

Made By Fire



**Experience the power and fragility of Bohemian glass and porcelain in their trial by fire at the Milano Design Week. The unique exhibition Made by Fire will present the best of Czech design in the spaces of the Triennale Milano**

The premiere of the Made by Fire exhibition of the Moravian Gallery in Brno, prepared in cooperation with the Prague international design festival Designblok, will feature nearly one hundred original projects from Czechia as part of the Milano Design Week. The objects made of glass, porcelain and ceramics will address social issues and will be accompanied by the architecture of designer Maxim Velčovský and the edit! architects studio. The *Made by Fire* exhibition will take place 17–23 April in the prestigious Triennale Milano. In October of 2023, it will move to be exhibited in Prague as part of the Designblok international festival, and on 17 November will be moved to the Museum of Applied Arts in Brno.

The exhibition will present the work of over forty authors working in the sphere of design and applied arts, and will offer a view onto contemporary art production while offering a window onto the particular production process behind the individual works. Prestigious producers and exporters of Czech glass, the country's foremost porcelain-works (including industrial projects which are no longer operative), the major players on the Czech design scene, and especially members of the up-and-coming generation of young designers whose work it pays to follow will all be present, and the exhibition will aim to foster international networking. The event will be structured around four major themes: Industry – Production and Extinction, Adaptation, Identity and Experiment. Curators Danica Kovářová and Eva Slunečková explore the limits of applied art and its position within the context of pervasive social change. The breadth of this exhibition makes it one of the greatest exhibitions of Czech glass, porcelain and ceramics abroad in recent years.

The goal of the *Made by Fire* project is to not only exhibit beautiful objects or present an art-historical showcase, but to rather thematize contemporary social challenges through glass, porcelain and ceramics – the maintenance of productive competitiveness, ensuring ecological sustainability of production

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both in small workshops as well as in larger serial production, the use of classical forms and the possibility of their modernization, and the employment of new technologies. It also focuses on the position of handcrafts, their future and sustainability at a time of energy crisis, as well as the autonomy of Czech industry, its past and its transformations moving forward. *Made by Fire* also poses questions about authorship, quality and identity as manifested in the artworks themselves, and through experimentation with materials.

*“Czech glass and porcelain constitutes an indispensable part of our cultural heritage. These fragile products of world-class quality are a personal testimony of the glassworks and porcelain-works connected with particular, and oftentimes famous, places. A strong bond exists between the Czech landscape and its products, and I am certain that contemporary glass and porcelain are becoming a symbol of success, identity and representation of the Czech nation. The entire exhibition has been originally conceived by designer Maxim Velčovský and curators Eva Slunečková and Danica Kovářová, and does not shy away from geopolitically pressing questions like the war in Ukraine, the availability of energy sources, or the question of sustainability. It also greatly facilitates the reception of Czech designers within the international context,”* says Mr. Martin Baxa, the Czech Minister of Culture.

The world of original Czech design is looking forward to this new opportunity which follows the exhibition *Design and Transformation*, held in Brussels as part of the Czech Presidency of the Council of the EU. The event plans to once again resonate with an international audience, indeed more so than last time, and is looking forward to occupying such a prestigious place as the Triennale Milano. This building at the center of Sempione park has been an eminent cultural institution since the 1920s and has always put design – as an applied, decorative art – in contact with industrial design, architecture, and scenic, performative art. Over the years, the museum has hosted many internationally famous exhibitions, for example the retrospective of Angelo Mangiarotti, the works of the progressive art group Memphis, and many others.

