

## Introduction...

# The Czech Republic's accompanying programme

The Czech Republic is one of the 192 countries that will be presenting itself at EXPO 2010 in Shanghai. Aside from the permanent exhibition itself, the Czech Pavilion will also be vying for the attention of visitors with a wide range of side events, both directly inside the Czech Pavilion in the Multimedia Hall (the multi-functional gallery area) and also in various other venues on the Shanghai exhibitions grounds over the course of 184 days.

The individual programmes were selected in cooperation with experts in the given field – representatives of prestigious Czech galleries and theatres, film directors and others. One of the main criteria for selecting appropriate programmes was that they be exclusive to the Czech Expo presence – thus all exhibitions will have their premiere in Shanghai.

Each of the programmes will also form a unique and creative presentation of Czech art and culture, literature, design, street art and the individual regions of the Czech Republic. Altogether their variety will cut across generations.



National Theatre ballet: Sinfonietta – Miroslav Urban, Klára Kutilová – photo: Pavel Hejrný

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EXPO theme

# Accompanying events to bring diversity to Czech Republic's presentation at EXPO 2010

## Czech National Day

The traditional peak moment of the Czech Expo presence, with both top artists and the country's highest representatives regularly taking part, is the Czech National Day. During the full-day programme on 17 May, led by Michal and Šimon Caban, the best of Czech culture will be put on display. This will include musical performances (Dan Bárta & Illustratosphere, Čechomor, Pavel Šporcl, Emil Viklický, Feng-Yün Song, Gipsy.cz and others), theatre presentations (La Putyka, National Marionette Theatre and others), the unorthodox sketches of groups Tros Sketos and Thomas & Ruller, and even various dance performances (Lenka Bartůňková, Jednotka rychlého nasazení).

The climax of the Czech National Day will be a ballet performance by the National Theatre, which aside from several shorter modern choreographic works will also present the world premiere of a new choreographic work created specially for the Czech presence at EXPO 2010 by the National Theatre's Artistic Director Petr Zuska.



The „Monkey King“ exhibit

## Weeks of Czech art and culture

From 5–19 May and 9–31 October, in cooperation with the Zdeněk Sklenář Gallery, an exhibition will be presented combining Zdeněk Sklenář's famous illustrations with a legend of Chinese mythology,

the Monkey King. The visitor will thereby experience a merging of worlds – Eastern and Western, traditional and modern, scientific and artistic – into one perfectly harmonious whole. Zdeněk Sklenář's original drawings will be accompanied by interactive elements and animations throughout the exhibit.

## Street art

The Metropolis exhibit, aimed primarily at the younger generation, presents a new form of art inherently connected to life in the city. The works of five writers (Masker, Cryptic 257, Point, Tron and Pasta) will form a walk through a surreal city accompanied by a unique videomontage by Scarf. The common element will be an original vision of the city, coexistence, interpersonal relations, and the beauty of night-time illuminated settings, along with unforgettable tiny architectural and design elements. The writers will also be working in the Source gallery spaces outside the EXPO grounds.



Metropolis exhibit – Point



Dan Bárta & Illustratosphere

## Presentation of the regions

From 12–22 July, all 14 regions of the Czech Republic will present themselves in cooperation with CzechTourism. Visitors of the Czech Pavilion will have the opportunity to acquaint themselves with the specific cultural, historical and natural features of these regions. 17 July will be the Day of Regions, where the traditional Moravian ensemble Šajtar and the music group Těžká pára will perform. The Czech Republic will also present itself to visitors through a dynamic film spot created by Studio Oficina, which will be projected in the Multimedia Hall of the Czech Pavilion for the whole of EXPO 2010.

## Czech Design Weeks

For almost all of August the Czech Pavilion will host a presentation of Czech design in all its forms – product, graphic, industrial and fashion design. Ten specially selected designers, with the help of ten techniques or materials, will create unique design works using a given topic. Among the creators are Liběna Rochová, Olgoj Chorchoj, Eva Eisler, René Šulc and others. Also part of the programme will be a „Czech Fashion Week“ show from 16 to 20 August, which will bring in five of the most distinctive Czech fashion designers. The company Profil Media is the curator of the Czech Design Weeks.



Týdny českého designu

## Czech Literature Weeks

A two-week Franz Kafka exhibition will kick off with an opening 4 September, bringing with it an atmosphere of the old Prague so closely associated with this author. The exhibit will be opened by internationally recognised author and Pulitzer Prize candidate Arnošt Lustig. On the same day a Chinese translation of his book „Bílé břízy na podzim“ (White Birches in Autumn) will be launched. The exhibition was put together in cooperation with the Franz Kafka Centre.

## Street Theatre – V.O.S.A.

Street theatre will not just be part of the Czech National Day. The main elements will be life-sized and larger-than-life-sized puppets, moveable puppet machines and simple theatre performances, which together will create a street parade based on music, emotions and artistic abilities. Besides taking part in the international parade, the members of this troupe will also liven up the area around the Czech Pavilion. V.O.S.A. will be present at the exhibition in May, August and October.



V.O.S.A. street theatre

For those who won't be able to attend EXPO 2010 in Shanghai but would like to see the pavilion with the Czech exposition, an electronic virtual presentation will be put together through the EXPO On-line project. Modern 3D technology will allow an on-line visit to EXPO 2010 and the Czech Republic's pavilion from the comfort of your home or office.

## News from Shanghai

### Colourful message of hope from Sweden



Knitted mittens from Sweden

Swedes of all age groups have shown their support for their national pavilion. In response to call by the employees of the Swedish Pavilion they began to send hand-knitted mittens of various colours. Hundreds of mittens will wave at the pavilion's visitors as they leave. Many also added a few lines to their mittens.

