UMPRUM Academy of Arts Architecture & Design in Prague

PRESS RELEASE

TUBBIES

an exhibition by UMPRUM students of the Product Design Studio showing at Brussels Design September

Dates: 7th – 30th September 2017
Venue: Prague House, Avenue Palmerston 16, Brussels, Belgium

Selected students from UMPRUM's Product Design Studio will exhibit a collection of their work at Brussels Design September. The exhibition, entitled *Tubbies*, explores the use of bent tubes in interior design.

Brussels Design September is the largest design festival in Belgium. It takes place in Brussels every year during the month of September. This year is its 12th edition. The Product Design Studio of the Academy of Arts, Architecture and Design in Prague (UMPRUM) is no stranger to the event and this upcoming exhibition will mark its sixth appearance at the festival. UMPRUM's students will present work based on the theme for this year's festival – new design brand start-ups.

The collection for the *Tubbies* exhibition was created in collaboration with Tvarmetal during the summer semester of the 2016/2017 school year. Tvarmetal – a company that manufactures bent pipes for the automotive industry – partnered with the students in order to create a new subsidiary brand for the company that would move their production in a completely new direction. Studio director Michal Froněk explains the idea behind the project: "The assignment was to create a fundamental philosophy for a new brand which would focus on home furniture and accessories."

Five students from the studio will present their individual designs for the collection to be exhibited in Brussels. Aleš Kachlík's *Bohém* chair comes in a classical design and is intended for use in restaurants and the home. Ludmila Esterková's *Hank* clothes hanger features a pure line aesthetic with an emphasis on functionality. Terézia Rapčanová juxtaposes the dominance of metal with the fragility of glass in her *Round* mirrors, while Tomáš Rachunek also explores this disparity with his *Aboneu* chandelier, which combines minimalism with an industrial aesthetic. And finally, Terezie Lexová's *Perfora* lights are a creative take on the relationship between perforation and light.

Co-director of the studio Jan Němeček adds: "Our students engaged in a creative process that involved teasing out the relationship between technology and design. They found an interesting visual form through the morphology of modernist and brutalist architecture, styles that have become a strong inspiration for the current generation of designers. The furniture typical of factories and schools during the socialist era of the 1970s has been reinterpreted to give new contexts and shifted aesthetics."

Curators: Michal Froněk and Jan Němeček (co-directors of the Product Design Studio), Aleš Kachlík
Exhibitors: Ludmila Esterková, Aleš Kachlík, Terezie Lexová, Tomáš Rachunek, Terézia Rapčanová
Exhibition design: Jakub Jarcovják
Photography: Johana Němečková
English translation: Alie Agency
Graphic design: Marvil
Manufacturer: Meyto

The exhibition is organised with the support of Prague City Hall and Prague House in Brussels together with Tvarmetal.

About the Product Design Studio
Since 1999, the Product Design Studio has been led by former UMPRUM graduates Michal Froněk and Jan Němeček, both of the Olgoj Chorchoj Studio. The ethos of the studio is based on teamwork. Students are taught to create and explore through open dialogue and mutual collaboration while preserving the independence and individuality of each contribution. This process of learning is inextricably linked to practice, which is also developed through partnering with producers and manufacturers. In order to be prepared for the competitiveness of "the real world", students are encouraged to mine their own talent, creativity, intelligence and knowledge through hard work and an awareness of what it takes to succeed as a professional while remaining faithful to their own creative roots. Graduates of the studio include Jan Čtvrtník, Jan Čapek, Vladimír Žák, Roman Vrtiška, Filip Streit, Jan Tuček, Dominika Applová, Veronika Loušová, Lucie Koldová, Anna Hanzalová-Kozová, Petr Mikošek, Adam Tureček and Daniel González.

About the Academy of Arts, Architecture & Design in Prague (UMPRUM)
The Academy of Arts, Architecture & Design in Prague was founded in 1885. Throughout its existence it has ranked among the best educational institutions in the country. It boasts a number of successful graduates who have gone on to become respected professionals, garnering acclaim beyond the Czech Republic. The school is divided into the departments of architecture, design, fine arts, applied arts, graphic and theory and history of art. Each department is divided into studios according to their specialist area. The studios are all led by leading figures of the Czech art scene. Twice a year the school opens to the public for a presentation of student work, entitled "Artsemestr". Each year the school organises over 15 exhibitions, half of which are shown abroad. Prague UMPRUM is the only Eastern European school that figures in the indices of prestigious European and world art schools.

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