

## PRESS RELEASE

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EXHIBITIONS created for the occasion of the Slovak Presidency to the European Union Council:

### **Dialógy SK – Minor and Major Slovak Design Topics** **Hľadanie krásy / Searching for Beauty**

Venue: Satelit, SCD design gallery, Hurbanove kasárne, Kollárovo nám. 10, Bratislava

Opening hours: 13.00 – 18.00, except Monday

Duration: **2. February 2017 – 5. March 2017**

Opening: **1. February 2017 (Wednesday) at 18:00 hod.**

Both exhibited projects are from design and multimedia area: **Dialógy SK – Minor and Major Slovak Design Topics** and **Hľadanie krásy / Searching for Beauty**, the Slovak Design Center prepared them as a part of cultural presentation for the occasion of Slovak Presidency to the European Union Council and in cooperation with MK SR and MZVaEZ, to create contemporary projects presenting Slovakia as a dynamic young country. Both projects have met their mission and succeeded in presenting us abroad as a part of the Slovak Presidency.

The **Dialógy SK Exhibition** introduces a selection of the Slovak design scene. Experienced curators, Katarína Hubová and Adriana Pekárová, point at the ability of design to convey messages – not only creators' ideas, their background and aims, but also in a wider context they are made in – the environment, society, history of the country – because it all penetrates into deeper layers of the mind, they motivate and form. Design is a specific medium of the present; it is closer to people, and they understand it. The objects were mostly created by young designers in the past several years and attracted attention with something specific at home and also abroad. 22 designers and 2 design studios present a wide range of products or objects that in their own individual way –bold or modest – attract attention, tell stories, serve, and also, please.

An interactive presentation system composed by the designers, Matúš Lelovský and Peter Liška, appealed to the visitors, too.

The Exhibition was presented in the following venues: designtransfer, Univerzita umení v Berlíne (1. 6. – 15. 6. 2016); CentroCentro, Madrid (30. 6. – 28. 7. 2016); Slovak Embassy in London (6. 9. – 21. 9. 2016); Slovak Institute in Vienna (3. 10. – 17.10. 2016); Slovak Institute in Warsaw (25. 10 – 10. 11. 2016).

Exhibiting designers: Petra Arbetová, Michaela Bednárová, Andrea Ďurianová, Tomáš Brichta, Ivan Čobej, Ondrej Eliáš, Martin Bu, Michal Hanula, Patrik Illo, Sylvia Jokelová, Štefan Klein, Lucia Karpitová, Silvia Lovássová, Štúdio Allt (Elena and Peter Simoník), Studio Mejd (Katarína Beličková and Štefan Nosko), Novesta ( Lukáš Beliansky) , Markéta Nováková and Mira Podmanická, Monika Paholková, Michal Riabič, Marika Račeková, Michal Staško, Richard Seneši, Tibor Uhrín

The Exhibition and multimedia project **Hľadanie krásy / Searching for Beauty** was created on demand to make a project specifically tailored to the venue of the European Parliament Visitors' Centre in Brussels – Parliamentarium, more precisely, for the TEMEX centre dedicated to short-term exhibitions (8. 7. – 18. 9. 2016). Thus the Exhibition was a part of the main programme in Brussels and the most complex presentation. In the project, the authors, Ové Pictures (Michaela Čopíková, Veronika Obertová), in cooperation with the curator, Mária Rišková, and an extensive team of cooperators; derive from animation principles and create interactive installations centred around the main motif of searching for beauty in new contexts. They use

historical optical toys like zoetrope, flip book, and diorama; and transform them into a current interactive form. While the Exhibition is an expression of the project's authors understanding of new beauty, the online gallery, that includes a GIF generator, is available for everybody to show their subjective feeling of beauty now. Another presentation at the Klick Animation Festival in Amsterdam (26. 10. - 30. 12. 2016) offered a different context, it was presented in a professional context during the Festival, its programme includes openings, presentations, screenings, workshops, and exhibitions; Searching for Beauty was one of them.

A demanding installation of the Hľadanie krásy / Searching for Beauty project at the Parlamentarium venue in Brussels was an example of well-executed cultural project presented in an international context. Such a presentation in the European Parliament is a success for our culture because the selection process to the Parlamentarium is not automatic for the occasion of presidency of a given country, but there is a rigorous project selection where EU complex and sharedideals must agree. Representatives of the political sphere and visitors to the Parlamentarium from around the world have seen the exhibition. The Exhibition statistics proves its success: around 44 000 visitors have seen it (23 865 in the Brussels Parlamentariu alone), the website reached, in its 6 months after launch, 11015 users who have visited the website 16505-times and seen 55642 subpages.

**More information:**

[www.dialogy.sk](http://www.dialogy.sk)  
[www.hladaniekrasy.sk](http://www.hladaniekrasy.sk)  
[www.scd.sk](http://www.scd.sk)

**Design Gallery Satelit Exhibition organisers:**

Slovak Design Centre

**Project cooperation realization at the occasion of the Slovak Presidency to the EU Council:**

Ministry of Foreign and European Affairs SR/OKOM — Communication and Presentation Section  
Ministry of Culture SR – Art and State Language Section

**SCDGeneral partner:** J&T Banka

**Main Media Partner:** Designum

**MediaPartners:** Artplan, BKIS, Citylife, Designby, Kam do mesta, Obchodnaulica.sk,  
RTVS:Rádio\_FM

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