

Made By Fire



Czech design has arrived. The Made by Fire exhibition in Milan has attracted tens of thousands of visitors and caught the attention of major international media and experts

The Made by Fire project was presented as part of the world's largest design festival – the Milano Design Week. It was prepared by the Moravian Gallery in Brno in cooperation with the Designblok, Prague International Design Festival and took place from 17 to 23 April. This exhibition of Czech glass, porcelain and ceramics was framed against the backdrop of current social issues and received extraordinary responses from the visitors. Czech designers, artists and companies presented themselves among some of the best producers and brands from all over the world, and showed everyone that they have so much to offer. The Triennale Milano exhibition space welcomed over 77 300 visitors throughout the Milan Design Week. The represented artists had the unique opportunity to present their works to renowned European gallerists and publicists, and used this opportunity to network with professionals and companies from around the world.

The Made by Fire exhibition featured nearly 100 exhibits from 40 Czech designers working in the field of design and applied art. The curators were Danica Kovářová and Eva Slunečková, whose careful selection offered insight into the world of contemporary design, as well as the creative process which went into making the individual objects. The event represented the work of progressive contemporary designers and masters in the field, but also young, up-and-coming artists. The exhibition's architecture was shaped by designer Maxim Velčovský together with the studio edit! architects. The individual works interconnected through their shared origins – they were all created in the heat of Czech kilns and furnaces, a fact which also inspired the common title Made by Fire. The exhibition opened in the prestigious spaces of the Triennale Milano as part of the Fuorisalone event which brought the exhibitions held around the city together in one place. The institution's exceptionality can be seen from the other participating projects, such as the legendary Droog30 exhibition, as well as the latest product additions of the Meritalia brand, created in collaboration with the renowned Italian architect and designer Gaetano Pesce. This year's Fuorisalone Festival's total attendance counted **more than 400 000 people**, while over 307 000 visitors from 181 countries came to see the Salone del Mobile at the Rho Fiera expo, as did over **5 400 accredited journalists**.

The exhibition launched on Monday, 17 April as part of the official press day. On

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Tuesday, 18 April the Made by Fire exhibition was introduced by Ondřej Chrást, Deputy Minister of Culture of the Czech Republic, and Marian Piecha, Deputy of the EU Funds Section of the Ministry of Industry and Trade of the Czech Republic, as part of the exhibition opening attended by hundreds of guests from among the represented artists, Czech and foreign companies, as well as the international professional and general public. *"I am convinced that Czech design is world class. That is why in recent years, the Ministry of Culture has been actively promoting design as part of the creative industries sector. From our Ministry's point of view, the sectors at the crossroads of culture and industry show great promise and deserve systematic support. It is an investment into the future which helps support the overall role of culture,"* says **Ondřej Chrást, Deputy Minister of Culture of the Czech Republic**. During the exhibition's opening, the organizers were even forced to close the space temporarily due to the space reaching full capacity. *"I am excited about the Made by Fire exhibition and the presentation of the Czech design companies. The positive response which the exhibition received in Milan shows the great potential of Czech design in the world. The Ministry of Industry and Trade encourages manufacturers to cooperate with designers, also because our insight confirms that good design increases the marketability of quality products,"* adds **Marian Piecha, Deputy of the EU Funds Section of the Czech Republic's Ministry of Industry and Trade**.

"Our team has achieved something that the entire Czech Republic can be proud of. From being included in the top ten most anticipated exhibitions of the Milan Design Week, to the long queues we drew in front of the building, to the positive feedback we received from the exhibiting artists, visitors and observers from back home. I see the sense in organizing such design exhibitions insofar as they are able to become a representative symbol for Czechia, and a useful tool which supports the position of Czech designers and companies on the global market. I believe that the Made by Fire exhibition has attracted the attention of both the public and the political representation to such a degree that it will be the effort of the Czech state to create a long-term support program for designers to exhibit at various prestigious exhibitions, much like it is for the world of fine art at the Venice Biennale or the film industry at the world's leading film festivals," says **Jan Press, the project's main initiator and director of the Moravian Gallery in Brno**.