*“In 2021, The Moravian Gallery in Brno reopened the newly renovated Museum of Applied Arts under the banner of ART DESIGN FASHION, and one of the fundamental aims of this new concept consisted in presenting design of the new millennium up until the present day. The collection’s high level of quality, designer products and the interest of the designers themselves convinced us to pursue the dissemination of Czech design abroad and to facilitate networking among the designers. The Made by Fire project held in the Triennale Milano is a prestigious opportunity to show the world the power*

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*of Czech design, as well as a way to thematize contemporary geopolitical challenges faced in the very cradle of the glassmaking and ceramics industries,” says director of the Moravian Gallery Jan Press, adding: “We consider the original concept of this unique exhibition to be the first stirrings of a spiraling process which, in the years to follow, will work together with the most important local actors in the field of design and make contemporary Czech design an instrument of national representation.”*

After the Milanese design week finishes, the exhibition will again open its doors in autumn at Prague’s international Designblok festival (4–8 October 2023), and finally in the spaces of the Museum of Applied Arts in Brno (17 November 2023 – 31 August 2024). The exhibition will be accompanied by a bilingual publication which will present the annotations for the exhibited pieces, situating them within a wider context and providing information about the authors (with original photographs by Hana Knížová).

The *Made by Fire* project was made possible by the support of Prime Minister of the Czech Republic, Mr. Petr Fiala, the Minister of Culture of the Czech Republic, Mr. Martin Baxa, and the Minister of Industry and Trade of the Czech Republic, Mr. Jozef Síkela.

Realized as part of the project “Made by Fire,” project reg. no. 0215000060 and with the financial support of the Ministry of Culture as part of the National Recovery Plan, Mobility II.

## Information

**Exhibition name:** Made by Fire

**Address:** Triennale Milano, Viale Alemagna 6, Milano

**Date:** 17–23 April 2023, 11.00-20.00

**Web:** [madebyfire.eu](http://madebyfire.eu)

**Instagram:** [@madebyfire\\_exhibiton](https://www.instagram.com/madebyfire_exhibiton)

### Represented artists:

Luba Bakičová, Luisa Bělohávková, Jakub Berdych Karpelis, DECHEM (Michaela Tomišková, Jakub Jand’ourek), Eva Eisler, Dominik Forman, Hidden Factory (Eva Pelechová, Gabriel Vach), Johana Hnízdilová, Klára Horáčková, Tereza Hrušková, Prokop Chludil, Martin Janecký, František Jungvirt, Joo Kawasumi, Lucie Koldová, Live Longer (Adéla Fejtková, Silvie Luběnová), Zdeněk Lhotský, LLEV (Eva Mochalová, Marcel Mochal), Monika Martykánová, Elis Monsport, Stanislav Müller, Jakub Nepraš, Lukáš Novák, Olgoj Chorchoj

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(Michal Froněk, Jan Němeček) a Jiří Černický, Milan Pekař, Jiří Pelcl, Eva Pelechová, Johan Pertl, Jakub Petr, Dominika Petrtýlová, Daniel Piršč, Rony Plesl, Jan Plecháč & Henry Wielgus, Tadeáš Podracký, Vendula Kvíz Radostová, Lada Semecká, Tereza Sluková, Markéta Špundová, Marieta Tedenacová, Antonín Tomášek, Quynh Trang Tran, Gabriel Vach, David Valner, Maxim Velčovský, Lenka Záhorková, Adam Železný

**Thanks for the loan and preparation of the exhibits:**

G. Benedikt Group, Bomma, Brokis, Edmund Čučka, Dominik Forman, Bohumír Hána, Emil Holub, Anna Jožová, Filip Kopecký, Lasvit, Moser, Viktor Mácha, Preciosa Lighting, Patrik Šimon, Profil Media, Rückl, Thun 1794

**Organizer:** Moravian Gallery in Brno

**Expert cooperation:** Designblok, Prague International Design Festival

**Expert Review:** Jan Press, Director of the Moravian Gallery in Brno; Jana Zielinski, Director of the Designblok festival; Jiří Macek, Creative Director of Designblok festival

**Expert Consultant:** Stephan Hamel / Arte Applicata

**Curators:** Danica Kovářová, Eva Slunečková

**Exhibition concept and design, artist collaboration:** Maxim Velčovský

**Exhibition design and architecture:** Vítězslav Danda / edit! architects

**Graphic solution:** Lukáš Kijonka

**Photographer:** Hana Knížová

**MEDIA-KIT:** [https://bit.ly/MadeByFire\\_PRESS](https://bit.ly/MadeByFire_PRESS)

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If you would like to schedule a meeting with the curators, architects, exhibition organizers or represented artists, please don't hesitate to contact us.