

# Press release

16/6/2016

**MORAVIAN  
GALLERY**



27th International Biennial of Graphic Design Brno 2016  
16/6 – 30/10/2016

For over five decades the Brno Biennial has provided an important international platform for exhibitions, discussions and accompanying programmes related to graphic design and its significance for creating contemporary visual culture. The ceremonial opening of this year's edition will take place on June 16 and the event will last until October 30.

The 27th International Biennial of Graphic Design Brno is dedicated to the key words in contemporary graphic design and visual communication. In this way it responds to changes and the present state of graphic design; its quantity, variability, lack of clarity and apparent superficiality. The aim is to identify, both at general and subjective levels, some of the notions which define or influence contemporary graphic design. For the visitor it attempts to expose and specify its basic parameters, current topics and motivations.

The authors of the 27th year of the Brno Biennial are, as in the last edition, the graphic designers Radim Peško, Tomáš Celizna and Adam Macháček.

Organized by the Moravian Gallery in Brno and the Ministry of Culture of the Czech Republic.

How does the gallery director Jan Press see the Brno Biennial?

*It is hard to overlook that the exhibition dramaturgy of the Moravian Gallery in the field of design has expanded. As a result we marked out this year as the Year of Design and at its imaginary apex is the International Biennial of Graphic Design Brno. Every year the Biennial introduces a number of novelties and this year is no exception. The development of graphic design is a process which can never be stopped. It continually responds to current social impetuses as does the theme of this year concentrating on the latest topics in the field of graphic design. This has been simplified into the form of key words which weave their way through all of the exhibitions, the catalogue and the symposium. As an important innovation the International Exhibition is no longer made up of individual works but standardized boxes present complete sets of works by individual graphic designers which helps viewers in better understanding the context of their work.*

On behalf of the Ministry of Culture of the Czech Republic a comment on this year's edition was made by the minister Daniel Herman, who says:

*Graphic design surrounds us literally at every step; just like architecture it is that part of culture in which "we live, move and exist". This is at the same time the reason why we often fail to perceive it as an original visual statement. Consequently, I consider it significant and meaningful to return to its foundations, search for the principles based on which it communicates with the message receiver, ask about its potential. I thank the organizers and cordially welcome the visitors.*

Support to the event was also expressed by the mayor of the City of Brno, Petr Vokřál: *I am happy to be able to grant my auspices to the 27th International Biennial of Graphic Design Brno. I take graphic design to be one of the segments of the creative industry which we would like to continue to support in Brno. This branch has an inherent great potential, particularly with the younger generation which looks at the world with different eyes, and thus contributes to perceiving Brno as a modern city.*

The curators of the 27th Brno Biennial add what is not to be missed this year: *The Biennial opens up many 'entrances' to visitors and it's only up to them which one they will choose. And although the exhibitions are completely independent, the viewer is sure to find quite a few links between them, both obvious and invisible. These will stand out most clearly in the catalogue, which will present all the projects and the participating artists in a single volume but simultaneously it will present a number of texts and original content which will further expand the options of approaching this year's edition. Who wants to start by getting a feel for the Biennial, can begin at the Governor's Palace, where the so-called Off Programme will be presented for the second time within the Biennial framework. It has been conceived as open space and anybody could apply with their project. This year you can look forward to ten selected exhibitions, screenings and live events mainly by the emerging generation of graphic designers from around the world.*

**The International Exhibition** (Main Exhibition Space, Museum of Applied Arts, Husova 14), a traditional component of the Brno Biennial, concentrates on graphic design projects which in their extent form complete wholes or sets – book series, corporate identities, long-term collaborations – i.e. examples of a uniform approach including a spectrum of applications, media and techniques. The aim is to display a representative selection of projects across their whole breadth and enable Biennial visitors to get a deeper insight into the job of a graphic designer. One-off projects and individual works have not been included in the International Exhibition. This year it has been possible for the first time to submit works exclusively electronically. Following an open invitation a total of 878 applications by 1,222 graphic designers from 53 countries have been received. The jury selected 46 works in total by 68 authors from 15 countries. To make the sets of works easily distinguishable and easier to overview the curators had special display units made in which each series is presented separately.

