UMPRUM Academy of Arts Architecture & Design in Prague

PRESS RELEASE

ARTSEMESTR Winter 2018

Opening night: Wednesday 24th January 2018 at 7pm
Runs from 25th January to 30th January 2018
The entire UMPRUM building at Náměstí Jana Palacha 80, Prague 1
Open daily from 10am to 6pm

Free entry

The 2017/2018 academic year has reached its halfway point and the students of UMPRUM will again present their mid-term work to the public. The results of the final exams and semester work will fill the entire building of the Academy of Arts, Architecture and Design in Prague as part of the traditional Artsemestr exhibition.

The final exam and semester projects are not just an academic exercise. The students are asked to respond to current social topics, choose a theme of their choice or create original work together with various companies. Some of the projects have been inspired by this year's 100th anniversary of the founding of Czechoslovakia, while others have been created in collaboration with companies, including Škoda Auto, VW, Baťa, Preciosa, Nimco and Tescoma. In many cases the assignments are geared specifically towards planned exhibitions.

"It's not enough to simply create something; it needs to be presented well. This year we will present our work at several important international events: the Studio of Fashion and Footwear Design will present its final exam work and semester projects at the prestigious BGFU Fashion Week in Tokyo; the Studio of Architecture III will present their work at Salone Internazionale del Mobile in Milan this spring; the Studio of Glass will showcase their work at London Design Week in September; and the Studio of Concept – Object – Meaning (K.O.V.) are invited to an exhibition in the Netherlands. Samples of this work as well as initial concepts for these upcoming exhibitions will be presented at Artsemestr," says Jiří Pelcl, vice-rector for external relations and international collaboration.

The Artsemestr exhibition will be displayed throughout the whole school and runs until 30th January 2018. It will be followed by an exhibition showcasing a selection of final exam work and semester projects called "Architecture at UMPRUM". This exhibition will take place at Adolf Loos-designed Villa Winternitz, marking UMPRUM's recent signing of a partnership memorandum with the institution.

Studios & Topics

Studio of Architecture I – *The Slav Epic of Prague*, a design that includes a 1:50 model.

Studio of Architecture II – *My World* (personal vision), *Survival* (workshop in Costa Rica), *The Borders of the City* (workshop in Medellín), *Baroque* (urban workshop in Měšice), *Těšnov* (completion of a housing development).

Studio of Architecture III – *Concert Hall*. Final exam work: *Acoustic Cave* – pavilion for Salone Internazionale del Mobile in Milan.

Studio of Architecture IV – *From the Island to the Bank and Back* (an object to bridge/connect the banks of Císařský ostrov and Troja).

Studio of Industrial Design – project in collaboration with Škoda Auto & VW: *fit 2 zero UI*; a partnership with Tescoma – grilling equipment; bathroom accessories for NIMCO; Year 1 – stylisation of natural products, Final exam project led by external lecturer Benjamin Vogt: topic *Design – Expedition*.

Studio of Furniture and Interior Design – Design for a reception desk for VŽH, Final exam project: bathroom accessories in partnership with NIMCO

Studio of Product Design – work on the topic *The Light in the Universe*, Year 1 – Study of natural products, Final exam project: Fast Food 20~~77~~.

Studio of Sculpture – joint semester project – *larger-than-life* – head of the Studio of Sculpture postgraduate student Martin Zet, other works – free topic.
Studio of Painting – free topic under the theme of *Bad Painting*.

Studio of Intermedia Art – curatorial project led by Michal Pěchouček, Final exam project: topic – *Do Not Touch. Fondle*.

Studio of Supermedia – free topic.

Studio of Photography– examination and testing of forms of publications – printed publications, digital publications, pocket publications, wall publications and others.

Studio of Glass – creation of one free topic product and one design item for a series concept for upcoming exhibitions at London Design Week and in Prague at Hybernská 4.

Studio of Ceramics and Porcelain – work inspired by artists working with ceramics, research of work and creation of individual work inspired by or in opposition to artist beliefs.

Studio of Concept – Object – Meaning (K.O.V.) – free topic – jewel with personal theme (in preparation for an exhibition at the Dutch MARZEE gallery in 2018, Final exam project: Concept – Object – Meaning (K.O.V.) brunch/cafe 2018 – series of gastro-design objects.

Studio of Fashion Design – *Artificial Intelligence* – research of the topic and creation of a wearable collection (accessories and products). Final exam project: *Artificial Intelligence* – multimedia presentation from the viewpoint of the millennial generation.

Studio of Fashion and Footwear Design – *The Power of Identity – Memory, Fashion, Message* – an all-year project looking at Czech national culture, history and tradition to mark the 100th anniversary of the founding of Czechoslovakia – in partnership with Baťa and Preciosa. The models presented at the Artsemestr exhibition will also be exhibited at the prestigious BFGU Fashion Week in Tokyo.

Studio of Textile Design – *From Aš to Uz/horod* – preparation for an exhibition to mark the 100th anniversary of the founding of Czechoslovakia – dialogue with family companies of the First Republic resulting in unique textile design in partnership with companies such as Preciosa Jablonec, Petrof, Bink's Tannery in Krucemburk and more.

Studio of Illustration and Graphics – Limited edition art publication printed by UMPRUM's graphics studio featuring gif animation, dioramas and small format painting. Final exam work: free topic following on from the semester project.

Studio of Type Design and Typography – *Variable Fonts* – designs for variable fonts. Final exam work: individually designed fonts including the production of a short commercial spot.

Studio of Graphic Design and Visual Communications – Concept for the redesign of *Deleatur* magazine, including cover design. Students are given the dual task of fashioning critical opinions on the topic of specialist magazines in today's world while making content more attractive for current readers.

Studio of Film and TV Graphics – compilation of comic books and animation on the topic of 1918–2018.

Studio of Graphic Design and New Media – PC games.

About ARTSEMESTR
ARTSEMESTR is a regular event that showcases the semester and final exam work of UMPRUM students. All students present the results of their studies at the end of each semester. ARTSEMESTR was first established in 2004 by the then rector Prof. Jiří Pelcl. The students exhibit their work in the places they were originally created – in the school's studios, classrooms and hallways.

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.

For more information:
Mgr. Kamila Stehlíková
Academy of Art, Architecture and Design in Prague / náměstí Jana Palacha 80, 116 93 Praha 1
phone: 251 098 201 / mobile: 739 304 060 / e-mail: stehlikova@vsup.cz / www.umprum.cz