

## Introduction...

# Czech fashion week



Unique models from five leading Czech fashion designers with the common theme of Memory

Another of the accompanying programmes for the Czech presence at EXPO 2010, the Czech Design Weeks, is slowly moving into the past, ending on the second-last day of August. Archive of Miracles, the successful show of ten exhibits from Czech artists and designers to which we devoted a major part of last month's newsletter, was joined by Czech Fashion Week.

This week, full of unique models from five leading Czech fashion designers, started on Wednesday, 18 August 2010 with a rare spectacle in the form

of a fashion show. Altogether 50 designs were presented there, connected by the theme of "Memory". Fashion designers Denisa Nová, Monika Drápalová, Liběna Rochová, Klára Nademlýnská and Pavel Ivančic each took on this theme in their own distinct and very different way, which in the end shows just how inexhaustible it is. Although they did not consult their models with each other, they managed to create five original collections that are bound not only by the theme, but also by the way they break down existing modes in the world of fashion.

The location of the fashion show was not the Czech Pavilion at EXPO 2010 (as it was for the Archive of Miracles exhibition), but the lucrative address of Bund 18 in the centre of Shanghai. This building from the 1930s currently serves as a space for putting on various creative exhibitions and also hosts shops with design products. In one of the exhibition halls, people who did not attend the fashion show, as well as those who did see it and were intrigued by the Czech designs, could peruse several of the fifty original designs from up close. These were on display until 25 August 2010.

The whole accompanying programme for the Czech Design Weeks was captured in the catalogue, which renowned Czech photographer Sallim Issa helped create.

### The fashion designers and the themes of their collections:

**Denisa Nová** – The Contemporary Memory of the Female Personalit

**Monika Drápalová** – Memory and its Forms

**Liběna Rochová** – The Memory of Craft and Creativity

**Klára Nademlýnská** – Memory of the Future

**Pavel Ivančic** – Personal Memory

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# Czech fashion designers present in Shanghai



For Monika Drápalová, the river and its natural play was a source of inspiration

As part of the ongoing Czech Design Weeks programme accompanying the Czech presence at EXPO 2010, the exhibition of contemporary Czech design entitled Archive of Miracles was joined by an exclusive fashion show from five top designers. During a spellbinding evening on 18 August 2010, Denisa Nová, Monika Drápalová, Liběna Rochová, Klára Nademlýnská and Pavel Ivančic presented a total of 50 models linked by the theme of "Memory". Each of the authors took on this theme in an original way and broke away from the worn out modes of the fashion world with their designs.

The venue for the fashion show also lent it a touch of distinction – the Bund district, the most important tourist section of Shanghai, is made up of 50 historically important buildings in various architectural styles. The address at Bund 18 used to be home to a British bank, but today is the location for various creative exhibitions and designer shops. Selected models from the Czech designers that visitors had seen at the fashion show were installed in one of these exhibition spaces until 25 August 2010 as part of the Czech Fashion Week.

Every one of the five designers dealt with the theme of "Memory" in a completely different way. The base for Denisa Nová's models is intimate undergarments from various periods, on top of which she layers iconic items of classic clothing – a turtleneck, men's trousers, a white shirt, cocktail

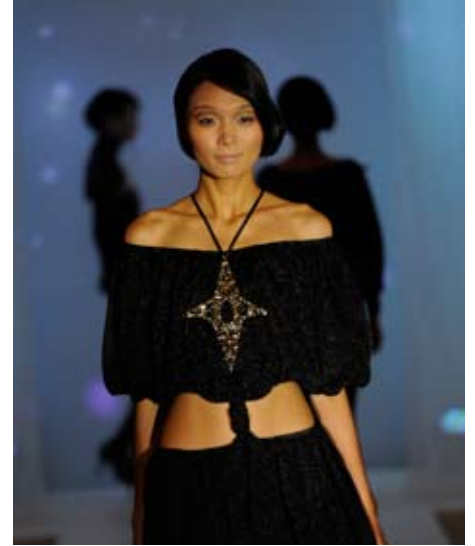


Liběna Rochová named her collection The Memory of Craft and Creativity

dresses. Fashion designer Denisa Nová has been awarded such titles as clothing designer of the year at the 2007 Czech Grand Design and since 1999 she has been running her own clothing line, DNB. She entitled her collection of designs for the EXPO 2010 tour of Czech fashion "The Contemporary Memory of the Female Personality". Under somewhat shapeless men's suits she hid the bodies of women, full of passion and emotion. She gave her clothes the form of a statue: the wasp waist corsets that symbolise beauty hold their shape even without a person inside.

In her designs, entitled "Memory and its Forms", Monika Drápalová let herself be inspired by the river and its natural play, creating a similarly gentle and flowing collection of ten models. Like Denisa Nová, Monika Drápalová has also won the title of clothing designer of the year, at the 2008 Czech Grand Design. Drápalová often takes part in fashion shows in France with her designs.

