

MORAVSKÁ GALERIE

In May, Brno Will Introduce 169 Talented Graphic Designers from All over the World

Press Release from 12 January, 2018

Last week, the Moravian Gallery hosted the proceedings of the International Jury that selected the works for the International Exhibition of the Graphic Design Biennial. The works will be presented to the public from 10 May, when the official opening ceremony of the 28th International Biennial of Graphic Design Brno 2018 will be held. According to this year's Brno Biennial curators, the international competition will feature essential phenomena of contemporary graphic design.

28th INTERNATIONAL BIENNIAL OF GRAPHIC DESIGN BRNO 2018

10 May – 26 August, 2018

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

Altogether 725 artists have manifested their interest to take part in the International Biennial of Graphic Design in Brno, submitting a total of 1,450 competition entries to the Moravian Gallery. The works have travelled from 53 countries of the world, the most represented being Taiwan 144, Germany 85, the Czech Republic 71, Poland 47, China 44, Switzerland 34, Turkey 30. In the course of three days, the works have been evaluated by the International Selection Jury of the main International Exhibition; its members are foremost international graphic designers and experts.

Lars Harmsen (Germany), editor-in-chief of Slanted magazine, Omar Sosa (Spain/USA), art director of Apartamento magazine and graphic designer, Jiří Karásek (CZ) from Marvil studio, the founder and director of the Stack project Steven Watson (UK) and design theoretician and critic Pavla Pauknerová (CZ) have accepted the invitation to become members of the Jury. One vote belonged to the OKOLO Creative group team of three.

The International Selection Jury emphasised an increase of the number of selected works, so that the competition could function as an objective sample of contemporary work, showing at the same time the most interesting aspects of the international graphic design production. Assessing the individual works, the Jury could follow both repeating tendencies and different creative approaches. **The Jury have decided to include 169 artists from 26 countries with some 300 projects** in the exhibition. In particular works reflecting up-to-date trends in graphic design have been selected.

This is how the Jury commented on their statement:

“The Jury’s selection aimed at accentuating projects that are formally daring, yet elaborate from the point of view of concept and craftsmanship. The highest concentration of these projects is related (unsurprisingly) to the field of culture (e.g. promotion of cultural events, festivals, the production of smaller publishers, independent magazines, art monographs, etc.). On the contrary, the representation of good quality projects from the commercial sphere was relatively low. There is also an apparent fluctuation of quality in comparing individual media. There is for

instance an important representation of good quality poster work (reflecting a certain inertia of the profession, conditioned on the one side by the long-term profile of the Brno Biennial exhibition, and on the other by straightforward exhibition possibilities of the poster). The share of digital works, or – on a more general level – of projects that would identify themselves against traditional conventional formats and media, is rather secondary.”

The awards will be announced at the opening of the Biennial. The International Selection Jury will award the Grand Prix of the 28th International Biennial of Graphic Design Brno 2018 – The Czech Minister of Culture Award, the Mayor of the City of Brno Award for an artist aged under 35, the Czech Centres Award for a young Czech designer up to 30 years of age, and the International Jury Award. The Brno Biennial Organisation Committee will award the Brno Biennial Award for an Outstanding Contribution to Graphic Design; the Visitors' Award will be announced at the end of the Biennial on the basis of a public vote.

Organizers

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