UMPRUM Academy of Arts Architecture & Design in Prague

PRESS RELEASE

Design Treat Café

The Studio of Concept–Object-Meaning (K.O.V.) of The Academy of Arts, Architecture, and Design in Prague will transform the UM gallery into a Design Treat Café for just under two months.

Opening: Thursday, April 12th, 2018 at 6 pm
The exhibition runs until: June 2nd, 2018
Gallery UM, UMPRUM, nám. Jana Palacha 80, Praha 1
Open: Monday to Saturday 10am-6pm
free entry

There is a rich program prepared to accompany the exhibition, which will be advertised during its duration.

The Gallery UM in the building of The Academy of Arts, Architecture, and Design in Prague (UMPRUM) will transform into an original Design Treat Cafe – cafe, hub, cinema, lecture hall, and design store. The exhibition transformation will be initiated by Studio of Concept–Object-Meaning (K.O.V.), lead by doc. Eva Eisler of the UMPRUM.

The Design Treat Café is a creative public space, that combines, design, art, gastronomy, and lifestyle in an extraordinary way. The aim is to create a pleasant meeting place where you can view art documentaries, work, attend lectures and discussions with important cultural figures, refresh yourself or buy the most up-to-date design.

"The project builds on friendliness and especially openness, so our atelier will move its regular consultations into the Design Treat Café to allow visitors to experience the creative process of realizing semestral projects," as Eva Eisler the head of the Studio of Concept–Object-Meaning (K.O.V.) describes another benefit of Design Treat Café. Students' work can be viewed as well as purchased by visitors.

Refreshments will be offered by Ambiente and UMPRUM students (Ice Cream Hlína, Winery Esterka, Nemléko, Statek Uhersko) and will be served on wooden trays designed and produced by the students of K.O.V.

A rich accompanying program is prepared for the exhibition. Visitors can look forward to both domestic and foreign guests working in the areas of design, art, contemporary jewelry and architecture. A few of the graduates from the of K.O.V. will perform, and present their current work at the exhibition.

About the Studio of Concept–Object-Meaning (K.O.V.)

Studio of Concept–Object-Meaning (K.O.V.) has been running since 2008 led by the versatile designer and artist Eva Eisler and assistant Peter Demek. *Nastassia Aleinikava*, a jeweler, and a graduate of K.O.V. has freshly been awarded the laureate by *Czech Grand Design* for jewelry designer of the year 2017, she is the creator of an award-winning collection of sunglasses, Scandinavian Forest jewelry, and Vermeer. *Janja Prokič* is a 2013 graduate of the K.O.V.
and received the Czech Grand Design Award in 2014. Among other successful graduates, we can also present *Markéta Kratochvílová* who was designer of the year in 2016, *Michal Strach* who was the winner of the Diploma Selection for the year 2015, Štěpán Růžička the award-winning creator of leather objects and Alžběta Dvořáková who in 2016 won the Marzee Graduate Prize. The undisputable qualities of the entire studio are also testified by several Designblok Editor-in-Chief Awards.

The aim of doc. Eva Eisler is to lead students towards a deeper understanding of the wide spectrum of art forms in space using interdisciplinary approaches towards material, concept, and form in close relation to design, architecture and contemporary art. Design Treat Café is a personification of this approach to studying.

Curators of the exhibition: Eva Eisler and Peter Demek
Exhibiting: Students of Studio of Concept–Object-Meaning (K.O.V.)
Communication and program: Marie Kordovská
Installation: Filip Bartoň
Graphic design: Štefan Osciatka
Café: Bára Moravová
Barista: Karin Kopecká
Design Shop: Kateřina Michálková

The exhibition made possible with support and cooperation from: The Academy of Arts, Architecture, and Design in Prague; Ambiente, Ice Cream Hlína, Winery Esterka, Nemléko, Statek Uhersko, LUGI, and 2media.cz.

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:
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