Liběna Rochová has been active on the Czech fashion scene for many years, often representing it abroad. For example, she works with the association of Austrian lace-workers, which can be seen in her designs for EXPO 2010 as well. For these models, Liběna Rochová broke down folk costumes into their basic parts in order to show the artistry of their needlework from the underside as well, thereby revealing a new world of allusions and mes-



One of the models of designer Klára Nademlýnská

sages. Materials and manufacturing methods over a hundred years old appear on her models. She then combined elements of original Czech regional folk costumes with modern fashion trends. The whole collection is named "The Memory of Craft and Creativity".

Klára Nademlýnská's models seem to head into the future and the stars. In her collection, somewhat paradoxically named "Memory of the Future", she confronts the present with "recollections of the future", i.e. with how reality and fashion at the start of the 21st century were imagined by sci-fi designers in the 70s and 80s. Her models were thus put into simple coats with expensive jewellery. Klára Nademlýnská is a renowned designer on the Czech fashion scene. Her company and personal boutique were opened in the Czech Republic back in 1998.

In designing his collection of models for EXPO 2010, Pavel Ivančic focused on the influence of cultural and social background on a person's identity and softened or hardened materials from the 1980s in untraditional ways. In his ten models on the topic of "Personal Memory" he contrasts the hidden and overt, woman and man, hard and soft. His models carry with them the memory of body and mind. Among designer Pavel Ivančic's recent successes are last year's exhibit The Unrelated Twin, which won the Editors-in-Chief Award for Best Fashion Collection at Designblok 2009.

## News from Shanghai

### Photos of Chinese folk art issued at 100th EXPO day



A family from the USA that learned the basics of Chinese folk art

On 8 August, a photography retrospective took place at the Baosteel Grand Stage, summarising 19 weeks of folk art – such as the Beijing, Tianjin or Hebei weeks. The photographs capture official visits, celebrity volunteer activities or courses in traditional crafts. One of the most striking snapshots was the picture of a smiling family from the USA that had just completed a lesson on the basics of Chinese folk art and had tried out painting Chinese opera masks and pictures made using crop stalks. A music video was also filmed during the photography show on the theme „People from other countries have a look at China“, featuring 25 Chinese singers.

### Thai dances at EXPO dedicated to queen

Young Thai artists performed two dances at the Thailand Pavilion today, celebrating the birthday of Queen Sirikit. This day is known as Mothers' Day in Thailand. The performances at 11:00 and 13:00 told the Indian story of Ramayana adapted through traditional Thai dance and Lanna dance, which comes from the North of the country. Queen Sirikit is adored as the mother of the country and was born 12 August 1932. She became well known due to her charity work and care for the people. She founded a royal craft foundation to protect traditional Thai culture and support its development.



Lanna dance to celebrate Queen Sirikit's birthday

### Love song contest at Swedish Pavilion



A singing contest at the Swedish Pavilion was part of the Qixi Festival

The Swedish Pavilion joined in on celebrations of the Qixi Festival, the Chinese equivalent of Valentine's Day, with a singing contest at EXPO 2010. The Swedish organisers called on visitors to sing a love song to those that they love. In exchange they received an official pavilion T-shirt. The contest was run by Swedish volunteers who tried to get Chinese visitors involved. The top moment was when a group of onlookers joined in with the competitors and together they all sang the song „Heal the World“ by Michael Jackson. Singer Paul Philip Abrigo, known in Sweden as the prince of love songs, also played some of his songs at the competition.

## EXPO partners

# Winner of student contest Lea Petříková visits Czech Pavilion



The main slogan of the EXPO 2010 World's Fair is „Better City – Better Life“. How those who will create the future of our cities imagine such a place was the focus of the competition, „What will make my city and life in it better in 20 years“, announced by the Commissioner General's Office for the Czech presence at EXPO 2010 at the end of 2009. Taking part were secondary school students from 15 to 19 years of age, who formulated their ideas in one of three categories – two-dimensional graphic work, sculptural model or audio-visual work. Lea Petříková won in the audio-visual category with her video clip „Better City - Better Life“, also becoming the overall winner of the competition and visiting the Czech Pavilion in person with her teacher and supervisor

for the work Kamila Svobodová on the last day of July. The video, for which she also composed the music, became part of the Czech Pavilion and is broadcast for visitors on the television screen in the entrance „ribbon“. In her words, the most important thing for life in the city is not architecture or energy self-sufficiency, but the feelings of people who live in it. For this reason she approached her work from the point of view of young people, not according to technical experts. „People of my generation are not interested in rankings of ecological and other norms, but how they feel in the city, and I have the feeling that contemporary society doesn't take the generation that is still in school and can't exactly present its opinions into consideration very much.“

## News from Prague

# EXPO through the eyes of Ambassador Libor Sečka



**Libor Sečka has been the Czech Ambassador to the People's Republic of China since 2009. He graduated from the Moscow State Institute of International Relations**

