



# Křehký Mikulov

June 24 – August 15,  
2011

The First Festival of Art and Design  
in Central Europe

**Final  
Report**

The festival of art design that started this weekend in Mikulov can be credited with several primacies. It is the largest attempt in the Czech Republic to present production on the borderline between applied objects and art. Thus, visitors to the complex of six exhibitions that are open until August 15 have an opportunity to admire the beauty of objects exhibited at EXPO in Shanghai.

(Radka Hrdinová, *Hospodářské noviny*, June 29, 2011)

Organized for the first time, the festival of art design in Central Europe, entitled Křehký Mikulov, is a joint project of the Regional Museum in Mikulov and the Prague-based Křehký gallery. It aims to create a regular space in Mikulov for international confrontations of significant expressions of contemporary design in the increasingly field of contemporary design called “art design”, all of which link to similar festivals all over the world (e.g. Design Miami, Super Design in London, and Object Rotterdam). Its core consists of objects that overlap into the field of fine arts that do not need to be made in lot-production: prototypes, unique objects, and designer originals that develop our perception and possible form of utility objects plus the world of objects as well.

The festival started with a weekend (June 24-26) devoted to encounters of Czech and foreign gallery owners, collectors, dealers of contemporary art designs, and designers. Exhibitions that began the same weekend remained open to the public until August 15. The festival offered a series of exhibitions of contemporary Czech design and premieres of new products from Czech and world manufacturers in the chambers of the splendid baroque chateau of the Dietrichsteins in the historical context of arts, crafts, and architecture, both on the standard guided tour routes and off them.

The six festival exhibitions presented works of 19 designers, plus the studio led by Eva Eisler at the AAAD in Prague. Apart from designers and artists, there were 40 accredited journalists and many gallery representatives and dealers in the field of design primarily from the Czech Republic, Slovakia, Germany, and Austria. The exhibition and the festival program were reflected in all significant Czech media, both publicly important, such as Czech Television, *Hospodářské noviny*, *Lidové noviny*, *Právo*, *Mf Dnes*, *Proč ne?* magazine, and expert media (*Elle Decor*, *Dolce Vita*, *H.O.M.I.e.*, *Designguide.cz*, among others). Many top foreign media, such as *Designboom* and *Frame*, also paid close attention to the event.

“Seven years have passed since the Cooper Hewitt Museum in New York published the book, which presented the term Design-Art. Mikulov uses the term Art-Design. A festival of design art or art design far from busy cities and encounters, during which one can enjoy local wine, good food, and design art or art design guarantees a wonderful weekend, plus an opportunity to see the works of “old masters”, such as Richard Hutten and Olgoj Chorchoj, and artists who will soon become “old masters”, e.g. Maxim Velčovský. One also has an opportunity to see objects that will have their premiere later at Designblok, such as works by Eva Eisler and the Metal K.O.V. Studio from the AAAD in Prague. This interdisciplinary studio covers such fields as jewelry, sculpture, and object design. Thus, we get back to design art and art design. Let me congratulate the Křehký gallery on this occasion, which will definitely rank among the regular events in the field of design.”

(Prof. Dr. Florian Hufnagl, director of Die Neue Sammlung, the International Design Museum in Munich)

“The first year of the unique Křehký Mikulov project found new possibilities of presenting modern design. Linking chateau chambers with dynamic ideas from the present seems a very clever idea; the atmosphere of the picturesque towns and their surroundings serves as a great bonus.”

(Kateřina Farná, *novinky.cz*, June 27, 2011)

“I was interested in how local people would react to the exhibition. They are very exigent because many symposiums and exhibitions take place in our town and Vienna is not very far so they can compare. I was pleased – they speak highly of the exhibition!”

