

CZECHSELECTION

100% DESIGN LONDON

September, 22-25, 2011

This year's exhibition of Czech companies at the 100% Design in London presents an economical number of twelve of the best companies in their fields, which is evinced by the several awards received. The Czech Grand Design Award, which is granted by the Academy of Design, comprised of institution representatives and independent experts, is an important Czech award.

Last year TON, an originally world-class manufacturer of furniture made of bent wood with more than one hundred and fifty years of tradition, obtained the Czech Grand Design Award. It also scored among international competition, receiving the Red Dot Design Award for the Merano chair designed by Alex Gufler, a young designer of Italian origin.

Another furniture company, MMINTERIER, also a winner of the Czech Grand Design Award (e.g. for the National Technical Library's seating furniture), has prepared something brand new for the London trade fair - the Fuga chair, designed by René Šulc, with whom the company has long cooperated. MMCITĚ has earned international renown in the area of the production of street furniture, with its Meandre bicycle stand by designer Roman Vrtiška being awarded the prestigious Good Design and Red Dot Design awards.

For several years Prague's PROCESS woodworking company has garnered international attention through the production of atypical furniture. Its new Ply Like Lajkó table, presented in London, is an experimental limited series made of plywood and designed by the young architect Jiří Junek. A.M.O.S. DESIGN, a company from Brno with twenty years of tradition that received the Design and Design International Award for the year 2011 for furniture designed by the company's head designer, Vladimír Ambroz, specialises in the use of corian in interiors. Brno's ATEH, specialising in experimental lighting, will be presenting a new innovated variation on the celebrated Flower light fixture, designed by Filip Streit, which obtained a number of national awards and the Good Design award.

Glass companies cannot be absent in a presentation of the Czech Republic. Bohemia Machine Glass (BOMMA), specialising in automated glass cutting, is presenting one of its outstanding drinking glass sets, this time from the young multifaceted American designer, Thomas Jenkins. Space (VERREUM), specialising in unique mercury-glass technology and its Verreum brand offer an exceptional

quality of manufactured and hand-made glass. At the London trade fair it will be presenting a new set designed by Jiří Pelcl, the previous rector of the Academy of Arts, Architecture and Design. QUBUS STUDIO, with a shop in the centre of Prague and in the DOX gallery, has been frequently awarded the Czech Grand Design Award.

It combines contemporary conceptual approaches, humour and a non-traditional treatment of glass in decorative items designed by Jakub Berdych, the studio's designer and manager.

The following three companies have updated the very progressive design of their traditional products. From these companies ARTPORT, which has successfully participated in past years of the London trade fair (design event) and has obtained Czech awards for its shop and gallery in the centre of Prague, will be presenting another collection of Czech sports shoes with the BOTAS 66 brand name this year under the name "ČSSR Fashion" in a 1970's retro style, designed by Jan Klos and Jakub Korouš, the authors of the brands redesign.

The family jewellery company BELDA FACTORY, experimenting with new materials, will be presenting bowls and jewellery from the young generation of designers. This year it received the award for the best collection of jewellery on the occasion of the largest Czech Design event, Design Blok. The singular company ELTON hodinářská is able to provide the complete manufacturing of mechanical watches by Czech producers. At the London trade fair it will not only be presenting the company's "flagship," the Spartak 43 watches, but also a collection of watches according to designs by young designers Lenka Sůkupová and Beata Rajska and a collection of wall clocks designed by Jan Jaroš.

This diverse exhibition of furniture and lighting, glass, jewellery, watches, sports shoes made in Czech Republic also shows the talent of designers of all generations. This year the Olgoj Chorchoj Studio, which is designing the Czech Selection at the London design event, obtained Czech Grand Design's highest award - Designer of the Year. Its founders, Michal Froněk and Jan Němeček, lead the design atelier at the Academy of Arts, Architecture and Design in Prague, from which most of the promising Czech designers have graduated.

Iva Knobloch

Curator

Museum of Decorative Arts in Prague

A.M.O.S. DESIGN

One of the leading companies in the field of interior implementation - a complete delivery of furniture, light fittings and accessories for all type of clients. It represents a number of foreign trademarks in the Czech market; including own production capacities to produce special elements from DuPont™ CORIAN® / Design studio.



Product characteristics
furniture handles LINIE,
reception desk 100% STEVE

Designer
Ing. arch. Vladimír Ambroz

Trade name
A.M.O.S. DESIGN, s.r.o.

