UMPRUM Academy of Arts Architecture & Design in Prague

Press release:

Students of the Studio of Product Design in collaboration with Mikov at Tokyo Design Week

26 Oct – 3 Nov 2015

Czech Centre Tokio
2-16-14, Hiroo, Shibuya-ku, Tokyo

Students of the Studio of Product Design led by doc. Mgr. A. Michal Froněk and doc. M.A. Jan Němeček have a chance to present their work created in collaboration with the company Mikov at Tokyo Design Week.

In 2015 the Academy of Arts, Architecture and Design celebrates an important anniversary. In the autumn of 1885 the school was officially founded as the first educational institution of its kind in the country and now, 130 years later, will mark this jubilee with a series of events.

One of the fundamental exhibition cornerstones of the Academy is the annual presentation of the studios at design shows abroad. Following presentations in Milan, London, New York and other metropolises of design, they will exhibit in Tokyo. Students of the Studio of Product Design led by doc. Mgr. A. Michal Froněk and doc. M.A. Jan Němeček will present there their work created in collaboration with the company Mikov.

The studio has long been actively cooperating with industry. "For several years now I have been monitoring industry and manufacturers with potential. It is a sort of archaeological research activity of mine. And Mikov certainly has that potential," Michal Froněk explains why Mikov in particular was chosen for collaboration.

The studio is continuing its cooperation following a series of folding knives designed for Mikov. It prepared a special collection of flat minimalist knives specially for Tokio Design Week. The work of Kateřina Pražáková, Stanislav Holý and Eduard Herrmann will be showcased. Along with the student designs, the company will show its latest collections, among them the exclusive Pocket knife designed by Michal Froněk and Jan Němeček of the design studio Olgoj Chorchoj.

Mikov, with the work of the AAAD students, will be the only Czech manufacturer participating in the show.

Studio of Product Design

The principle of learning in our studio is based on teamwork, which brings various creative and systemic approaches into the process. The assignments are handled through dialogue, with the broadest possible input of the collective, while respecting the sovereignty of the individual. Alongside the main assignment for each semester, the students work simultaneously on side projects or competition entries. Each semester there is at least one intensive 10-hour assignment, often linked to assignments of other studios. The learning process is connected whenever possible with practical experience, i.e. with manufacturers. The studio leadership supports contacts with similar schools abroad as much as possible through student exchanges and exhibition projects.

About the Academy of Arts, Architecture and Design in Prague

The Academy of Arts, Architecture and Design in Prague was founded in 1885. It has always ranked among the highest quality educational institutions. Proof of this is the number of successful graduates who now belong among respected experts and whose prestige reaches beyond the boarders of the Czech Republic.

The school is divided into six departments - Architecture, Design, Fine Arts, Applied arts, Graphics, and Theory and History of art. The individual departments are subdivided into ateliers according to their professional specializations and are led by respected personalities.

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