(Petr Kubín, director of the Regional Museum in Mikulov for *iDNES.cz*, June 25, 2011)

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The response from the media and the personal reactions from participating prominent figures who occupied all the hotel rooms in Mikulov demonstrate that, thanks to the high quality of the installations and objects on display, the attractive location, and its developed infrastructure, and, thanks to a wide range of social events, the first year proved that it could serve as an interesting tool for including Mikulov on the map of significant events of world design and contribute to the support of the Czech designer scene in an international context, as well as the attractiveness of the town from the perspective of international tourism.



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## The first year of the Křehký Mikulov festival takes place from June 22 to August 15, 2011.

### Summary of Individual Exhibitions:

**The Miracles Archive**, i.e. a project created for the EXPO 2010 in Shanghai, was presented at the Křehký Mikulov festival for the first time in the Czech Republic. The stylized landscape, situated below a glass sketch of a tree designed by Olgoj Chorchoj (Michal Němeček and Jan Froněk), showed conceptual works designed on abstract themes from ordinary-life miracles by Eva Eisler, Hippos Design, Salim Issa, Anna Kozová, Olgoj Chorchoj, Daniel Piršč, Rony Plesl, Liběna Rochová, René Šulc, and Hana Zárubová. The exhibition also includes a film directed by Tomáš Luňák in which the world of immaterial illusions permeates specific situations in a real landscape.

**Treasure Hunt** is the current unending project from the Metal K.O.V. studio, led by Eva Eisler at the AAAD in Prague. The conceptually tuned exhibition of works by students from the studio was presented with great success this spring at the Die Neue Sammlung gallery in Munich in the Pinakothek der Moderne. The exhibition has its Czech premiere at the Křehký Mikulov festival.

The exhibition entitled **1340 °C ve stínu (1340 Degrees in the Shade)**, presented the work of Daniel Piršč and his Mikulov-based manufacture. Apart from his older works, the impressive installation designed by Piršč himself shows several new pieces for this summer.

The **Křehký Stories** exhibition presented for the first time the entire limited series of the Křehký gallery, which reflects fine-art works by designers in connection with precise craftsmanship and mastery of Czech craftsmen and manufacturers. Four new limited editions, designed by the Dutch star Richard Hutten, Czech designers Daniel Piršč, Yveta Kroupová, and Hippos design, were launched at the exhibition. The installation offers an insight into the essence of individual objects and documents their uniqueness and story.

The exhibition of photos by Salim Issa entitled **View** ushered us into the interesting context of baroque paintings, hunting scenes, still lifes, and contemporary photography. Apart from a new approach to objects and still lifes, a set of large format photos primarily illustrated the extraordinary handwriting and sense for the atmosphere and objects of one of the most outstanding contemporary Czech photographers.

The laconically entitled exhibition **Ivan Jelínek** was devoted to the current production of a designer who is more famous abroad than in the Czech Republic, even though all his works are created in Prague and Louny. The exhibition in Mikulov offered a rare opportunity to see his appreciated works on the borderline between art and design based on processing porcelain without using moulds.



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The main organizer of the Křehký Mikulov is the Regional Museum in Mikulov.

The Křehký gallery is the co-organizer.

The festival took place with the support of the South Moravian Region.

Partners: Hotel Templ, Vinařství Šoman

## Organizational Team:

Director of the Regional Museum in Mikulov: Petr Kubín

Festival Concept and Curators: Jana Zielinski, Jiří Macek

Project Manager: Silvie Luběnová

Architecture: Maxim Velčovský

Graphic Design: Martina Černá / Imagery

Production: Darina Zavadilová

PR: Larisa Blichová / Profil Media

Designers Represented: Eva Eisler, Alfredo Häberli, Hippos design, Richard Hutten, Imagery, Salim Issa, Ivan Jelínek, Anna Kozová, Yveta Kroupová, Tomáš Luňák, Olgoj Chorchoj, Jiří Pelcl, Daniel Piršč, Rony Plesl, Liběna Rochová, René Šulc, Klára Šumová, Maxim Velčovský, Hana Zárubová, and Metal K.O.V. studio, AAAD in Prague

Location: Zámek Mikulov, Zámek 1, 692 15 Mikulov

## Contacts:

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