

## Cool School

Fresh graphic design from Switzerland and Holland

6. – 28. 4. 2005

AAAD Prague Gallery  
Náměstí Jana Palacha 80  
116 93 Praha 1

Curated by Adam Macháček and Radim Peško

The Cool School project was initiated by two graduates from the Academy of Arts, Architecture and Design in Prague (AAAD), who also studied in Switzerland and Holland. Returning to their Prague Academy once again, they are presenting an exhibition and a series of lectures by Swiss and Dutch designers.

Adam Macháček (1980) has studied at ECAL (Ecole Cantonale d'art Lausanne) and brought together projects of twenty Swiss designers. These authors, not so long ago still art school students, nowadays run their own studios. They became independent designers, publishers, typedesigners, fashion designers. The exhibition includes not only both the author and his/her experimental projects, but also commercial work, which is subsequently influenced by the experimental projects. Thus a part of the work done in some studios could be likened to work performed in 'research laboratories', where a project usable in real life is born from time to time. The success of the commercial works presented is a typical reflection of the openness, the enlightenment and the confidence of the client in the graphic designer. Along with the posters, books, magazines, typespecimens and computer applications, the Cool School exhibition also presents the activities of the Swiss Federal Office for Culture (Swiss Design Award, The Most Beautiful Swiss Books).

Presented authors: +41, //DIY, Julia Born, Büro Deconstruct, François Chalet, Elektrosmog, Flag, Benjamin Güdel, Happypets, Koerner Union, Aude Lehmann, Jürg Lehni, Urs Lehni, Lineto, Norm, Optimo, Silex, Alex Trüb, Cornel Windlin, Martin Woodtli.

Radim Peško (1976) graduated from the Werkplaats Typografie (Typography Workshop) two-year postgraduate program based in Arnhem, The Netherlands. The Workshop is supervised by designers Karel Martens and Armand Mevis. WT is open to a maximum of twelve participants who work on their own projects or assignments guided by their tutors. In this way the WT functions as the bridge between initial art education and one's own professional practice. Visiting lecturers (Irma Boom, Experimental Jetset, Jop van Bennekom, Cornel Windlin and Paul Elliman, among others) are regularly invited to provide guidance or give presentations.

Cool School presents a film by Werkplaats Typografie called "The Sirens of Venice". WT was invited to participate in the VVV3 workshop, to create new signage system for the city of Venice. Together with three other schools, six designers from WT worked in Venice on research proposals and projects, under the supervision of Paul Elliman: "We produced a video exploring some of the relationships between language, technology and place, set across the islands of the Venetian lagoon. We call it a sci-fi movie set half an hour into the future, imagining a Venice flooded with wi-fi signals and inexpensive local-call rates – a beautiful ancient lagoon city utilizing the flexibility of modern-day network technology, in functional but also unpredictable ways..."

'The Cool School Library' consists of over fifty books and magazines, accessible to visitors. An accompanying catalogue will be available.

The opening of Cool School and screening of "The Sirens of Venice" accompanied by a lecture by Paul Elliman will take place at the Academy of Arts, Architecture and Design, April 5th at 6 p.m. Additional lectures by Julia Born, Paul Elliman and Karel Martens will take place on Wednesday, April 6th at 6 p.m. in the exhibition space.

The exhibition is held with the kind support of Pro Helvetia, Arts Council of Switzerland.

Partners of Cool School are: Die Gestalten Verlag, JRP Ringier, Ringier Print, The Moravian Gallery in Brno, Academy of Arts, Architecture and Design, Prague, Art&Antiques, Radio 1.

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