**and after his studies he entered the European Department of the Czechoslovak Socialist Republic Ministry of Foreign Affairs. Over his career he worked in such places as the Embassy in Spain, and was also the Ambassador to Mexico, Italy and Malta and acted as the managing director of the European Union section of the Foreign Ministry. In the following interview he divulges how he sees the impact of the EXPO for the Czech Republic.**

**EXPO 2010 is past the half-way mark. The advantages of the Czech presence are often mentioned. What do you see as the greatest ones?**

Presentation at the EXPO provides opportunities to build or solidify business contacts and to reach tracked target groups. In general, world fairs allow countries as well as individual businesses to show off their successes and to strengthen their position at the international level. They thereby help promote the economy, culture, science and technology of these countries and to exchange experiences. EXPO 2010 in Shanghai is the largest such world fair to date. The Czech Pavilion, which took on the task of presenting the Czech Republic as a modern and developed country, has been very successful and well attended, and thus has a much greater opportunity to get into the news of Chinese and international news agencies. The General Commissioner for the Czech presence at the EXPO, Mr Pavel A. Stehlík, has put emphasis not only on the cultural presentation of the Czech Republic, but also on the economic field. In doing so, he provides space for Czech companies and investment for their

activity in the PRC. But it's important to show the Czech Republic to the „ordinary“ Chinese as well – the tens of thousands of people who come from all corners of China and are meeting this country and its culture, economy and modern discoveries for the first time.

**What all do the Chinese know about the Czech Republic?**

Chinese people, when they talk about the Czech Republic, still give precedence to the word Czechoslovakia, and to the Czechoslovakia that they know from textbooks and from the time when relations with the PRC were very good – before World War II and in the 1950s. At that time many export items came to China and Chinese people still associate the Czech Republic with these. In recent decades they primarily know Miller's animated story of the Little Mole, the novels of Milan Kundera, Czech glass, Škoda cars, and last but not least sport – with the popularity of football in China, many Chinese are fans of Czech football stars. Also, like Venice in Italy or Vienna in Austria, Prague is a symbol of romance for the Chinese. Because of our size, for most Chinese people we are just one of the small states of Eastern Europe that recently joined the European Union. For those who have had the opportunity to visit the Czech Republic, our name evokes a country with a long history, spas and beautiful nature.

**How do you think Chinese visitors see the Czech Pavilion and the exhibit? What do they like and what surprises them?**

The Chinese like everything that's interactive and fun. Things that they can touch themselves. I think the Czech Pavilion fulfils these demand, and at the same time it is, of course, educational. Some examples are the bronze plaque from the Charles Bridge, the little plane that transports you to the Czech countryside or the animation that interactively brings together several stories using

a newly created system. The Czech Pavilion shows what we are good at, and does not stick entirely to history – it also shows visitors Czechs' new discoveries in science, whether it's medicine for treating HIV or nanotechnology.

**What is your personal impression of the Czech exhibit and the Czech presence at EXPO 2010 as such? What did you like the most?**

The Czech exposition has very modern design, for example distinguishing itself from other pavilions by the fact that the majority of individual exhibits are not directly installed on the walls, but on the ceiling of the pavilion. The exposition gives visitors a lot of information about the Czech Republic, but it is all done in an entertaining way, so at the same time the visitors are not overwhelmed with information. The Czech Pavilion has very good media coverage, not just in the Czech Republic but also in the Chinese media. It is one of the most popular pavilions at the EXPO. Another positive aspect is that there are constantly various short-term exhibitions at the Czech Pavilion, such as the one on Czech design currently running. There are also other events that help increase the visibility of Czech companies in China, and these are also very useful. I also have to mention that not every pavilion can pride itself on its own restaurant where visitors have the opportunity to get to know traditional Czech cuisine. The Czech presence at EXPO 2010 in Shanghai can thus be summarised as highly successful.

**Have you visited the pavilions of other countries at EXPO 2010 as well? Which one made the best impression and why?**

Yes, I've visited the larger pavilions from the countries of the European Union – aside from the Czech one also the German, French, British, Spanish, Italian and Slovak pavilions. Of these the Italian one made the best impression, exhibiting imaginative exhibits based on modern design and not just video projections.

## Basic facts about EXPO 2010 Shanghai

**Dates for EXPO 2010 in Shanghai:** 1 May 2010 – 31 October 2010

**Number of participants:** 192 countries and 50 international organizations

**Expected attendance:** a historical record of 70 million; according to estimates, 90 % will be Chinese

**Main theme:** Better City – Better Life

**Theme for Czech Pavilion:** Fruits of Civilization

**Area of Czech Pavilion:** 2 000 m<sup>2</sup>

**Pavilion location:** by the main gate to Zone C, by the Shibo metro station, directly at the descent from the Skywalk to the European Plaza

**Attendance of Czech Pavilion:** as of 26 June the daily record was 64 613

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