

Czech students present design products in Tokyo

13. 10. 2015, Zlín, Czech Republic

Students of Industrial Design Studio at Tomas Bata University in Zlin are going to present their products in Tokyo, Japan. Visitors from all over the world will thus have a chance to see Czech design exhibition Pairs In Squares during TOKYO DESIGN WEEK 2015. The festival of design will take place on 24.- 28. 10. 2015 and then 30. 10. - 3. 11. 2015.

Pairs In Squares is a playful exhibition that combines a typical Czech memory game called PEXESO (based on the original Japanese game Kai Awase) and the actual introduction of the design products of students of the Faculty of Multimedia Communications at Tomas Bata University in Zlin. The exposure Pairs In Squares introduces Czech traditions and habits through the eight pairs of products. The whole design festival will take place at 24.10. - 28. 10. 2015, and subsequently at 30. 10. - 3. 11. 2015.

TOKYO DESIGN WEEK has developed into an internationally recognized and frequently visited festival of design within which the design will be presented by designers and artists from all around the world. Visitors of the festival will have a chance to see and get know the design of several areas: interior, graphic and product design as well as architecture and art. TOKYO DESIGN WEEK has become increasingly popular in the recent years and it is annually visited by hundreds of thousands of people every year. The festival is therefore a great opportunity for talented young designers to present their products and the Czech design in an international way.

Industrial design studio held a design workshop attended by teachers and students of selected schools Musaschino Japanese Art University and Yamaguchi Prefectural University exactly a year ago. The foreign teachers were surprised by the high quality of the products made by our students during the excursion of the studio, so they informed us about the upcoming TOKYO DESIGN WEEK 2015. We then sent an application form with our products and were chosen to come and present them. The topic of this year is interactivity, which is primarily associated with electronics. We decided to make it in an alternative way by creatively introducing traditional Czech materials such as porcelain and glass in Japan. You can find among our exhibits eg. unusually conceived drowned bottle, or plum brandy distillery on the sifter designed to flavor fruit dumplings and other Czech dishes. All products are associated with Czech traditions, customs, or stereotypes. Students mainly worked on the project in their free time during the summer holidays, which I really appreciate. From the colorful palette of proposals over time came up a collection which will be exhibited not only in Tokyo, but also in areas which are more accessible for the Czech public. " Says Andrew Puchta, Czech supervisor of the exhibition.

Pairs In Squares is the only student exhibition, which will represent the Central Europe during TOKYO DESIGN WEEK. Visitors from all around the world will have the opportunity to see the products of students of the Faculty of Multimedia Communications, which is awarded 11th place on the RedDot global rankings.

If you can not attend in person, check out the products and work on our websites or social media of exhibition Pairs In Squares.

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