Phone number
+420 542 212 898, +420 777 260 707

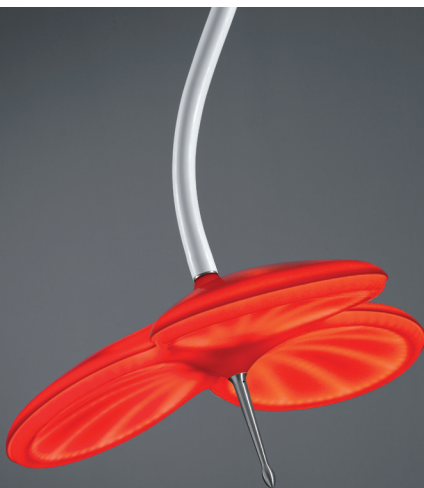
Email
amos@amosdesign.cz

www.amosdesign.cz



ATEH

After success of the light line FLOWER in the fluorescent tubes variant we prepared the FLOWER light line in variant with LED. Light colour can be either cold white, warm white, RGB or combination warm + cold white. All types are possible to control with portable remote by radio signal or on principle of WI-FI signal with mobile phone, alternatively with PC.



Product characteristics
FLOWER LED

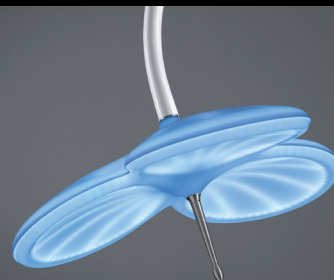
Designer
Filip Streit

Trade name
ATEH lighting

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+420 777 304 463

Email
ateh@ateh.eu

www.ateh.eu



BELDAFACTORY

A family company with a long tradition, Belda specializes in jewelry and designer objects made according to its own designs. The company also cooperates with prominent Czech designers, but is also not afraid to collaborate with students.



Product characteristics
ROUND ONE

Designers
Jiří Belda, Studio Olgoj Chorchoj,
Eva Jiříčná, Filip Streit, Lucie Koldová,
Viktorie Beldová

Trade name
Belda spol., s.r.o.

Phone number
+420 732 711 146

Email
viki@belda.cz

www.belda.cz



BOMMA

Bomma present new face of Czech glass selected by great designers.
Our glass connect Czech tradition and new technology.



Product characteristics MODULE TWO

Designer
Thomas Jenkins

Co-operating designers and studios:
František Vízner, Studio Olgoj Chorchoj,
Jiří Pelcl, Studio Koncern Design,
Mária Hostinová, Maxim Velčovský

Trade name
Bohemia Machine s.r.o.

Phone number
+420 775 568 832

Email
t.novotna@bomma.cz

www.bomma.cz



BOTAS 66

Botas has been producing sport footwear for more than sixty years but only in 2008 it ventured into the field of lifestyle and designer goods. The idea to redesign and upgrade a bit old-fashioned sneakers was born in heads of two art students. Originally a mere school project appealed to Botas owners so much, that they decided to put new sneakers in twelve different colorways into production. Botas 66 has them all! Every year Botas 66 releases a new collection of Classic, RUN and MID styles in varied colours.



Product characteristics
czech original sneakers

Designers
Jan Kloss, Jakub Korous

Trade name
artport, s.r.o.

Phone number
+420 606 601 283

Email
robert.janca@artport.cz

www.botas66.cz



ELTON hodinářská

The purely Czech company, ELTON hodinarska, Inc., is the manufacturer of traditional Czech watches of the PRIM brand and the continuator of the 60-year tradition of wristwatch making in the Czech Republic. ELTON produces also clocks and in 2009 started to cooperate with some well known Czech designers.



Product characteristics

PRIM BEA

Designers

Lenka Sūkupová, Beata Rajská

Trade name

ELTON hodinářská, a.s.

Phone number

+420 491 470 401, +420 491 470 431

Email

info@prim.cz

www.prim.cz



MMCITÉ

City public spaces are fascinating places where people meet history. We are really pleased that our design is directed towards something as interesting as urban areas. We can offer all citizens fine quality and influence their taste without any exclusivity. Indisputable equality. For mmcité, making street furniture is nothing less than a cultural mission. We can change the face of cities by installing just a few small elements. mmcité is not only a supplier of high-quality street furniture, our company is also a partner to all those who want to create something special within public spaces.



Product characteristics

PORTIQOA

Designers

David Karásek, Radek Hegmon

Trade name

mmcité

Phone number

+420 572 434 292

Email

mmcite@mmcite.cz

www.mmcite.com



MMINTERIER

mminterier focuses on the production of upholstered furniture for interiors. During the development of its products, company cooperates not only with many excellent Czech designers, but also with students of Academy of Arts, Architecture and Design in Prague. Using refined shape solutions and quality materials creates timeless furniture design.



