

PRESS RELEASE

**Wake – new UMPRUM project at Milano Design Week 2024**

**15. 4.–21. 4. 2024
ALCOVA / Milano 2024, Villa Bagatti Valsecchi, Via Vittorio Emanuelle II, 48, Varedo, Italy**

The Red Carpet project realized during the winter semester 2023/2024 by the Studio of Fashion and Footwear Design students at the Academy of Arts, Architecture and Design in Prague (UMPRUM) focused on the current task of dress code and its role in the current fashion design. The students pose a question through their realized models about the importance and role of the dress code in the fragmented society like ours. They wonder to what extent the rules help us navigate the world by giving social rituals a clear structure, or whether they are just an outdated tool of hierarchization.

For the exhibition at Milan Design Week 2024, they teamed up with the Studio of Product Design students who will present their garment fashion forms by creating one interconnected collection in an inflatable, pop art-inspired installation called WAKE. In doing so, they have added another layer to the project, which aims to reflect the current complicated social and political situation and to open discussion on topics that are essential for their lives and work.

The vast majority of the models, as well as the installation itself, naturally work with some of the current principles in the creative industry such as recycling-upcycling, zero waste, social design, processing natural biodegradable materials, preserving traditional craft techniques, etc.

**Project leaders:**

Simona Rybáková, Vojtěch Novotný, Michal Froněk, Jan Němeček

**Students of the Fashion and Footwear Design Studio:**

Kryštof Bača, Alica Grebáčová, Šárka Zejdová, Kateřina Puchmertlová, Barbora Fialová, Daniela Smolařová, Tereza Fodorová, Anna Ryšánková, Hana Valtová, Valerie Vrbová, Václav Černý, Tomáš Višňovský

**Intern students**: Stanislav Palát, Tatiana Zvolská, Viktorie Macánová

**Dressmaking Forewoman**: Miroslava Slabá

**Shoemaking Forewoman**: Zuzana Jirsová

**External lecturers**: Helena Jarošová, Radana Sikorová, Roman Dobeš (National Theatre), Štěpánka Stein, Nora Grundová (Haarper´s Bazaar)

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***About the Academy of Arts, Architecture*** & ***Design in Prague***

*The basic principle of teaching is the individual approach of teachers to students. The goal is to detect talents and help them develop their creative abilities with regard to the original independent thinking of the students, with an emphasis on social values and responsibility toward the environment. Currently, there are around 500 students in 24 studios at UMPRUM. Twice a year the school opens to public with “Artsemestr“ presentation of students´ work. It organises more than 15 exhibitions every year, half of them abroad. The Prague UMPRUM, as the only school of former post-communist countries, features in the indexes of prestigious European and world art schools.*

**More information**: Mgr. Kamila Stehlíková

Academy of Arts, Architecture and Design in Prague/ nám. Jana Palacha 80, 116 93, Prague 1

Tel: +420 251 098 201 / mobile: +420 739 304 060 / kamila.stehlikova@umprum.cz / [www.umprum.cz](http://www.umprum.cz)

   