

Made By Fire



Milan will welcome the best Czech designers of glass, porcelain and ceramics who will present their works at the group exhibition *Made by Fire*, taking place in the spaces of the Triennale Milano

The world's most important design showcase will take place between 17–23 April 2023, and this year will feature a significant presence of Czech designers. The unique *Made by Fire* project is headed for the world's design capital, bringing a representative selection of recent and contemporary glass, porcelain and ceramics works, all made in the furnaces and kilns of Czechia. The project was prepared by The Moravian Gallery in Brno in collaboration with Designblok festival and aims to explore the limits of applied art and its production within the context of pervasive social change. The works of forty progressive Czech makers will be exhibited within the architectural space developed by designer Maxim Velčovský and edit! architects.

Glass and porcelain are something of a national treasure. They have a long tradition and an eminent position in Czech culture. In light of recent social, ecological and geopolitical crises, the design and production of glass and porcelain are faced with existential questions about their current direction, their significance and future development. The *Made by Fire* exhibition provides tentative answers by means of nearly one hundred exhibited works and original pieces from featured glass producers and exporters, foremost Czech porcelain works, major players on the Czech design scene, as well as the up-and-coming generation of young artists. The unique exhibition project will be featured as part of the Milano Design Week at the exclusive Triennale Milano institution, which has been setting the world's design trends since the 1960s.

The project maps the work of over 40 Czech artists within four thematic sections: Industry, Adaptation, Identity and Experiment. The selection of original works is neither encyclopedic nor longitudinal, but rather aims to represent particular contemporary ideas. *Made by Fire* mostly focuses on young talent and aims to promote networking and foster international connection, but naturally also includes the works of some of the most established names in Czech design.

The exhibition entrance is framed by paintings of Czech factories symbolizing the Czech industrial landscape. This collection of historical works also comprises five new works by painter Dominik Forman. This installation emphasizes the fact that Czechia is one of the few countries able to produce its own designs, process its materials and produce the products, all in one place. The mastery of Czech craftsmanship is represented by the brands Bomma, Brokis, Kavalierglass, Lasvit, Moser, Thun 1794,

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Preciosa and others. These brand names are balanced by artistic works and limited-edition collections by independent artists. The exhibition connects the work of legends like Rony Plesl, Eva Eisler, Jiří Pelcl, Lucie Koldová, Jan Plecháč, Daniel Piršč, Lada Semecká, Jakub Berdych Karpelis or Antonín Tomášek with the works of students and fresh graduates.

Made by Fire also focuses on the challenges and turbulent events of recent times, such as rising production expenses, the struggle against cheap products from Asia, sustainability, and the cultural significance of the craft. It asks questions about the future and viability of glassmaking and porcelain and ceramics production. The featured designers and studios, many of whom have recently received positions of Artistic Directors at major brands, can use their creativity and innovative approach to help save and elevate the entire business, as well as stretch the limits of craft tradition and modernization.

The Made by Fire exhibition is also exceptional in that some of the works were created exclusively for this event. Among them is František Jungvirt's project *Birth of the Future Behind Glass*, where the artist reinterprets three traditional vases by deconstructing, changing and updating their classical provenance. Other pieces made specially for the exhibition include the glasses and vase made by LLEV studio, which were blown into a mould made of mycelium, Elis Monsport's object *Folds II*, and the *Silica Feast* light collage made by DECHEMA studio, which pays homage to the fascinating diversity of various types of glass and experimentally combines them into a wall-mounted patchwork of light.

The exhibition has been curated by Danica Kovářová and Eva Slunečková.

"I am immensely glad to have this opportunity to participate on such a great showcase of Czech glass and porcelain – it is unique in terms of the number of exhibited pieces, the exclusive location, but also in its contextualization of design as a vehicle for critique and a mirror held up to society. We can see this in the featured studio works, which play such a central role in contemporary Czech design. The studio functions as a free space for experimentation and oftentimes initiates discussion about seminal issues. It creates an important substrate which benefits the entire industry and allows it to grow," says Eva Slunečková about the curators' approach.

The exhibition uses various media, and features works which stand out from the common glass, porcelain and ceramics production. This for example includes the *Billboard* made of glass by Klára Horáčková, which mirrors the entire exhibition, the light installation of a car wreck brought over from a Ukrainian war zone made by Maxim Velčovský, the *Entropy* video by Vendula Kvíz Radostová, which explores the birth of new forms from the ruins of the old, or the live performance *Mirror Man* by glass artist and sculptor Stanislav Müller.

"What was most surprising for me in preparing this exhibition was that when we made a list of the seminal themes and issues we aimed to illustrate by the select works, we started seeing just how the original pieces and their narratives overlap, how fluidly they referenced the overarching categories. This proved to me their

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relevance and contemporary topicality,” says curator Danica Kovářová.

The exhibition’s architecture was conceived by designer Maxim Velčovský and the edit! architects studio. The objects made of delicate materials starkly contrast with the exhibition’s industrial setting. *“In preparing the exhibition, our role was mostly to compose the roughly one hundred exhibition items into a limited space in a way which would give each piece adequate space, but would also fit into the wider concept. While designing it, we were careful to keep in mind the necessary re-use of the objects made for the exhibition so that they could be used even after the exhibition finishes: that’s why we placed the works on plinths made of barrels which will then be used for other things,”* describes Vítězslav Danda of the edit! architects.

The *Made by Fire* exhibition also presents a publication of the same name which will present the individual works and authors and frame their work within a broader context. It features original photographs made by the acclaimed photographer Hana Knížová, which react to the questions posed by the individual exhibition themes and constitute another artistic layer of meaning for the entire project. The *Made by Fire* catalogue is a stand-alone source of inspiration and information which provides the reader with an experience virtually comparable to seeing the exhibition itself.

After the Milano Design Week finishes, the exhibition will once again open in the autumn for Prague’s international Designblok festival (4–8 October 2023) and will subsequently move to the Museum of Applied Arts of The Moravian Gallery in Brno (17 November 2023 – 31 August 2024).

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

Instagram: [@madebyfire_exhibiton](https://www.instagram.com/madebyfire_exhibiton)

**MORAVSKÁ
GALERIE**

Made By Fire



Represented artists:

Luba Bakičová, Luisa Bělohávková, Jakub Berdych Karpelis, DECHEM (Michaela Tomišková, Jakub Jandourek), 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 (Michal Froněk, Jan Němeček) a Jiří Černický, Milan Pekař, Jiří Pelcl, Eva Pelechová, Johan Pertl, Jakub Petr, Dominika Petrtýlová, Daniel Pirš, 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

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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.