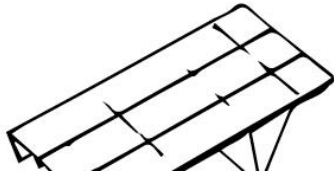


**28th International
Biennial of Graphic
Design Brno 2018**



**11 5
– 26 8**



Brno as the world centre of graphic design. Where it can be encountered and the most interesting things that happened in the discipline, presented by the Moravian Gallery

Press release of 10 May 2018

How did you navigate when you visited an office or a shopping centre? Can you recall the logo of your employer? And is this text easy to read? All of the above examples have one thing in common – graphic design. For the twenty-eighth time the Moravian Gallery presents the best that has been created in this rapidly developing discipline over the past two years at the Brno Biennial 2018 which has just opened. The guests will include the icons of Czech design Aleš Najbrt and František Štorm. And the Biennial will also take a walk downtown with guided tours of the design of Brno businesses.

**28TH INTERNATIONAL BIENNIAL OF GRAPHIC DESIGN BRNO 2018
11/5 – 26/8/2018**

Museum of Applied Arts, Husova 14

Curators: OKOLO creative group (Matěj Činčera, Jan Kloss and Adam Štěch)

Although many things have changed since the founding of the Biennial in 1964, the same applies to all the years: a meeting of works, opinions and trends in graphic design from the four corners of the world and the gelling of ideas for its future development. The principal aim of the 28th edition is to point out the essential phenomena in the discipline and present them in a way beneficial for the initiated and “decipherable” to the laymen.

“Our approach to this year’s edition accentuates the overall comprehensibility that we are after both in the concept of the individual exhibitions and the corporate design of the Biennial as a whole which is deliberately as simple as possible. It represents the true essence of the show and symbolises the way we perceive graphic design. These days the visual aspect completely suppresses the content and the message, and seems difficult to read. We would like to return to the roots, being convinced that graphic design is first and foremost a service, it should convey information and at the same time please the eye.” Says the OKOLO creative group describing its approach.

The new direction of the biennial is appreciated by the director of the Moravian Gallery Jan Press: *“This year, under the ideological leadership of the curators OKOLO, is in agreement with the strategy of presentation of the design in the Museum of Applied Arts. The main visitors should not be only graphic designers and field students, but also creative companies based in*

Brno and, of course, the lay public, who is increasingly aware that the quality of the public environment with the presence of graphic design is closely related.", adds Press.

This year the number of works submitted to the most prestigious section of the Brno Biennial 2018 – the International Competition Show – dramatically increased compared to last year. The selection jury assessed as many as 300 projects by 169 authors. **The Grand Prix of the 28th International Biennial of Graphic Design Brno 2018 – The Minister of Culture of the Czech Republic Award** goes to the OK-RM studio (Oliver Knight & Rory McGrath) from Britain. According to the international selection jury who awards the prize, the projects presented by the OK-RM studio excel in masterful approach and simple execution. You will find the list of those awarded and their works in Appendix No. 1.

An immediately noticeable improvement accommodating the wishes of visitors to this year's show consists of concentrating the whole Biennial within the building of the Museum of Applied Arts. Interested viewers will find both the competition show and the accompanying exhibitions at a single location. Traditionally, the Biennial will offer a number of **accompanying exhibitions** that will present two eminent figures of graphic design, the graphic scene of the city of Porto, independent magazines and a lesser known area of motion design or how it looks when graphic designs become animated. More information on the accompanying exhibitions can be found in Appendix No. 2.

An inseparable part of the Biennial are the **accompanying programmes** – the International Symposium taking place between 11 and 13 May in the Scala University Cinema, talks by designers, screenings of films with posters by Aleš Najbrt in the Scala Open-Air Cinema, the Pecha Kucha Night not just about visual smog in our cities, an urban camp and summer workshop for the youngest and the so-called retail trail that will lead visitors through the city centre drawing their attention to positive and negative examples of interior and graphic design. The varied accompanying programme has been organised with support from the office of the representative of the Mayor of the City of Brno for the Smart City project, Jaroslav Kacer:

"By supporting the accompanying programme of the Biennial this year we try to open up the topic of the quality of the public space in the city of Brno and point out the importance of its cultivation. We want to highlight examples of good practice and also expose deficiencies. The way we see the public space in which we move around every day significantly influences the quality of our lives", explains Jaroslav Kacer. More detailed information on the accompanying programmes is compiled in Appendix No. 3.

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Doprovodné programy a výstava Porto: Grafická scéna jednoho města jsou realizovány ve spolupráci s Kanceláří náměstka primátora pro oblast Smart City.