

Made By Fire



## The Milano Design Week has begun. This year, the world's greatest design festival will feature the unique project Made by Fire. Who has come to represent the art of Czech glass and porcelain?

This day marks the beginning of the Milano Design Week. The doors of the prestigious Triennale Milano institution have swung open for visitors, offering an exhibition space of 300m<sup>2</sup> packed with nearly 100 works from 40 progressive designers, artists and brands. The Made by Fire project was conceived by the Moravian Gallery in Brno and is the grandest presentation of Czech glass, porcelain and ceramics in recent history. By presenting select works, the multimedia exhibition celebrates craft artisanship, the tradition of the Czech glass and porcelain industry, and draws attention to the importance of experimentation and creative courage. After the Milano Design Week draws to a close, the exhibition will reopen at Prague's Designblok festival (4 – 8 October 2023) and will then move to the Museum of Applied Arts of the Moravian Gallery in Brno (17 November 2023 – 31 August 2024). The visitors can view all the exhibitions at the Triennale free of charge.

The Triennale Milano has been setting the trends of world design since the 1960s and its impressive exhibition spaces have featured many groundbreaking shows. And it now hosts top-notch design pieces from Czech factories and studios. The selection representing Czechia includes renown brands and producers such as **Lasvit**, **Bomma**, **Preciosa**, **Brokis**, **Kavalierglass** and others, as well as legends in the design field, such as **Lucie Koldová**, **Jan Plecháč**, **Rony Plesl**, **Eva Eisler**, **Maxim Velčovský**, **Olgoj Chorchoj studio**, **Antonín Tomášek**, **DECHEM studio** and others. But it also features the work of the youngest up-and-coming designers who often use their work as a form of critique or a way to comment on taboo topics. Apart from exhibiting the best pieces made by progressive designers and producers of Czech glass and porcelain, the exhibition also offers a number of projects which work with the medium of porcelain and glass in wholly novel ways.

Sculptor and glassmaking artist **Stanislav Müller** will present his special suit made of 2600 tiny mirrors, performing live in it at select times. He has been presenting his multimedia art project *Mirror Man* for nearly thirty years to wide acclaim. Stanislav made the figure made of mirrors as a means of assimilation – the mirrors reflect the surrounding reality of life which seeps into the figure through its mirroring. *Mirror Man* was intended as a reaction to the overproduction of luxury, individualism and the lack of self-reflection in society, topics which remain pertinent to our day and age.



In his project *Birth of the Future behind Glass*, glass artist and designer **František Jungvirt** presents an unusual adaptation of traditional vases made by renown producers **Moser, Eggermann and Bohemia Crystal**. His three objects symbolize traditional features of Czech glass, which he processes and transforms by artistic means. The author lets the richly decorated and uniquely cut **Bohemia Crystal** vase become overgrown by natural crystals. The **Moser** hand-cut vase made of blown glass transforms its form by means of air-brush color spray, and the classical **Eggermann** vase with high enamel comes alive through the depiction of painted flowers, funfair gingerbreads and colored text.

Designer **Markéta Špundová** will present her provocative work *The Ten Commandments of Masturbation*. The project is intended as a revolt against the Biblical Ten Commandments and aims to uproot the classical myth of masturbation being harmful and forbidden. The collection of sculptures is accompanied by Špundová's version of the Ten Commandments, serving as a reminder of natural sexuality and the importance of self-love, as well as providing a manual for masturbation in order to help avoid embarrassing situations.

**Rony Plesl's** sculpture *Thorn* is made of uranium glass, one of the central and long-term features of his work. Uranium reacts to ultraviolet light and the sculptures glow in the dark, creating a magical effect. Uranium glass has been produced in the Czech lands since the Baroque era, but due to the difficult production process, almost nobody works with it anymore. This connection to the Baroque era is also important for the artist and the context of his work, as the *Thorn* sculpture is part of a series focusing on the connection between nature, the human body and the Christian tradition, and is supposed to evoke the Crown of Thorns.

A large glass billboard made by **Klára Havlíčková** mirrors the entire exhibition and symbolically completes it. The sculpture *Mirror* communicates a personal reaction to the oversaturation with artificial visual stimuli. The project comprises a mechanical billboard, but instead of an advertisement, the lamellas are fitted with mirrors, creating a minimalist installation which changes the object's meaning and function. The movement of the lamellas creates a sense of collage, a reality composed of individual segments. The reflection becomes composed and decomposed in regularly repeating cycles, and each new image is a variation on reality, similar to the one preceding it, but never exactly the same.

The exhibition also works with the outside spaces of the Triennale, where visitors can see **Maxim Velčovský's** installation entitled *The Physical Possibility of Death in the Mind of Someone Living*. The deformed and burnt car chassis brought directly from a Ukrainian warzone offers testament to the cruel reality in Ukrainian cities and reminds people of the personal stories of those who lost not only their cars, but all their belongings and, in the worst case, also their loved ones. The car wreck represents a symbol of the energy crisis brought about by the war in Ukraine, which

Made By Fire



made us realize that energies cost something, come from somewhere and are a tool of political strategy.

The exhibition curators **Danica Kovářová** and **Eva Slunečková** have structured the contemporary and historical works around four themes: Industry, Adaptation, Identity and Experiment. The Made by Fire project is not only an exhibition of aesthetic objects or an art-historical study, but aims to use the works made of glass, porcelain and ceramics as a way to thematize contemporary social issues.

The exhibition architecture finds its most striking feature in the use of colored barrels, conceived by **Maxim Velčovský** and the **edit! architects studio**. *“Our goal when designing the exhibition’s architectural frame was to leave it up to the objects themselves to formulate the space. We just created a podium which would let each one speak for itself. We decided to use barrels as a symbol for the price of oil which determines the entire economy and its social processes. The barrel is also a commentary on the importance of thinking about the energy we use during the production process, where it comes from and what footprint it leaves behind. It also reminds us of the fundamental significance of recycling, which is also why the entire architecture is easy to dismantle and will be repurposed after the week-long festival finishes,”* describes Maxim Velčovský.

The exhibition is represented in the photographs of Vojtěch Veškrna who was awarded the Czech Grand Design award in 2021. The accompanying publication Made by Fire puts the entire exhibition into a wider context and closely presents the individual works and their authors. It also features the original photographs of acclaimed photographer **Hana Knížová** in reaction to the questions posed in the individual sections of the exhibition, adding a further dimension of artistic meaning. A website [madebyfire.eu](https://madebyfire.eu) providing all important information was also launched for the exhibition project.

The Made by Fire exhibition has also caught the attention of prominent individuals, prestigious cultural institutions and international design media such as **Dezeen**, **Designboom**, **Wallpaper\***, **Monocle**, **ELLE Decor Italia**, **MoMA**, **MINT Shop Londno**, **FRANKBROS** and others. The project has also been paying close attention to those favorite details which ensure the brand’s impact – from the branded uniforms of staff on site, to offering tote bags so very characteristic for the Milan Design Week, to providing traditional and artisanal Carlsbad wafers which will be produced as part of the exhibition itself. In the unique visual identity formulated by Lukáš Kijonka, Made by Fire creates an overarching brand which presents Czech design to an international audience.

**Made By Fire**



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.

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## 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](https://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 (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

**MORAVSKÁ  
GALERIE**

Made By Fire



**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.