

MORAVSKÁ GALERIE

The International Biennale of Graphic Design Brno 2018 will bring together graphic and product design

Press release, 7 June 2017

The 28th year of the International Biennale of Graphic Design Brno 2018 is currently being prepared by the Moravian Gallery in Brno in collaboration with the OKOLO creative group. The team of curators presents the concept of the forthcoming year, the main objective of which is to reflect upon graphic design including overlaps to related disciplines. Apart from the international competition, there will be magazines and blogs, as well as shows introducing the city of Porto (Portugal) and eminent figures in Czech graphic design, František Štorm and Aleš Najbrt. In contrast to previous years, the 28th year will be more open to the lay public, with emphasis placed on education. New aspects will include greater involvement of the City of Brno that plans to promote the biennale as a prestigious event with a long tradition.

28th International Biennale of Graphic Design Brno 2018

10 May – 28 August 2018

The OKOLO creative group, Matěj Činčera, Jan Kloss and Adam Štěch, will produce for the biennale an open and democratic platform that will represent graphic design in its entirety, with a large number of creative approaches and characters of graphic projects.

In the International Competition, emphasis will be laid on the higher number of selected artworks so that the competition can function as an objective sample of contemporary graphic art and, at the same time, present the highlights of international graphic design. With the individual pieces, the curators will observe recurrent tendencies and different approaches to design, they will define them and assemble into an exhibition that will be commented upon in accessible form and placed in the context of graphic design.

The International Biennale of Graphic Design is traditionally accompanied by exhibition projects. In the 28th year, these will reflect more upon the relationship between graphic and product design, as well as on graphic design overlaps in product design and vice versa.

An exhibition entitled “In the Area and Space” will focus on the work of some leading figures such as Josef Hoffmann who devoted himself to both art and design.

A project mapping the creative milieu of the seaside town of Porto, Portugal will take the form of an exhibition noting the geographic particularities of graphic design. Through the work of local designers, videos and photographs, OKOLO will mediate an atmospheric experience, a symbolic installation lending an insight into the art typical of the place. According to the OKOLO team, *“Porto is a dynamic centre of design, architecture and other creative disciplines. We want to map this phenomenon also in regard to its rich history and with reference to local crafts and traditions.”*

Another exhibition will present the magazine as a medium that is still relevant, even in the digital world. The installation will involve high-quality magazines selected by experts, as well as the pulp press. The selection will illustrate the character of this particular medium, pointing out its limits as well as possible future directions.

The biennale will also give space to internet blogs that are currently highly progressive in the field of graphic design. External curators Jan Novák and Jan Horčík will select for the biennale the most interesting examples from a wealth of blogs of varying quality.

The 28th International Biennale of Graphic Design will involve two exhibitions dedicated to major figures in Czech graphic design. Aleš Najbrt is a founder member of Studio Najbrt who has designed a large number of film and theatre posters, and received an award for his contribution to graphic design at the Brno Biennale 2014. František Štorm, a well-known typographer, musician, journalist and educator, was given this award in 2016. His exhibition will be curated by Vladimír 518, and Štorm’s type will be used in Biennale promotional materials.

The City of Brno is going to take a more prominent role in the forthcoming biennale. In future, the International Biennale of Graphic Design will be an event that experts, lay people and tourists will come to automatically associate with Brno. For example, there will be exhibitions on the subject of visual smog, lectures about the visual identity of cities and others. *“Beyond doubt, the biennale of graphic design is a major event for specialists - designers; however, it can also help the city educate the general public, i.e. the people who co-create the face of Brno every day, and make them more active,”* explains Ing. Jaroslav Kacer, Secretary of the Mayor of Brno for the the Smart City area.

The curators welcome the participation of the City of Brno in the biennale. *“Together with the City Council, we are preparing a new format for the accompanying programme in the form of small installations and interventions in shop windows, cafés, theatres and other cultural venues in Brno. The project is relying on the involvement of young graphic designers and other artists who will receive financial support from the City of Brno with which they will stage simple interventions and exhibitions in selected places around town. There will be an independent visual concept with a map of all these places, making up an alternative to the main exhibition and accompanying shows in the Moravian Gallery,”* says Adam Štěch.

Jan Press, Director of the Moravian Gallery in Brno, comments on this new approach to the biennale’s engaging lay visitors and placing more emphasis on the role of education: *“The OKOLO creative group approaches the biennale as a means of popularization of graphic*

design, which accords with the intentions of the Moravian Gallery, which takes an interest in the education of the wider public. We are literally surrounded by graphic design, and it is important to realise how it affects our perception of the world around us.”

Matěj Činčera (*1988) is a graphic designer. He studied at the Department of Graphic Design and Visual Communication at the Academy of Arts, Architecture and Design in Prague under Rostislav Vaněk, and graduated under the guidance of Petr Babák. As a student he established the OKOLO creative group. He received the Most Beautiful Book of 2010 award for the graphic design of the book *Mollino* and took third prize in the prestigious Czech Grand Design 2011 competition in the Graphic Designer category. He teaches graphic design at the Scholastika school of visual communication.

Jan Kloss (*1982) graduated from the Department of Graphic Design and Visual Communication at the Academy of Arts, Architecture and Design in Prague and has pursued these disciplines in all their width. Apart from graphic design he focuses on music, photography and video and collaborates on creative projects across genres. He has taken part in many exhibitions and has lectured in the Czech Republic and abroad (Belgrade Design Week, World Design Capital Helsinki, Romanian Design Week, Milan Design Week and others) and has won several awards (European Design Awards, Czech Grand Design). He established the *Pedal Project* independent journal and is a member of the OKOLO creative group. With Jakub Korouš he started the BOTAS 66 brand for which he works as exclusive designer. He teaches graphic design at the Scholastika school of visual communication.

Adam Štěch (*1986) has long been active in design, architecture and fashion, and is one of the leading Czech design theorists. He studied history of art at Charles University, Prague. Since 2009 he has worked as an editor of the *Dolce Vita* lifestyle magazine, and his articles have appeared in the international media (*Domus*, *Wallpaper*, *Form*, *Mark*, *Frame*, *Modernism*, *Cool Hunting* and others). He has collaborated with companies and institutions such as Phillips de Pury, Casa Mollino, Gubi, Tolix, Verreum, Designblok, Dox, Bratislava Design Week and others. Adam Štěch is one of the founders of the OKOLO creative group with which he has prepared a number of publications and exhibition projects. He has taught history of design at the Scholastika school of visual communication since 2013. In 2012 he was a member of the selection jury at the 25th International Biennale of Graphic Design Brno. He hosts a programme about design on Radio 1.

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