

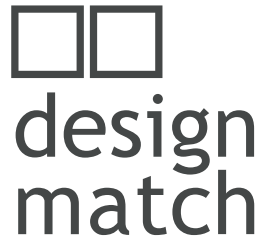
THE FINAL REPORT of the Design Match CZE : SVK 2006 Exhibition

Basic information

Exhibition title:	Design Match CZE : SVK
Date:	20. 4. - 21. 5. 2006
Characteristics:	1st year of a bienalle of Czech and Slovak design
Type of event:	a part of the 7th Display of Czech and foreign design within the exhibition complex art & interior7
Place:	Trade Fair Palace, National Gallery in Prague
Exhibition location:	mezzanine, gallery and respirium (total area over 1.400 m ²)
Organizers:	AC EXPO, National Gallery in Prague, Ing. Petr Ivanov - Tech & Line
Co-organizers:	CZECHDESIGN.CZ, Design Slovakia, Jan Kremláček, doc. akad. soch. Ferdinand Chrenka
Conception:	CZECHDESIGN.CZ, o.s. (Jan Brožek, MgA. Veronika Loušová, Lucie Marková, Jana Vinšová), Jan Kremláček
Architecture:	CZECHDESIGN.CZ, o.s. (Jan Brožek, MgA. Veronika Loušová)
Conception, architecture of the Extension:	doc. akad. soch. Ferdinand Chrenka, Lucia Karpitová
Realization team of the Extension SVK:	doc. akad. soch. Ferdinand Chrenka, Lucia Karpitová, Barbora Kamrlová, Milan Novosedliak, Boris Belán

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Curators' choice of designers CZE:	CZECHDESIGN.CZ, o.s.
Curators' choice of students SVK:	doc. akad. soch. Ferdinand Chrenka
Curators' choice of designers SVK:	ing. arch. Ľubica Fábri
Curators' choice of fashion CZE:	Lucie Marková
Curators' choice of fashion SVK:	Martin Varholík, ing. arch. Ľubica Fábri
Curators' choice of fashion SVK:	doc. akad. soch. Ferdinand Chrenka
Curators' choice of films CZE:	Jan Kremláček
Curators' choice of films SVK:	doc. akad. soch. Ferdinand Chrenka
Curators' supervision on behalf of NG in Prague:	ing. arch. Radomíra Sedláková, CSc.
Graphic design:	Jan Kremláček
Catalogue graphic design:	Gateway in co-operation with Ing. Petr Ivanov- Tech & Line
Photographer:	Pavel Kunc, Mervyn Sterneček, Martin Tůma
Construction works:	JK EXPO
General partner:	Eurolux lighting
Main partne:	Lucis
General partner for visual technology:	Panasonic Czech Republic, AV Media
Partner of the entry section:	Buffi
Exhibition partner:	Oberflex
Opening in co-operation with:	Redbull
Patronage:	the Ministry of Education CR the Ministry of Industry and Trade CR Ing. Jirko Malchárek, SR Design centrum CR the Czech Chamber of Architects the Society of Architects CR the Mayor of Prague the Economic Chamber CR the Slovak Institute in Prague Ladislav Ballek, the ambassador of SR in CR ÚĽUV Bratislava



Design Match CZE : SVK 2006 Exhibition Conception

As the exhibition title implies, the Design Match exhibition CZE : SVK was a unique confrontation of recent Czech and Slovak design, both student and professional. It offered to visitors of the Trade Fair Palace a presentation in Lifestyle design, i.e. interior design, fashion and jewellery. In order to achieve the highest possible degree of mutual confrontation, two comparable exhibits from each participating country were placed next to each other according to the exhibition conception.

The Design Match exhibition was a part of the 7th Displays of Czech and Foreign Design which were realized within the exhibition complex art & interior7. In the course of the Display (from 20 April to 4 June 2006) recent Estonian single-family house architecture was also presented to the Czech public as well as Dutch design of the beginning and close of the 20th century.

