



## CZECH DESIGN GOES TO MILAN

***Designers, producers and institutions have collaborated to create an exhibition of Czech design to showcase to an international audience, this time at Milan Design Week - the most important event in the world of design.***

8/4 - 30/4 2013

Czech design will be represented at the most prestigious international fair of design Milan Design Week 2013 by a joint exhibition of Czech designers, producers and art institutes. Together they have collaborated to show the world what they have to offer.

The installation called "The Wishing Table" which will be held in the Czech Centre in Milan, is inspired by the magical atmosphere of Czech fairy tales, which are for many of the foreign spectators inextricably linked to our culture. A table, which is surrounded by a choice of more than twenty chairs designed by brand Ton and urban furniture by Czech manufacturer mmcité, offers the finest design achievements on a silver platter. A glass collection by designers Jiří Pelcl, Maxim Velčovský and František Vízner made by BOMMA glassworks, porcelain pieces by de-sign studio, marble vases by the studio DEFORM, LLEV jewelry boxes, porcelain vases and lamps made by studio Pirsc will also be serving and the table will be decorated with jewelry by ZORYA.

The concept of a table was also followed by students of Tomas Bata University in Zlín, who created an installation suggestively called Bite Me Milan. The exhibition is the result of work by an interdisciplinary design studio at UTB conducted by designer and architect Michael Vasku. After a new fashion brand concept NEWINTAGE which was made at the university in May 2012, this is the second joint project in cooperation with CZECHDESIGN.

Design will represent the Czech colors in the strongest possible representation of all designers and students under the auspices of universities and producers. The entire project is initiated,

# CZECHDESIGN

OBČANSKÉ SDRUŽENÍ CZECHDESIGN.CZ  
ADRESA: VOJTĚŠSKÁ 3,  
110 00 PRAHA 1, CZECH REPUBLIC

M: 420.777.611.426  
WWW.CZECHDESIGN.CZ  
INFO@CZECHDESIGN.CZ

implemented and realized by CZECHDESIGN, an organization that has been supporting and presenting Czech design independently for ten years. The installation is curated by Michael Vasku, architectural designer and one half of the duo Vasku & Klug.

Previous accomplishments of this small table, which attracts international audiences, is evident by its success in presenting at the Blickfang fair in Copenhagen, Stuttgart or MAK Museum in Vienna, where the exhibition won a special jury award for best installation.

The exposition „The Wishing Table“ and Zlin installation Bite Me Milan will be hosted by the Czech Centre in Milan, which will officially be launched to the public on Monday 8th April. Both exhibitons then remain open until the end of the month.

The journey of „The Wishing Table“ after Milan Design Week is far from over. At the end of May, it will be presented in Die Neue Sammlung in Munich Pinakothek, in June at Sofia Design Week in Bulgaria, in the fall will represent in the Polish Lodz Design Festival and then Czech audience can enjoy it at our home gallery GALERIE/CZD in Prague.

You are cordially invite to any of destinations „The Wishing Table“ is travelling to!

## „The Wishing Table“ and Bite Me Milan

**Joint exhibition of Czech designers  
producers and institutions within the Milano Design Week  
2013**

<http://stoleckuprostrise.czechdesign.cz/>

Exhibition Dates: 8 - 30 April 2013/10 April - Inauguration Ceremony  
Venue: Czech Centre Milan / Via GB Morgagni 20, 20129 Milan

Implementer of the exhibition: CZECHDESIGN.CZ, o.s. / Curator, author of the concept:  
Michael Vasku /Architectural Design: Vasku & Klug

Exhibitors: Daniel Pirš, Zdeněk Vacek & Daniel Pošta, Olgoj Chorchoj, René Šulc, Jiří Pelcl, Maxim Velčovský, František Vízner, Václav Mlynář, Jakub Pollág, LLEV, TON, mmcité, design gallery & studio, Faculty of Multimedia Communications of Tomas Bata University in Zlin, etc.

**More information and photos in high quality download here:**

<http://wishingtable.czechdesign.cz/press/>

**Press contact:** Kamila Matějková, +420 721 704 720, [kamila.matejkova@czechdesign.cz](mailto:kamila.matejkova@czechdesign.cz)

## Project partners:



VASKU  
& KLUG

Tomas Bata University in Zlin  
Faculty of Multimedia Communications



## Exhibitors:



Tomas Bata University in Zlin  
Faculty of Multimedia Communications



ZORYA de-sign.cz