

25 May 2023

A TV series, exhibition, monograph and a documentary film celebrating the story of Czech graphic design

State symbols, postage stamps, banknotes, logos of institutions, as well as books, road signs, the orientation system in the Prague Metro, product packaging, and film posters – they're all part of the Czech national identity. How were these iconic designs created, and who's behind them? **The answers can be found in a wide-ranging cultural project, Identity – the story of Czech graphic design. A television series with the same name is currently being filmed in coproduction with Czech Television by director Jakub Skalický and host Aleš Najbrt. An extensive exhibition, narrative monograph and feature-length documentary film are being produced simultaneously. The initiators of Identity are typographer and educator Filip Blažek and design theorist Linda Kudrnovská.**

Watch a preview of the TV series: <https://youtu.be/DVV-GQvIGXw>

Ladislav Sutnar, Karel Teige, Alfons Mucha, Jan Solpera, Rostislav Vaněk, Clara Istlerová, Petr Babák, Robert V. Novák, Tomáš Brousil, Marek Pistora, František Štorm, Zuzana Lednická – this is just part of the long list of personalities who have played a part in creating the Czech nation's image, or who have shaped the public space and its transformation from the 20th century to the present. There hasn't yet been a detailed mapping of the field of graphic design in the Czech Republic; it has long been respected abroad, and the work of its leading figures would be each be worthy of monographs. Identity will also pay tribute to a distinctive generation of creators who shaped Czech graphic design, including the **recently-deceased typographer and educator Zdeněk Ziegler**; the creators filmed one of his last interviews in his nineties.

"Identity - the story of Czech graphic design' is a celebration of Czech creativity. This is a project with a broad audiovisual scope in the form of a television series, a monograph, an exhibition, and a documentary film, which will have lasting value, and the general public as well as the expert community will be able to return to it repeatedly," say Identity's creators, Filip Blažek, Linda Kudrnovská, and producer Michal Gregorini of the

Mowshe studio. In addition to presenting more than a century of history in the field, the project's creators seek to highlight graphic design's influence on society. Graphic design is something that people have with them their entire lives, but few know the stories behind it. Graphic designers themselves see the field primarily as a public service, one which, in the words of designer Zdeněk Ziegler, "can sometimes be related to art."

"A show about graphic design has been needed here for a long time. I think everyone has been waiting for it, and that it's something that can be a lot of fun. What's more, the field has an incredible tradition. Names like Sutnar and Teige are still known all over the world," says series host Aleš Najbrt. The seven-part television series, which is currently in production, will appear on public television in 2024. It is written by Petr Hauzírek, and the creative producer for Czech TV is Martina Šantavá.

The purpose of the **exhibition**, which will start in the spring of 2024 in the regions and will fully culminate in the fall of 2024 at the Kampa Museum in Prague, will be to explain how individual works were created, and how they have positively or negatively influenced our lives. According to the project's creators, what comes to mind under the term graphic design isn't "just" beautifully-produced books; it can also include warning signs as well as Nazi or Communist propaganda posters. 'Identity' at the Kampa Museum will provide an opportunity to discuss and understand the entire field of graphic design, which is something Czechs can rightfully be proud of. **The curator of the exhibition is David Korecký, and the architectural design is by the Okolo group** (Matěj Činčera, Jan Kloss, Adam Štěch). The exhibition will also exist in a version for cooperation with Czech Centres and embassies abroad.

The forthcoming **book** in Czech and English by Linda Kudrnovská, designed by Adéla Svobodová, will present key works and profiles of personalities, historical milestones, unpublished works, interviews and essays by a number of international experts. The Museum of Decorative Arts in Prague, the Moravian Gallery in Brno, the Museum of Czech Literature, the Moravian Library, the Municipal Library in Prague, and the Czech National Museum have all made their collections available to the creators.

A feature-length documentary by director Kateřina Mikulcová will be of interest to both domestic and international audiences. It will offer stories of well-known and lesser-known brands and will also show that top-quality graphic design is being made in the Czech Republic today as well. The film will be released in Czech cinemas by the **Bontonfilm** production company in 2025 as the culmination of the project; it will then be released internationally.

The designer of the logo and visual style of the Identity project is Studio Marvil (Olga Benešová, Jiří Karásek, Tereza Saitzová), and a special typeface has been created for it by Tomáš Brousil.

Czech Television is the co-producer of the TV series and feature film. Other partners of the Identity project include the **Baudiš family, the Bakala Foundation, Jiří Polidar, Czech Centres, the Czech National Bank, Typo z.s., the Czech Union of Graphic Design, the South Moravian Film Fund, the Zlín region, and the Academy of Arts Architecture and Design in Prague.** The feature film has thus far been supported by the **Czech Film Fund, the Prague Audiovisual Endowment**

Fund, the US Embassy in the Czech Republic, **Swann Auction Galleries** and others.

Find out more at bohemianidentity.com.

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