Design Match CZE : SVK was placed in the mezzanine of the Trade Fair Palace, on the gallery and in the respirium. The visual and architectural conception of the whole conveyed the sporty spirit of the exhibition. Design Match was divided into several parts: works dealing with interior design and lifestyle were situated in the mezzanine. The First Half was dedicated to student design (8 matching pairs), while the Second Half had a professional set-up (also 8 pairs). The half-times were divided by a relaxation zone, the so-called Time Out (it contained 25 films and an exhibit), where short films about design were played. The area called Overtime, where works of fashion and jewellery were placed, followed the relaxation zone. Ten fashion collections were exhibited and collection presentations were displayed on two plasma screens. The total of 40 participants were presented in this way. The high spot was the so-called Extension in the respirium. It contained 17 pairs of exhibits made by traditional techniques and of traditional materials, thus emphasising the significance of tradition and pointing out the common cultural basis of the Czechs and Slovaks as well as interlinking in meaning all exhibition parts - Slovak student design - Slovak professional design - the issues and problems of identity. Here as well, the visitors could see an interesting screening of 9 Slovak films. All posters and captions were bilingual (Czech/Slovak and English).

The total of exhibit pairs was 44
Presentations of 40 fashion designers' collections were screened
34 films were screened

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Objective of the Design Match CZE : SVK exhibition

The exhibition was intended for the discerning eye as well as the non-professional visitor. The conception authors wanted to prompt the thinking of ordinary visitors about the process of design making. Short authors' comments helped to convey the process of artwork and designers' views. Some designers were introduced in short interviews, where they were asked a set of questions not only about their artwork but also about the refinement of Czech and Slovak taste.

It was up to the visitors then whether they chose to go through the exhibition more quickly or read the texts and confront the designers' works. The compact conception presented students and professionals at the same level, thus helping the visitors to get an idea of the current situation in Czech and Slovak design. The recency of works was indeed an important feature, although producers' prototypes that will actually only now be made were also included.

The theme of a football match wasn't overemphasised in the course of the exhibition. It was just hinted by the posters' graphic design and by the simple architectural conception of the black & white structure. The entire exhibition conception gave a compact impression with its striking visual design and an underlying story that caught the attention of the media, as had been intended.

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Selection of Works

The individual curators approached the selection of works with consideration. The Slovak professional part, compiled by ing. arch. Ľubica Fábri, was formed based on personal addresses of designers within Design Slovakia. The academic sculptor Ferdinand Chrenka in search of students who could represent Slovakia addressed the heads of departments of art schools, who then presented the best student works. The Extension section was composed within the circle of people cooperating with ÚĽUV Bratislava.

CZECHDESIGN.CZ, which selected all the works in CR, first of all addressed designers and fashion artists via its website and via the www.designmatch.cz inviting them to join the Design Match project. A hundred and seven applications and works were collected between 18 December 2005 and 24 January 2006, most of these being by Czech applicants. The remaining participants were then personally invited by CZECHDESIGN.CZ.

The "competing" pairs were then matched at the curators' debates, where proposals were presented.

The most recent works were selected for the exhibition. Many were presented as the first prototypes. Some had been awarded in the competition Top Product 2006 by the Czech Design Centre, for example the armchairs NO4S (designed by Jerry Koza), the bar tool set by Ladislav Škoda, the Tom porcelain set by Jiří Laštovička. The drink glass set Mr. Egg by Olgoj Chorchoj was not only awarded the Good Design Prize by DC ČR but also the DESIGN+ award at this years' Ambiente Trade Fair in Frankfurt. Also the Washman washing machine (designed by Jan Čapek and Kryštof Nosál) was awarded the second prize at the international competition Electrolux Design Laboratory (and in Design Match it was paired with the Slovak wash machine from the same competition).

The award for design in the competition National Prize of the Slovak Design Centre was in 2006 awarded to the collection ViBeau by Andrea Krajčíková and to the Lighting Collection by Šimon Mišurda. The Go Create ring by Peter Janík won the first prize in the prestigious II. Tahitian Pearl Trophy/Contest-International.

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Timetable

Conception development:	October 2005 - January 2006
Selection of exhibits:	December 2005 - March 2006
Architectural and graphic design:	January - March 2006
Catalogue groundwork:	March - April 2006
Set-up:	11 - 19 April 2006

Official Opening and Press Conferences

The Design Match press conference was a part of the press conference of 20 April 2006 for the art & interior7 exhibition complex, which began at 11 o'clock on the 6th floor of the Trade Fair Palace. The invitations had been sent out by co-organizers since the beginning of April both to the Czech and Slovak Republics along with the print news on the exhibition.

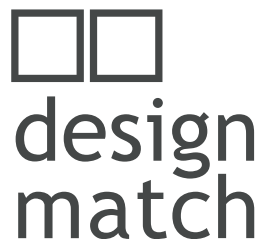
113 accredited journalists took part at the conference.

