

## **Build your own mosaic of graphic design in Brno and enjoy the last part of MEET CZECH DESIGN**

**(Brno, 21 August 2014) – Exhibitions, workshops, lectures, the introduction of a new script, a design slideshow, concerts, and theatre. All these make up one big mosaic of graphic design. You can build your own according to your taste at the 26<sup>th</sup> International Biennale of Graphic Design Brno 2014, which will include the final part of MEET CZECH DESIGN, organized by CzechTourism.**

The topic of this year's graphic design biennale is education, including visual communication. It will therefore be dedicated in particular to the issues of graphic design education and the individual models, methods, and approaches of teachers and schools. The influence of architecture and the relationship between the academic environment and the subsequent practice will not be left out either. From 2 October to 5 October, the programme of the biennale will be complemented with the MEET CZECH DESIGN festival; this will be the last stop of the festival after its journey around five towns and cities across the Czech Republic.

In Brno, on Thursday 2 October, visitors can look forward to the Design Slide Show in the Technical Museum, which was loosely inspired by the Pecha Kucha format and that will enable both prospective and experienced designers to introduce their own work through twenty images. Later on, there will be a preview of the Most Beautiful Book 2013 exhibition in Pražák Palace and also the festive opening of MEET CZECH DESIGN in Praha Café in the evening.

Friday will offer lectures, as well as workshops, film screenings, and exhibitions. Friday morning will be dedicated to Radana Lencová and the Comenia Script font. Ms Lencová will tell visitors about the background of the creation of the new writing script for schools, which is based on the principle of simplicity and legibility. In the Moravian Library, she will introduce the script's characteristics and the basic elements of the methodology of writing, including didactic materials that she has designed. Workshops regarding this topic will continue in Brno Zoo on Saturday morning, where both children and adults will try to write using the new script and materials prepared for the education thereof, which they can then take home free of charge. During Friday, other interesting lectures will also be given by the authors of a book entitled Mutually, as well as a lecture given by Rick Poynor. How can you make an envelope and a letter in one? That is what graphic designer Kateřina Šorčová will show you at an afternoon workshop entitled Papelote, to be held in Praha Café. An exhibition in the Moravian Gallery, entitled Nominations!, will introduce works nominated for the National Prize for Student Design. The exhibition will include everything that one can imagine when you say visual communication – graphic design, posters, books, brochures, typography, navigation, advertising photography, graffiti, digital media, motion design, and new media. The exhibition will later continue in the Era svět gallery in Prague and will be taken abroad and shown in Czech Centres next year.

Since MEET CZECH DESIGN is not just about theory, its programme for Saturday, unlike Friday's programme, is full of workshops. In addition to the

Comenia Script workshop, visitors will also be able to create their own exercise books with graphic designer Voala at the Brno House of Arts. At the same venue, they will be able to take untraditional photos of Brno's streets using Lomo cameras, which will be provided for them. In doing so, they will be able to make true artistic analogue photos with special effects on a given theme and to join an interactive project in the streets of Brno. The participants will be able to keep the photos they have taken as keepsakes. Last but not least, a workshop entitled Visual Changes of Public Transport will be held at the Technical Museum. The busy schedule will be concluded by a VJ set, presenting the works of Jan Šrámek, Lunchmeat, and Jakub Švehla.

The last festival day will introduce the concept and the graphic design of a book entitled The White Colour of the Clouds Right Alongside, which was awarded the Most Beautiful Czech Book prize in 2013 in the fiction category. The Zvonokosy stage play, performed in Divadlo na Orli theatre, will mark the end of the festival.

During all the days of the festival, visitors can take a walk along a graphic design path and enjoy commentated tours of the Moravian Gallery, and they can follow the Design Path, which provides many benefits for holders of Design Passes.

To get your bearings in such a busy programme can be a difficult task, but there is no need to be afraid. Throughout the entire duration of MEET CZECH DESIGN, a CzechTourism Design Stall will be located at Moravské náměstí, where all your questions will be answered in a very pleasant environment and light refreshments will be offered. At Moravské náměstí, visitors will also be issued Design Passes free of charge. So now the only thing to do is to take the individual parts you like and build yourself the most beautiful mosaic.

[www.meetczechdesign.cz](http://www.meetczechdesign.cz)

## MEET CZECH DESIGN

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

8–19 October, **Prague**  
Web of Design

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

**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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