

# BECOME A PART OF US

An exhibition of projects by students of the Prague Academy of Arts, Architecture and Design at the Ventura Lambrate/Salone Internazionale del Mobile in Milan

Ventura Academies  
Intersection Via Dei Canzi 19  
/Via Gaetano Crespi 24  
20134 Milano, Italy

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Tuesday 14 April – Saturday 18 April 10.00–8.00 pm

Sunday 19 April 10.00–6.00 pm

Opening Wednesday 15 April 8.00–10.00 pm

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In 2015 the Academy of Arts, Architecture and Design in Prague 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, is marking this jubilee with a series of several events.

One of the school's most fundamental presentation landmarks is its annual participation in the Milan showcase Salone del Mobile. This will be the Academy's sixth year at the most important furniture and design show in the world. In contrast to previous years, however, this time it has chosen an unconventional way of presenting its students' work to the public.

The "Become a Part of Us" exhibition will focus fully on the creative process of realization rather than on the objects themselves. The student team consisting of young designers from the Studio of Furniture and Interior Design will transport to the hall in Milan their home studio as a 1:1 scale model. Visitors will thus have a great opportunity to become part of the life of the studio for a while. They can join actively in the process of development of products and experience at first hand the creative atmosphere of the school.

"Semi-finished products are available that the visitors can assemble with their own hands. They can take away their product with the UMPRUM logo and use it straight away in Milan as well as later at home. The joint work brings direct communication and discussion, which is extremely valuable for all creative activity," Jiří Pelcl, Head of the Furniture and Interior Design Studio and AAAD Deputy Rector, describes this year's concept.

The default material for these semi-finished objects will be paper. Jiří Pelcl points out that the choice of this material is very symbolic for the present day: "It tells us that this ordinary material has served human education and progress perhaps even more than the discovery of steel or the refined metals, plastics and composite materials of the contemporary world of nano-particles. It tells us that we should not forget ordinariness and moderation in creating things."

The show will be complemented by screenings of short films from the school.

Design team:

Adam Štok, Natálie Bocková, Pavel Liška, Kateřina Kučerová and Zuzana Bošková.

Creation of paper objects:

Cyril Dunděra, Magdalena Fiurášková, Ondřej Lalák, Barbora Vildová, Pavel Liška, Adam Štok, Linda Vránová and František Zelinka

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About the Academy of Arts, Architecture and Design in Prague

The Academy of Arts, Architecture and Design in Prague was established in 1885. Throughout its existence it has ranked amongst the highest quality educational institutions, which is evidenced by the large number of successful alumni who are respected experts with a prestige that transcends the boundaries of the Czech Republic.

The school is divided into six departments – Architecture, Design, Fine Arts, Applied Arts, Graphic Arts and History of Art and Aesthetics. The individual departments are further broken down into specialist studios led by distinguished personalities.