The opening of the exhibition Design Match CZE : SVK took place at 15 PM on 20 April 2006. The official opening took place in the Extension section. Milan Knižák, the director general of the National Gallery in Prague, Ladislav Ballek, the ambassador of the Slovak Republic in the Czech Republic, Radomíra Sedláková for the National Gallery in Prague, also Igor Otčenáš, the director of the Slovak Institute in Prague and charge d'affair of the Slovak Embassy in Prague participated. Ferdinand Chrenka, the Industrial Design Studio at VŠVU Bratislava, Ľubica Fábri, Design Slovakia and Veronika Loušová, CZECHDESIGN.CZ, gave the curator's word. Karel Kobosil represented the Design centrum ČR in the opening and Josef Sléha, the AC EXPO agent, gave the concluding word.

The Redbull company ensured drinks and provided a barman too. The refreshment (Redbull or Redbull and vodka) was very well received by the visitors.

200 people participated in the opening, which stretched itself to two hours. The participating designers had the chance of welcoming their friends from the design field. Everyone went through the exhibition with genuine interest.

Apart from the invitations sent out for art & interior7, the CZECHDESIGN.CZ also sent out invitations to designer, architect, sales people and PR agencies databases, where the Info design bulletin is regularly being sent. A notice on the exhibition was being sent regularly from December. Each interested person had to apply for an invitation, which they then received in electronic form to be printed. CZECHDESIGN.CZ thus kept records of 200 interested people prior to the exhibition opening.



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Visit Rate

The Trade Fair Palace:

The total visit rate of the exhibition complex was 20.733 visitors.

Source: the National Gallery in Prague

Internet:

(number of unique visitors / visits / number of viewed pages)

www.designmatch.cz

January	February	March	April	May
370 / 419 / 681	263 / 278 / 548	285 / 303 / 687	980 / 1069 / 3685	1922 / 1983 / 5672

www.artinterior.cz

January	February	March	April	May
972 / 1503 / 5007	1022 / 1533 / 7427	1679 / 2286 / 7468	4415 / 6334 / 26633	1487 / 1928 / 5989

percentage of clicks on the Design Match banner on www.czechdesign.cz

January	February	March	April	May
2,17%	1,50%	2,80%	4,47%	4,22%

percentage of clicks on the art & interior7 banner on www.czechdesign.cz

January	February	March	April	May
	0,80%	0,89%	1,36%	0,36%

source of the statistic CZECHDESIGN.CZ: Google Analytics

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Public Response

The exhibition enjoyed a great response as a timely display of contemporary Czech and Slovak design of an innovative and compact conception. The Snowboard with attire (by Pavel Šťastný) and the Electronic violoncello RAY (designed by Tomáš Brichta) were chosen as the most interesting exhibits by the public.

The Time Out section, where films were screened and visitors were able to lie or be comfortably seated on the big soft pillows Buffi, was also very successful with the visitors as they made use of the section to rest and relax, thus constantly occupying the place. Equally popular was the screening in the Extension section.

AC EXPO

buffi

design :
slovakia

Ferdinand Chrenka

LUCIS

OBERFLEX[®]
LA SPINNING WHEEL

tech
line

AV MEDIA

.Czech
design

Eurolux



Panasonic

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Promotion and Publicity Campaign

The participation appeal of December 2005, published in both the Czech and Slovak Republic, started the exhibitions' promotion.

Print news were being sent to the press from mid March 2006.

Journalists were presented with complete information at a press conference, where they received a box of catalogues art & interior7 including the Design Match catalogue and a separate CD.

PR art & interior managed the promotion. The co-organizers used their own databases to send out invites. The CZECHDESIGN.CZ as a single medium with its own website had a separate PR department and made use of their own information system Info design, which is being sent out regularly, as well as of their contacts to design journals.

Upon the exhibition's opening, a massive publicity campaign took off in the media. A complete media review is enclosed separately.

WEB

The website www.designmatch.cz created by CZECHDESIGN.CZ played an essential role in the promotion. All information about the exhibition was being added here in time. The journalists were able to find all necessary background information here. The web had been conceived according to the exhibition conception and all information was in two columns, in Czech in the left column, and in Slovak in the right column. Photos in quality for the print (also to be found on the separate CD), abundantly used by the journalists, had been placed on the website prior to the exhibition.