### Haibao robot debuts

The Haibao robot was presented to mark the countdown of 50 days until the start of EXPO 2010. Thirty-seven of the 1.55 metre-tall robots will help visitors at EXPO 2010. Through touch-screens on their chests they will be able to answer questions about the EXPO and transportation in six languages. They will also be able to help visitors take photos. The Haibao robots will be located at Shanghai's two international airports and at the entrances to some of the major EXPO venues.



Haibao robot

### Lantern pavilions shone in Shanghai



Pavilion lantern

The traditional Chinese Lantern Festival in Shanghai's Longhua district was brightened this year by the addition of lanterns in the shape of EXPO 2010 pavilions. Visitors of the festival could find the pavilions of China, Russia, Australia, Canada or Luxembourg. All the festival's lanterns were created by craftspeople in Zigong, Sichuan Province.

## News from Prague

# Czech Design Weeks through the eyes of its curators

One of the accompanying programmes for the Czech presence at EXPO 2010 will be the Czech Design Weeks in August. More information is provided by the curators themselves – Jana Zielenski and Jiří Macek.

### Can you tell our readers what all is involved in curating the Czech Design Weeks?

Along with architects Michal Froněk and Jan Němeček of Olgoj Chorchoj we thought up a concept for a side exhibition of the Czech EXPO 2010 presence entitled Archive of Miracles. Olgoj Chorchoj designed the architecture and we did the content. Ten new objects from ten authors will be created for the exhibition, each on a different topic. The exhibition is framed by a projection that links the topics together. Selected fashion designers will also develop one of the topics in their collections. Aside from putting together the overall concept and selecting the topics and authors, we also consult on the designs and search for a common approach to expressing the idea of the whole exhibit, which is, to sum it up, the transfer of fundamental emotional moments in our lives into the form of concrete objects.

### What topics did you select for the Czech Design Weeks and what all will be part of them?

Time, movement, rain, flying, memory, surprise, communication... Abstract topics that give our lives dimension. The parts will be the Archive of Miracles exhibit and a series of fashion shows. Everything the visitors will be able to see at the exhibition and fashion shows will have been created specifically for this event.

### Will the concept contain any dominant work?

The exhibition will symbolically take place under a large glass tree on a small rise with a view of the clouds created by Olgoj Chorchoj. Just a place for telling stories...

### Which designers and fashion designers did you choose for the project and what criteria did you use to choose them?

The exhibit of special objects will not only include designers, but also a photographer and fashion designers. Specifically you will see the work of Eva Eisler, Anička Kozová, Liběna Rochová, Hana Zárubová, Hippos design, Salim Issa, Olgoj Chorchoj, Daniel Piršič, Rony Plesl and René Šulc. The film will be by Tomáš Luňák and the catalogue by Martina Černá from the Imagery studio. At the fashion shows you will see new collections from Monika Drápalová, Pavel Ivančic, Klára Nademlynská, Denisa Nová and Liběna Rochová. We approached top creators from various generations who have varying approaches to design and various material experiences. Diversity in approach and quality of work to date was also a criterion for selecting the fashion designers. A major determining factor was also their willingness to go through a new experience, or creative discussion, which can be seen in the work done so far. The selected designers also are not represented in the other EXPO exhibits.

### What does taking part in such a large exhibition as EXPO 2010 mean for you?

A fundamental thing is the possibility to initiate the creation of new things for reasons other than purely commercial ones and the freedom that the theme provides. We are trying to use this opportunity to stimulate the development of Czech design. The theme itself presents a challenge for us, as does the opportunity to face off against the inexhaustible variety of the other international presentations. In truth, though, we aren't trying to grab attention at all costs with something bombastic; we are concentrating on the theme and the idea that we've come up with. What's interesting is that creators of varying opinions, approaches and visions are coming together for this exhibit, and yet we're attempting to come up with a collective result together.



Jana Zielenski and Jiří Macek are co-owners of the agency Profil Media, which has a long history of developing, producing and curating projects in the field of design. In 2007, Jana Zielenski and Jiří Macek created the gallery project „Křehký“ (Fragile). The first Křehký exhibition, with the sub-heading „An emotional landscape of contemporary Czech design“, won several important awards, including the Editor's Award at the most important US trade fair, the ICFF in New York, a Grand Prix nomination at 100 % Design Tokyo and others. Another Křehký exhibition, subtitled „Stories of limited editions“, became part of a permanent exhibit representing the European Union presidency in 2009. Alongside their own Křehký project, both curators also take part in the Ministry of Industry and Trade's Czech Selection project, and in the past have put together such exhibitions as Czech In at the Looshaus in Vienna /2003/, Český les in Bratislava /2004/, Czech Mania /Birmingham, London, Berlin 2004 – 2005/ and others. Every year they are the curators of Designblok design days in Prague.

## Basic facts about the Czech Republic at EXPO 2010 Shanghai

<b>Dates for EXPO 2010 in Shanghai:</b>	1 May 2010 – 31 October 2010
<b>Number of participants:</b>	as of 19 March 2010, 192 countries and 50 international organizations had confirmed
<b>Expected attendance:</b>	according to estimates, a historical record of 70 million, of which 90 % will be Chinese
<b>Main theme:</b>	Better City – Better Life
<b>Theme for Czech Pavilion:</b>	Fruits of Civilization
<b>Area of Czech Pavilion:</b>	2 000 m <sup>2</sup>
<b>Pavilion location:</b>	by the main gate to Zone C, by the metro station directly at the descent from the Skywalk to the European Plaza
<b>Expected attendance of Czech Pavilion:</b>	maximum capacity of up to 30 000 visitors a day

### For further information contact:

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