

UMPRUM PRAGUE CALLING SELECTED STUDENTS' WORKS 2014 ————— 2016

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The annual UMPRUM exhibition took place in the National Gallery, Prague in January 2016. It was intended as a platform for critical interaction between the academy and the external environment. The exhibition was titled "UMPRUM Attack!" and its objective was to provocatively assess individual disciplines, media and conventions. Apart from the presentation of 73 exhibits created by the students in the academic year 2014 – 2015, it sought to examine the art school institution, the ability not to shut oneself in an ivory tower where the sounds of the fluid world of the 21st century can't reach. Obviously, this concept was not possible to execute completely within the Vienna Design Week exhibition due to the differences in the project goals and the layout of the venue.

UMPRUM Prague Calling¹ is an extract focused on design and applied arts studios (product and industrial design, glass, ceramics, jewellery – K.O.V., fashion, illustration, typography, graphic design).

The exhibition was supplemented with ten new projects that include diploma and bachelor works, accentuate speculative approaches, emphasize shifts across disciplines and media, reflect fascination by new technologies and exceed usual expectations (e.g. the diploma works of Magdalena Rutová with the Linostock.com project and the augmented reality of the Summer Letná New Circus of Lucie Jančová). The design of the exhibition was, due to a limited space, inspired by a *Kunstkammer* concept where juxtaposition generating a special kind of tension and interaction between the individual presented projects are important elements. In a way, we also intended to mediate the applied arts spirit of the school, a melting pot of ideas across branches and everything that has made the UMPRUM Academy, in its interdisciplinary intersection, so exceptional and creative.

1 The title refers to the 1980s international hit Vienna Calling by the Vienna-born singer Falco. We were all the more surprised when we accidentally found out that Falco had actually lived round the corner, at Birgelen Gasse 37, until 1982.