

## EUNIC Call for Participation - DIPLOMA SELECTION 2019



**International competition of European diploma works in the field of product design and fashion announced by EUNIC Cluster Czech Republic (European Union National Institutes for Culture) and Designblok, Prague International Design Festival.**

**Designblok, Prague International Design Festival** – is the most important event in the field of design, fashion, and jewellery in the Czech Republic since 1999. During its existence, over the past 20 years, the organizers have successfully collaborated with national institutes for culture and embassies on presentations of designers from the respective countries. Attended by both experts and the public alike, the event attracted over 50,000 visitors in 2018. Every year, Designblok guests include leading figures from public life, as well as famous designers from all over the world. Designblok has been listed among Prague's top seven city-wide events of the year.

Every year, Designblok supports young designers. As an EUNIC initiative, a special project has been set up for the selection of the best Czech and foreign graduates in the field of fashion and product design from prestigious European academies and universities.

This project is called **Diploma Selection**.

**Designblok board of curators** / Jana Zielinski, Designblok Director, Jiří Macek, Designblok Creative Director, Journalist (tbc) & EUNIC representative (if necessary)/ will choose the competition finalists from all the applicants and the international jury will select and announce the best project in both fields. The two winners, one in product design and the other in fashion, will receive an award of 1.000 EUR. The best three in each category will be invited to Designblok 2020 as an international guests and have opportunity to present their new work/collection for free.

**The Diploma Selection international jury in 2018 included among others:**

Rossana Orlandi, Gallerist Spazio Rossana Orlandi in Milano (IT)  
Lina Kanafani, Curator and Gallerist, MINT shop in London (UK)  
Juliet Kinchin, Curator of Modern Design, MoMa in NYC (US)  
Francois Leblanc, Gallerist, Sant Bensimon in Paris (FR)  
Gilles Massé, Wallpaper Store (IT)  
Tulga Beyerle, Director of Kunstgewerbemuseum in Dresden (DE)  
Agnieszka Jacobson, Curator and Artistic Director at School of Form in Poznań (PL)  
Jane Withers, Design strategy consultant, Curator, London (UK)  
Cok de Rooy, Curator, gallerist, Frozen Fountain, Amsterdam (NL)  
Adam Štěch, Design strategy consultant and curator, Okolo (CZ)

**Project Ambition**

- to present the best of contemporary young design & fashion – fresh from school
- to encourage in a unique and creative way interest in contemporary young talent by supporting the selected graduates of fashion and product design
- to support young designers and establish a juxtaposition platform
- to strengthen cooperation among the EU/EUNIC members and other cultural organizations (pan-European potential) & emphasize EUNIC visibility
- to establish active involvement of institutes of art and culture and academies in cooperating on a high-quality international event
- to inform and create interesting encounter and future cooperation between the fresh graduates and the international jury, respective design and fashion influencers and experts

**Date: 17. – 21. 10. 2019**

**Project Description**

- **Presentation** of the best contemporary Czech and international graduation projects in the field of product design and fashion on a professional level within Designblok official programme.
- **Unique venues.** Designblok takes place at the Industrial Palace of the Prague Exhibition Grounds and nearby locations such as National Museum Lapidary.
- Main exhibition venues are **Superstudio** (manufacturers, major brands, distributors, lifestyle etc.) and **Openstudio** (young individual designers, foreign guests, studios, schools etc.).
- **Product design graduates** will be presented in a group exhibition and the **Fashion** graduates will present their collections at a fashion show. Form, timing of fashion shows and other details shall be announced duly.
- **Accompanying programme** consists of presentations, lectures, openings, special installations, fashion shows, design, art and fashion talks, workshops, guided tours, etc.
- **Cooperation with EUNIC** – joint efforts, networks and financial means can be more efficient in providing opportunity for young talents and creating a platform for individual country presentations.
- **Added value** – Designblok is highly known, respected event, with a strong social potential, attracting thousands of visitors each year and having a matching role among designers, programmers, production companies etc.

### **Project Activities and Deadlines**

- Expression of interest – 1. 4. 2019
- Proposal of Diploma works by graduate students to be taken into the selection by the Designblok board of curators – 15. 7. 2019
- Designblok board of curators announcement of the selected designers – 31. 7. 2019
- Providing promotional materials (photos etc.) and information for the printed catalogue, newspaper, programme and website – 16. 8. 2019
- Designblok dates: 17 – 21. 10. 2019
- Product design presentation and meeting of the jury: 19. 10. 2019
- Fashion show date and meeting of the jury: 19. 10. 2019
- Award ceremony: 19. 10. 2019

### **Project Involvement Criteria**

- Each participating EUNIC country will provide the list of schools and academies to be approached with a Call for Participation in the Diploma Selection. Each country agrees with Designblok on the procedure of contacting the respective school (directly or via Designblok).
- Ideas for members of international jury are welcome.
- Agreed and confirmed financial contribution of the individual participating country. The costs to be covered by the co-organizing cultural institute or an embassy are:
  - transport of the selected collection(s) and insurance (if necessary)
  - travel costs of the selected designer(s) and/or jury member(s)
  - accommodation while Designblok for the selected graduates and jury member(s)

### **Eligible Costs to be covered by Designblok**

- Product design: venues – presentation space within Openstudio, installation production
- Fashion: venue for a fashion show, backstage support, models, styling etc.
- Production and organization of the presentations
- Promotion / text editing, website design & editing, promo materials (programme, newspapers, catalogue) visual style, logo, promo-campaign – in agreement with EUNIC members
- Guest service

### **Team**

- **Designblok:** Michaela Juřenčáková - [michaela.jurencakova@profilmedia.cz](mailto:michaela.jurencakova@profilmedia.cz)
- **EUNIC Cluster CR Working Group:** to be agreed