prestigious international contest, [Design Talent](#), will be important. Visitors will certainly be interested in a multi-genre festival [MIXER](#), which will offer lectures and workshops from the worlds of design, architecture, graphic design, film, photography, and music and will, as part of its accompanying programme, offer attractive extreme sports and a tattoo marathon. In total, the festival in Zlín will present 13 exhibitions and 12 lectures featuring both Czech and foreign design personalities.

The relay baton of the MEET CZECH DESIGN festival will be passed on from Zlín to Nový Bor, which will host the festival from 13 to 15 June. Anyone who knows the Mecca of Czech glass will not be surprised by the festival being presented under the title of **'A Secret Behind a Glass Curtain'**. The traditional [Glass-Making Festival](#) will help visitors to uncover the secret. This celebration of the

production and tradition of glass will offer tours of glass-making factories, where visitors will be able to compare today's industrial production of glass with ancient hand-made production. Many craft workshops will be available, where it will be possible to see, and maybe even to try, glass blowing, glass engraving, and stained glass making. A design path will give visitors the chance to get to know the entire Nový Bor region, which is an attractive tourist destination.

The relay baton of MEET CZECH DESIGN will then be taken over by Mladá Boleslav. From 12 to 14 September, the town of cars will introduce a programme entitled '**Spin the Wheels of Design**'. As the title suggests, the main attraction in Mladá Boleslav will be Škoda Auto a.s. Visitors will be able to see the design of the cars of yesterday and today in the newly renovated Škoda Museum. There will be commented tours of exhibits ranging from veteran cars to the latest models of famous Czech brand Škoda. As part of **Design Night** in the museum, there will be commented tours lasting until late into the night, as well as an accompanying programme of workshops and lectures. Visitors to Mladá Boleslav will get the chance to join commented tours of the Škoda production hall and thus to see with their own eyes how cars are produced there.

The capital city of Prague will be the next in line to host MEET CZECH DESIGN. This stop will also be the longest. It will last from 8 September until 19 October. With regard to the abundance of events of various focus, this part will be entitled '**A Web of Design**' and will include important events such as **Designblok** and **Prague Fashion Week**.

The fifth and last stop of MEET CZECH DESIGN will be hosted by Brno, from 5 to 9 October. The final of the festival will be held under the title of '**A Mosaic of Graphic Design**', and the title itself shows that the Brno festival's contribution will lean on the **26th International Biennial of Graphic Design Brno 2014** and its exhibitions. They will offer visitors activities and an abundant accompanying programme in three palaces in the centre of the city, focusing on graphic design. The planned programme extends the basic offer of exhibitions with interactive events, workshops, reading, concerts, discussions, theatre performances, meetings, and special events in municipal space.

Each festival location will offer a few days packed with design. Design will continue pulsating in the arteries of Zlín, Nový Bor, Mladá Boleslav, Brno, and Prague. Following the design trail, visitors will always discover something new.

www.meetczechdesign.cz

MEET CZECH DESIGN

1–3 May
Zlín
Shoes That
Conquer the
World

2–5 October
Brno

A Mosaic of
Graphic
Design
13–15 June
Nový Bor
A Secret Behind a
Glass
Curtain

8 September–19 October
Prague
A Web of Design
12–14 September
Mladá Boleslav
Spin the Wheels of
Design

For more information, please contact:

Mgr. Michaela Klofcová, Dis.
Head of Media Relations
Tel.: + 420 221 580 274, 775 930 924
klofcova@czechtourism.cz

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