Product characteristics

NOMAD

Designer

Anar Davaasambuu

Co-operating designers and studios:
Radim Babák, Mojmír Čermák, Jan Čtvrtník,
Martin Frank, Hippios, Boris Klimek,
Jerry Koza, Miroslav Maňas jr, Jiří Pelcl,
Daria Podboj, Pavel Srb, René Šulc,
David Vodrážka

Trade name

mminterier

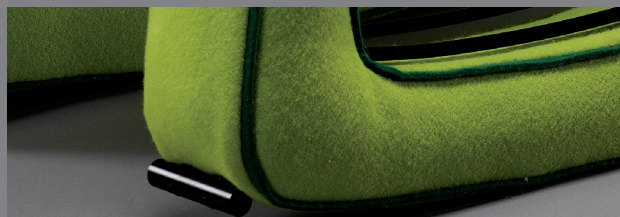
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+420 577 131 121

Email

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www.mminterier.cz



PROCESS CZ

Operating on both Czech and foreign markets, Process focuses on designing and manufacturing modern furniture and custom-made solutions for original interior elements. The best qualities are its material workmanship and emphasis on detail. Process collaborates with prominent Czech designers and architects.



Product characteristics

PLY LIKE LAJKÓ

Designer

Jiří Junek

Co-operating designers and studios:
Studio Olgoj Chorchoj, Lucie Koldová,
Jerry Koza

Trade name

Process CZ s.r.o.

Phone number

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Email

process@process.cz

www.process.cz



QUBUS DESIGN STUDIO

This flower loves a direct sunlight and sunbeams as well, as glass does. Because of her unique endurance is considered as undestroyable as plastic. And this certain combination of glass and plastic let grow this flower, which is well known as "Tongue of Mother-in-Law".



Product characteristics
MOTHER-IN-LAW

Designer
Jakub Berdych

Trade name
Qubus Design studio

Phone number
+420 775 708 090

Email
qubus@qubus.cz

www.qubus.cz



TON

CHAIRS AND TABLE, European leader in manufacturing NOT ONLY bentwood chairs, Tradition and continuous production established by Michael Thonet since 1861, selling to more than 60 countries of the world, mainly to Europe, United States, Japan and Australia.



Product characteristics

armchair MERANO, chair SIMPLE

Designers

Alex Gufler, Studio Olgoj Chorchoj

Co-operating designers:

Tom Kelley, Mads Johansen, Michal Riabic,
Eugenia Minerva, René Šulc, Jaroslav Juřica,
Ronny Eysser, Alexander Grimm

Trade name

TON a.s.

Phone number

+420 573 325 240

Email

mojmir.zakovsky@ton.cz

www.ton.cz



VERREUM

VERREUM aims to become one of the leaders on the market with exclusive Czech design glass. Except its own production of unique silvered glass VERREUM tries by cooperation with remaining Czech glassworks to keep Czech handmade glassmaking tradition. VERREUM joins up old glassmaking techniques used in CZ for many centuries with ideas of today's famous designers.



Product characteristics

NORMA, SHIBORI

Designers

Jiří Pelcl, Rony Plesl, Michael Koenig,
Sebastian Herkner, Petr Vařura

Co-operating studio:
Studio Olgoj Chorchoj

Trade name

VERREUM

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www.verreum.cz



CZECH SELECTION 2011

Official participation of the Czech Republic at the 100% Design London

September, 22-25, 2011

100% Design London, Earls Court London

Organizer

The Ministry of Industry and Trade of the Czech Republic

Implementation

EXPO, IGC GROUP, s.r.o.

Installation architect

Studio Olgoj Chorchoj - Michal Froněk, Daniel Gonzales

Graphic design

PILOT v.o.s.

Curator

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Cooperation

The Museum of Decorative Arts in Prague

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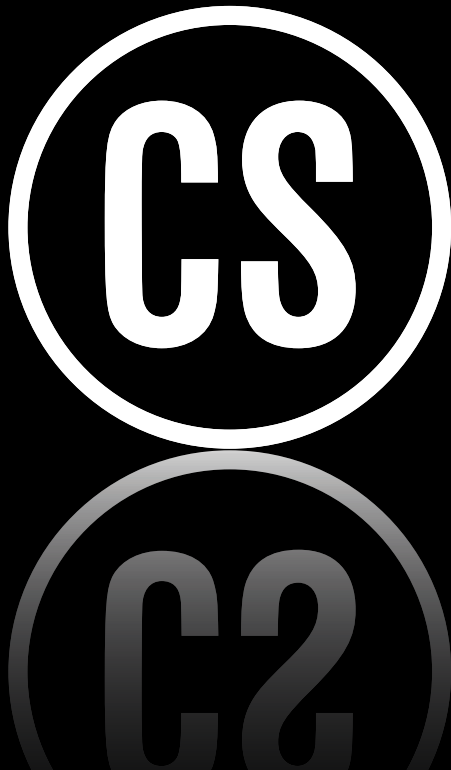
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