One of the project's main goals was to promote Czech design abroad and create a unique platform for networking and garnering opportunities for designers and brands. As part of the exhibition, the represented authors had the opportunity to meet world experts who visited the exhibition spaces as part of a special meeting with professionals and for the gala opening. The designers were invited to visit the extensive Salone del Mobile fair in order to familiarize themselves with the world's largest design festival in more detail and gain inspiration, and they even received a specially-printed guide to help them navigate the festival and the local cultural scene. The Made by Fire organizing team tried to provide the exhibiting designers with the best facilities and support in order to let them take full advantage of the opportunity

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to present their work to the world's foremost professionals – only the Milano Design Week could bring them all together to one place at one time in a city which lives and breathes design.

“As part of the Made by Fire exhibition project, we wanted to bring the world closer to what is most valuable about Czech design: the creativity of the artists, the continuity of artisanal traditions, high-quality local production and the art of coping with the spirit of the times. We have chosen two materials that illustrate these factors the most: glass and porcelain, which need fire for their creation, both literally – after all, they are created in kilns and furnaces – as well as figuratively – they need the passion of their creators to push the limits, create beautiful works, and aspire to progress,” describes **Jana Zielinski**, director of the Designblok festival and expert guarantor for the Made by Fire project.

Over the course of the festival's seven days, the exhibition space was visited by prominent professionals of European industry, as well as world-famous designers and gallerists – e.g. Lina Kanafani of Mint Shop London; Gilles Massé, curator of the Frankbros concept store; Max Fraser, editor-in-chief of Dezeen, the world's most read online magazine, and his deputy and co-CEO Benedict Hobson; Guy-Claude Agboton, deputy editor-in-chief of the French magazine IDEAT; Loredana Mascheroni, editor of the legendary Domus magazine; as well as editors of other major media such as Elle Decor Italia, Wallpaper* magazine and Monocle. The exhibition attracted the attention of the Dutch princess and designer Margarita de Bourbon de Parme, as well as Simona Calboli, the director of the Czech Cultural Institute in Milan; Ineke Hans and Simone Post, the award-winning artists from the Netherlands; Birgitta Homburger, the creative director of the Wästberg and Mattiazzi Berlin brands; Damiano Gulli, the curator of Triennale Milano; Joseph Grima, the founder of the progressive exhibition concept Alcova and the Space Caviar studio, and many other esteemed guests.

The exhibition also became a point of interest on Milan's cultural map for the Czech public, industry professionals, representatives of Czech manufacturers, owners of glassworks and porcelain factories, journalists and, of course, fans of design. The project was given considerable attention by major domestic media focusing on lifestyle, culture and trade. The exhibition was featured on the Czech Television's main news program Události, on several radio stations of the Czech Radio, on the pages of national journals such as Hospodářské noviny, Deník N, Právo, on the news websites novinky.cz, iHNed.cz, seznamzpravy.cz, czechcrunch.cz and archizoom.cz, as well as in popular magazines such as Forbes, Dolce Vita, Vogue CS and many others.

Visitors and experts also appreciated the **publication Made by Fire**, in which the curators included author bios, more detailed introductions to the individual exhibits and their broader contexts. The publication also offered original photographs by Hana Knížová, which provides the exhibition with yet another artistic and emotional layer. The overall experience was enhanced by the uniformed organization team,

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warmed Bohemian spa wafers, high-quality tote bags and welcome drinks mixed with Czech ingredients – all with the original Made by Fire branding. For those who could not attend, and for anyone interested, the exhibition has been reproduced on the madebyfire.eu website, which translates the exhibition project into an online form and makes it accessible to an even wider global audience.

The Made by Fire exhibition will open in the autumn of 2023 in the prestigious spaces of the Prague Castle's Ball Games Hall as part of the **Designblok, Prague International Design Festival (3–15 October 2023)**, and will then move to the **Museum of Applied Arts in Brno (17 November 2023 – 31 August 2024)**.

The Made by Fire project is organized with the support of the President of the Czech Republic, General (Retired) Ing. Petr Pavel, M.A., the 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

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

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 Hnízdlilová, 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

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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.