December 2005	an appeal to designers
January 2006	a publication of information on the exhibition conception
February 2006	information on the organizers and exhibition partners
March 2006	print news, published also in English and Italian
April 2006	a photo gallery of the installation period three days prior to the exhibition opening followed by photos of the opening and of the exhibition a download version of the catalogue made available entrance fees information a list of exhibitors a contact to P.R. CZECHDESIGN.CZ

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Articles on Design Match and art & interior7 were placed on the www.czechdesign.cz website, as well as their banners and trade marks. The Design Match banner was especially aimed at the first Wednesday in May, when there was a free entry and prolonged opening hours in the National Gallery.

CD

A CD with a print designed according to the exhibition's visual code was published in 400 copies. It contains print news in Czech, English, Slovak and Italian, photographs of individual exhibits, placed in order according to the exhibition sections. Further the CD contained the exhibition catalogue and installation photos, showing some exhibition parts already being finished. Finally, there are organizer and sponsor presentations on the CD.

THE CATALOGUE

The 100-page catalogue sized A4 was published in 7 000 copies. It was an essential part of the box of catalogues art & interior7 (art & interior7, the Estonian Architecture, The Dutch Design of the Second Golden Age, Welcome Home, Office & Light, Design Match and an issue of the Design trend, especially focused on the exhibition complex). All of the catalogues formed a complete set, distributed in a single box.

The Design Match catalogue contains comments on all exhibits and fashion collections. With its author comments, the exhibition as well as the catalogue became an important record of the current trend of contemporary Czech and Slovak design and fashion. Two designers (a designer's photograph, exhibited work and its brief description) are presented on each page of the catalogue. The catalogue is Czech - Slovak with translations into English.

At the end of the catalogue there are three interviews, partner presentations and a directory of exhibitors. The entire catalogue is divided into chapters according to the individual sections of the exhibition, each chapter being headed with short witty comments with football subtext.

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Success in the Media

The Design Match CZE : SVK exhibition, besides promotion within the VII. Display and Exhibition Complex Art & Interior (35 billboards in Prague, 7 000 posters, 33 000 invites, a month of promotion on the city channel on the Nuselsky Bridge, 8 screens in the main stops of the underground, advertisements in more than 45 professional media, both national and foreign), was concurrently promoted by all organizers on the Slovak as well as on the Czech side. Since CZECHDESIGN.CZ is especially an Internet medium, it registers over 32 cultural sites in the Czech Republic, where a print news or an article about the exhibition can be found. The news was made public at eleven respective places abroad.

Of print news, worth noting is especially the article in Lidove noviny, published the weekend following the exhibition opening. The article in the supplement of Dnes published on two following weeks is also notable. Its first part focused on the Design Match exhibition, the other part dealt with the entire art & interior7 exhibition complex.

Theme interviews with Jan Tůma about the exhibition were broadcast on the Vltava radio station on 13 May and 20 May 2006. Lucie Marková and Jan Brožek spoke about the exhibition.

The greatest TV success was the interest of ČT 1, namely the programme Styl. The ČT 1 team under the lead of Jana Vinová filmed a whole single part of the programme on the day after the exhibition opening. It was broadcast on 16 June 2006 at 17 o'clock on ČT 1.

Veronika Loušová, Lucie Marková a Jerry Koza presented the theme of design in a general way in a 8-minute entry in the Breakfast with TV Nova programme, ending with an invitation to the exhibition.

Ferdinand Chrenka spoke about the exhibition's conception and realization on the Slovak TA 3 in a 6-minute entry on 22 May 2006.

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Conclusion

The Design Match exhibition CZE : SVK 2006 has been generally approved as a compact exhibition that possessed informative value. The press has classed it as one of the best and most interesting exhibitions that have been realized within the Displays of Czech and Foreign Design so far (i.e. since 2000). The exhibition succeeded in drawing the attention of the non-professional as well as the professional public and the media.

The organizers and co-organizers of the exhibition would like to hold Design Match CZE : SVK 2006 as a bienalle. They would like to invite further countries to co-operation, as possible.

Date of the next run: April - May 2008

In Prague on 14 June 2006

Conducted by: CZECHDESIGN.CZ, o.s. in co-operation with Ing. Petr Ivanov - Tech & Line

For more information go to www.artinterior.cz,
www.czechdesign.cz a www.designmatch.cz