A retrospective of the graphic designer and teacher **Zdeněk Ziegler** will introduce visitors to his work in an unusual installation. An exhibition entitled **The Body of Work** will present a subjective view of the female laureates of the Honorary Mention of the International Jury of the 26th Brno Biennial 2014 on the Brno Biennial Collection from the vaults of the Moravian Gallery. **Which Mirror Do You Want to Lick?** is an exhibition treading the thin line between reality and fiction, which has been materialized through most varied artefacts related to graphic design. A curatorial approach of **The Study Room** offers a chance to think about the wider implications of the term "design" as it has been turned into a space for making discoveries. As every year, a **catalogue** is issued to accompany the Biennial. This time, its content and structure have been completely subordinated to the theme of the Biennial, being the key words interpreted via original texts by the leading figures in the field. The **Biennial Talks** – a three-day cycle of lectures and presentations by graphic design practitioners and theorists of global significance – will take place on the **17–19th of June 2016**. The participants will have an opportunity to get acquainted with the leading proponents of graphic design, their work and opinions. There will also be an opportunity for one-to-one dialogues and critical discussions. After a successful premiere during the last edition, the Biennial will again be accompanied by the so-called **Off Programme**, which has been designed as open space dedicated to workshops, interventions and other presentations from the field. This year it will primarily focus on exhibition projects. It will be held on the ground floor of the Governor's Palace and its detailed overview will be available on the Biennial web pages **www.bienalebrno.org**.

### **Which Mirror Do You Want to Lick?**

#### **A fictitious exhibition in a real space**

Main Exhibition Space, Pražák Palace, Husova 18

The point of departure for Which Mirror Do You Want to Lick? is the assumption that when something is printed it becomes more real. The exhibition will present works in which reality (or fiction?) take a deviation. It comprises of borrowed artefacts as well as new works from the field of graphic design produced specially for this exhibition.

Concept: Åbäke (GB), Sofie Dederen (BE), Radim Peško (CZ)

### **The Study Room**

#### **Tabula Rasa: Worlds Connecting or Design Mannerism**

Main Exhibition Space, Pražák Palace, Husova 18

As a result of prevailing modernity the term “design” has become widespread throughout the world. However, the basic meaning of the word “design” and the way of its interpretation are neither unambiguous nor clear. The interpretation, way of thinking and slight nuances differ across the individual cultures and countries. We call on visitors to the reading room to bear in mind the notion tabula rasa (blank slate) in its earliest form of a wax tabula used by the ancient Romans for notes. Before heading off to this exhibition, allow your mind to make an exercise avoiding prejudices regarding what design really means.

Concept: Kiyonori Muroga (JP) & Ian Lynam (US)

### **Honourable Mention by the International Jury of the 26th Brno Biennial 2014**

#### **A Body of Work**

Camera, Museum of Applied Arts, Husova 14

The exhibition is based on the extensive collection which has accumulated over the years around the Brno Biennial – or more specifically, on reproductions of the works in the catalogues accompanying every edition of the Biennial. The authors of this exhibition – all women – decided to start from the collection of graphic design of the Moravian Gallery in Brno and take advantage of this opportunity to examine their own practical designs and to confront the acquired material with their works.

Concept: Goda Budvytyté (LT), Ines Cox (BE), Anna Haas (CH), Corina Neuenschwander (CH)

### **Personalities in Czech Graphic Design: Zdeněk Ziegler**

Respirium, Museum of Applied Arts, Husova 14

The exhibition of this important Czech graphic designer and teacher will mainly present his extensive oeuvre in the film poster domain from the beginning of the sixties to the end of the eighties. The displayed collection of realized posters as well as sketches and designs that did not materialize will introduce a medium which in its time defined the visual language and aesthetics of a whole generation of graphic designers and which in its variety and inventive approach has remained a source of inspiration until today.

## Contact for media

Michaela Banzetová  
Press Officer

E-mail [tisk@moravska-galerie.cz](mailto:tisk@moravska-galerie.cz)  
Telephone +420 532 169 174  
Mobile +420 724 516 672  
Moravian Gallery in Brno  
[www.moravska-galerie.cz](http://www.moravska-galerie.cz)  
[www.bienalebrno.org](http://www.bienalebrno.org)

## Organizers

**MORAVSKÁ GALERIE** **MORAVIAN GALLERY**



**MINISTERSTVO KULTURY**

## Collaboration and financial support

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